

# **THE Brain Alchemy Masterclass**

**HOW TO GET, KEEP AND GROW CLIENTS**

## **THE THREE PRONG SYSTEM™**

To understand exactly why some businesses do phenomenally better than others you have to understand the concept called the Three Prongs. What are the prongs that really drive your business? Once you understand where your business comes from, you can analyse what's good for your business and personal health. Knowing and understanding these three prongs will set you up for a future with a purpose. Once you learn the intricacies of how the Three Prong System™ works together, you'll find it hard - even tedious to go back to your old ways.

### **The Three Prong System™**

- 1) Consulting
- 2) Training
- 3) Leverage

## **Consulting**

Most businesses use consulting as a primary source of income. Consulting is pretty hands on and involves advising clients, monitoring the client's progress and doing projects. To make it clearer, let me give you an example. Imagine you're a web designer. Consulting would involve meeting a client, drawing up a plan for a website, creating the website, monitoring progress reports and all other related activities. Consulting requires you or someone from your office to physically do what's needed. If the consultant cannot be around, the source of income dries up.

Consulting = One on one.

## **Training**

Many businesses will do some sort of training for their clients. Often this training would be part of the consulting. So a web designer would spend a fair bit of time explaining the concepts of a website, e-commerce, search engine positioning, etc., to a client. This would be a normal, every day occurrence to educate the customer and more often than not would be unpaid time.

If you look at Training from a purist's point of view, it's simply about being able to impart education to multiple clients at once. This training can be complimentary or at a fee. A workshop, teleclass or speaking engagements would constitute as training.

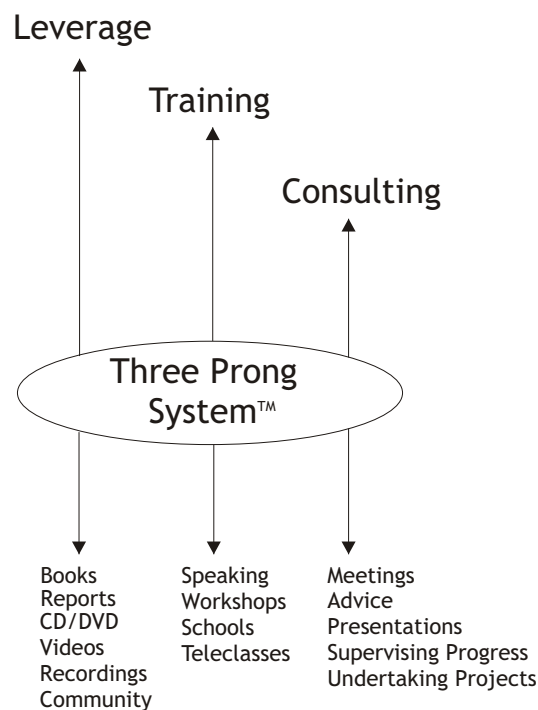
### Leverage

Leverage is simply when you have a system or several systems in place that generate a whole lot of income, reputation and freedom. Leverage is not about being the worker but the manufacturer.

Read that again. Leverage is when you become a manufacturer.

In the truest form, leverage allows you to create a product and then sell that product multiple times over. The whole system of sales can be automated, leaving you with the simple task of collecting the profits. And admittedly, looking at leverage in this simplistic way does the concept a great amount of injustice. Let me explain: Eg: Say you're a chiropractor and create a booklet. This booklet is sold at a small price of say about \$10. The booklet educates the customer at their cost. It also creates credibility in the customer's eyes, because you're only likely to author a booklet if you have a reasonable knowledge of the subject. And the effort of writing the booklet is a one-time effort and brings a perpetual revenue.

Here's a graphical representation of the Three Prongs System™



## Structuring Your Business

Just knowing about the Three Prong System™ is pretty useless. So what's new about it? Leverage, Training and Consulting have existed in some form or the other forever. You know about it; everyone knows about it. It's how you put this knowledge together that counts.

### **First you start with the analysis**

Before you go any further, it's important to understand that you have to analyse what you've been doing so far. With the analysis comes a whole deal of clarity. How much of time and effort do you spend on each of the prongs? Rate yourself on a percentage of 100% (100% being the highest and 0% being the lowest). I'll give you an example to do with PsychoTactics.

<b>The Three Prongs:</b>	<b>Approximate Percentage</b>
Consulting-----	20%
Training-----	30%
Leverage -----	50%

### **What does this percentage analysis tell you?**

The percentile actually shows you the level of freedom you have in your business. If you have a very high percentile in consulting, it means you have to be around almost all the time as consulting is one on one. If you have very high percentile in leverage it means you have far greater freedom as you can literally be detached and your business will still run without you. This is freedom in its simplest and most profound form. A simple chart like this will help you reveal to yourself how much you're tied down by the business and how much you need to change.

### **So where does the change start?**

First, understand this fact. Bill Gates doesn't do consulting. And neither does Oprah Winfrey. Or at least they don't do that any more. You've got to ask yourself, 'Why is this the case?' And how you, sitting in your office can achieve what seems reasonably impossible.

### **So let's look at Oprah**

What does Oprah do? If you look closely you'll notice that Oprah is a manufacturer, not a consultant. This is a key element, so I'll repeat the concept a few times before the the end of this section. Oprah creates immense leverage from her business which is why she gets what you've been looking for.


## Structuring Your Business

Here is an analysis of Oprah's Leverage, Training, Consulting break up.

L = Leverage T= Training C=Consulting

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So yes, you can't ever be Oprah! Or can you? Because a journey of a thousand miles begins with one step at a time. And admittedly, you don't have a thousand years. So how about two or three years? With dedicated effort, you could achieve a mini-Oprah without too much of a problem. But before we go too much further, let's examine the purpose of why we all do what we do.

The three main reasons why you work each day is

### **Wealth**

With wealth you create:

- 1) More Clients / Selected Clients
- 2) Creates Barter Currency
- 3) Products/Training: Constant Income

### **Respect**

Respect brings you a whole bunch of advantages:

- 1) Clients Form An Opinion Without You Doing a Thing
- 2) Clients Hear of You/Want to Work With You
- 3) Publicity becomes easier

### **Freedom**

Ah, freedom. It's what you live for.

- 1) You stop selling time
- 2) You're no longer bound to your desk or country
- 3) You're not bound by a yo-yo economy!

The question must arise. How do you create wealth, respect and freedom at the same time. I mean, c'mon, the benefits are obvious. So how do you create all of the above? How do you do a mini-Oprah? Look at the options in the pages to come. Of course, listen to the audio. Because the audio on the CD will explain to you in great detail how to go about things.

But for now, while you're still reading, here's a list. And a powerful list too. If you choose to implement just a few of the comprehensive list, you'll have wealth, respect and freedom beyond your wildest dreams. If you really do manage to do all of the list, you'll be an Oprah yourself.

Ok enough of the suspense already. Just flip the page.

**Leverage**

**Books**  
**E-Books**  
**Audio Books**  
**Audio Programs**  
**Single Audio Cassettes**  
**Video Trainings**  
**Multi-Media Programs**  
**Workbooks**  
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**CD-ROM / DVD Training**  
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**Seminar Company Workshops**

**Training**

**Group Coaching Programs**  
**Mentoring & Apprenticeship Programs**  
**Keynote Speaking**  
**Breakout Sessions**  
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**Teleseminars**  
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**E-zines**  
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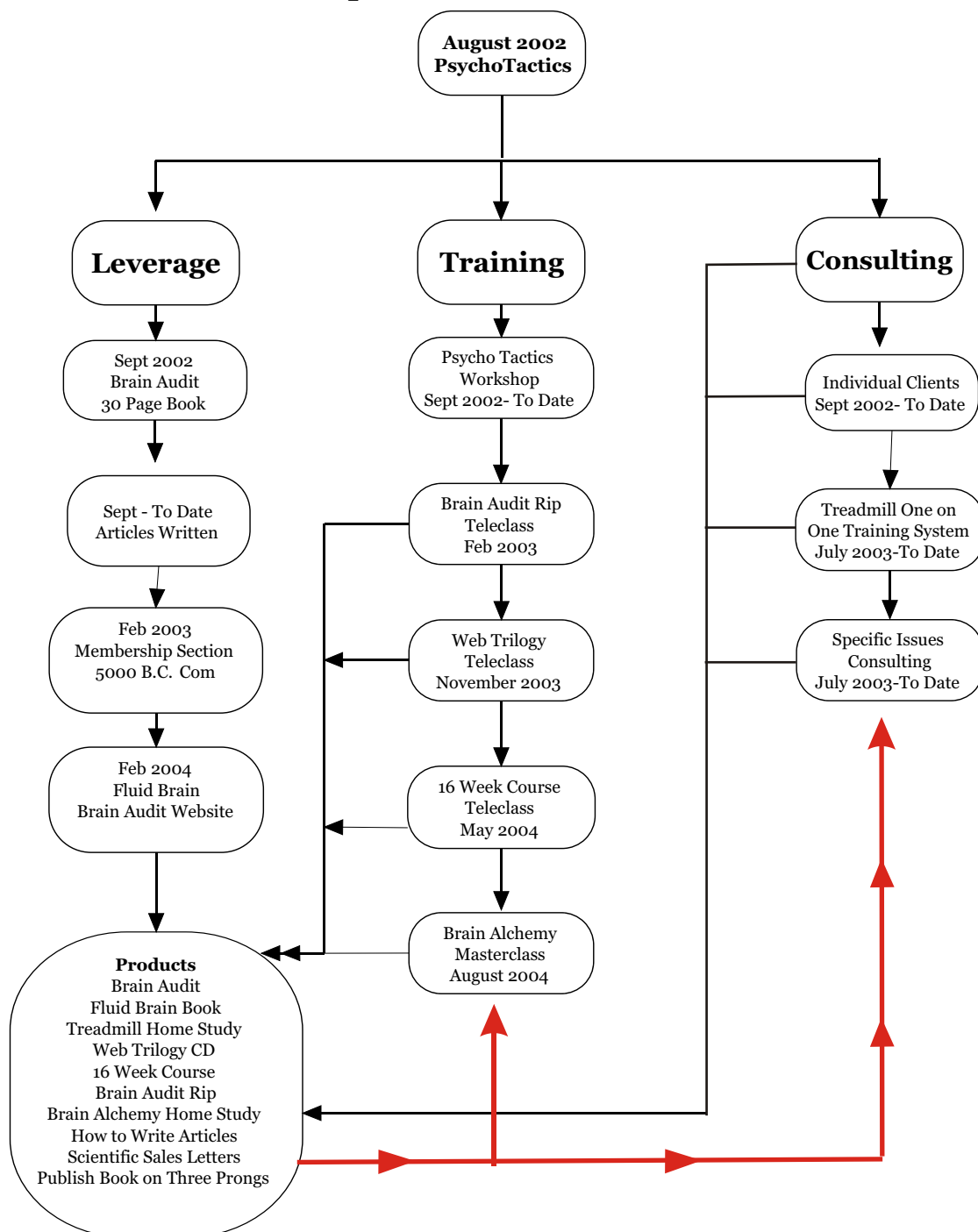
**Consulting****Hourly Consulting****Long-Term Consulting Contracts****Subscription Consulting****Ghostwriting & Co-Authoring****Counselling Services****Compiled Reference Guides**

## Structuring Your Business

Under normal circumstances all of these profit centres are an amazing source of income. If you pursued any of these profit centres individually, you'd still make a sizeable income. However, it's the combination of leverage, training and consulting that really creates a system that rocks!

Let me explain how we've used it for our business.

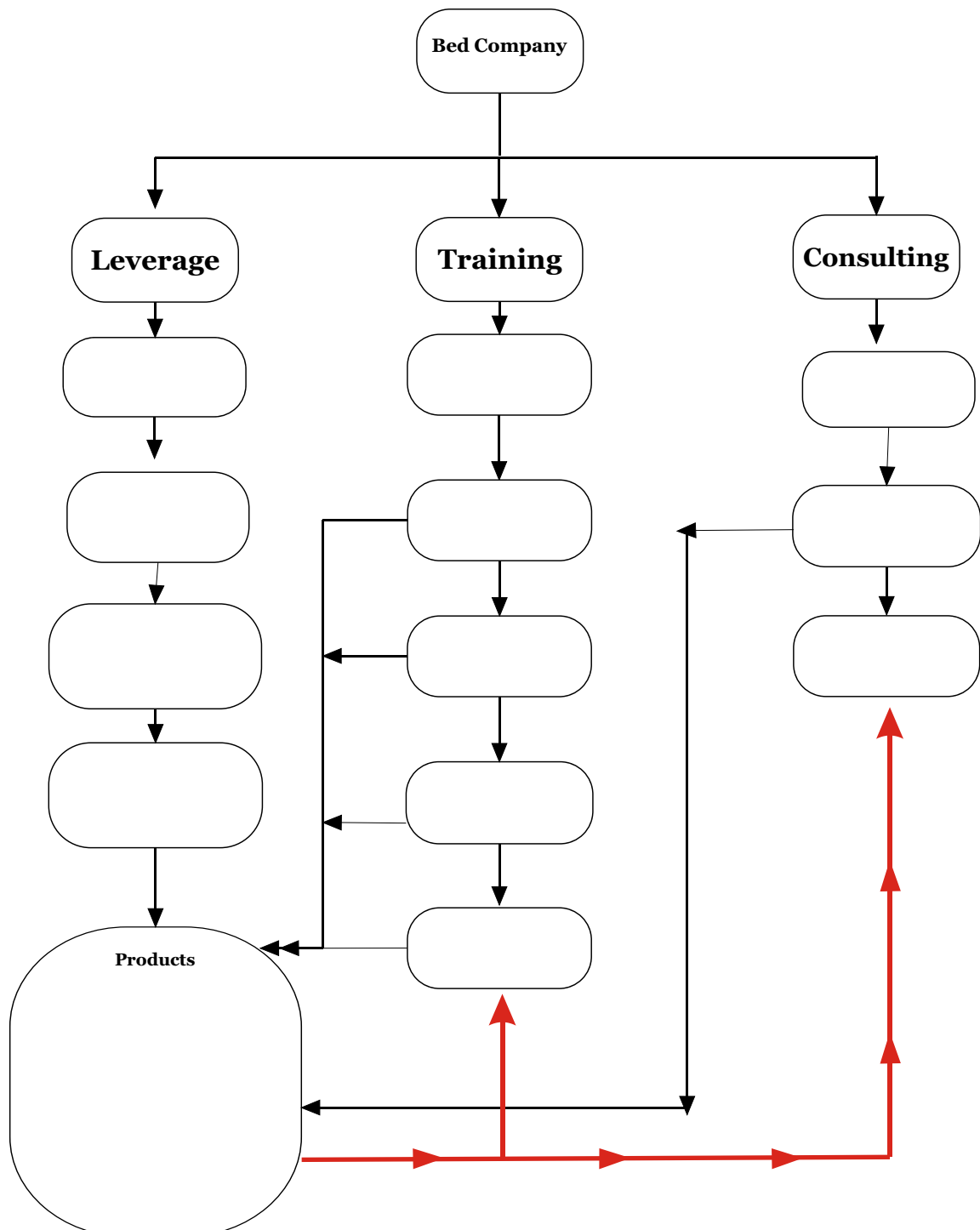
### Example of Service Based Business



## Section 2

### Structuring Your Business

#### Example of Product Based Business



Fill in the blanks above. Go on, try it for the bed business. You'll see how easy it is to come up with the answers. And once you're done, listen to the audio CD. You'll find that most people can come up with a whole bunch of ideas that work really well for the three prong system. Then take this simple model and put it to work for your company! Remember, the big thing is about implementation, not about knowing. So go ahead and implement.

### Structuring Your Business

#### Starting with intimidation

The first thing this Three Prong System should do is intimidate you. I mean, how the heck are you going to be able to do all of this stuff? You have hardly any time as things stand. Where do you start? How do you write articles? Publish a book? Doesn't that cost money?

Ok, so you're getting really hot around the collar.

Cool down a bit. If you notice, at PsychoTactics when we started, we didn't have a whole lot of product. We didn't have a whole lot of leverage. All we had were a few articles and one very thin book of 20 pages called the Brain Audit (Today it's over 90 pages and will soon be a whole 220 pages). That was it. We didn't start with two hundred thousand products, services and training sessions all at once.

And neither did the bed company. They just had their products and the usual brochures. They did nothing but sit around and wait for the customer to walk through the door. If they did get their message out to the people, it was usually through an ad in the newspaper. They learned that they could be doing so much more.

So was it challenging? You bet it was! No one likes to get out their comfort zone, you, I or the bed company are no different. The only way to create training or leverage is to promise the customer the goods in advance. Unless the product needs instant delivery, you can quite safely promise the service/training and take payments in advance. Once the day on which you need to deliver rolls along, simply create and deliver the goods. You've made a promise to your clients and the date and the delivery forces you to get off your you-know-what and deliver the goods!

#### And the magic of the Three Prongs Comes Alive!

From the point you create your first **product** or **training** session you're creating leverage like never before. A product can be sold to multiple customers time and time again with little effort on your part. Instead of trying to educate or speak to one customer at a time, you can have a whole lot of customers come to your premises for a training session. In most cases, this training need not be free. You can charge for this training and customers would still be happy to pay if the information was valuable.

The best part about a product or training is that it creates more demand for your consulting. And here's the big SECRET. If you can create more products and more training...YOU DON'T NEED CONSULTING. For instance we earn a considerable amount each month through leveraged products and training. This enables us to charge whatever we like for our consulting. If a client finds us too expensive and doesn't want to hire us, we're fine with that. If they do, we're fine with that too.

But best of all we can travel, take breaks and do whatever we choose because training can take you places, like this workshop in LA. And products sell through outlets like book stores, websites, etc.. No matter what we're doing or wherever in the world we choose to go. Is this making sense?

**Of course you have an option**

You can do NOTHING. You can go back to your old ways. You can do just your consulting. Or sell your product. I mean, why bother with creating workshops and booklets and stuff like that? Seems like a whole lot of work to you, doesn't it? Yes indeed, it's a whole lot of work and it may take two-three years before you're really starting to see some outstanding results. So the question must arise. Is three years too long to wait?

**The answer is simple:**

If someone told you that you were going to get an inheritance in three years provided you conducted a few workshops and wrote a booklet and created a product or two, would you do it? The answer is most certainly YES! And you know what? You don't have to wait for that inheritance. You can create the wealth all by yourself.

**How do you go about creating ideas?**

Look on the Internet. What's your topic of expertise? If you search the Internet, you'll find scores of topics to write or speak on to create products and leverage of your own. You can go online and find workshops and what they cover. So let's take a few examples of both products and services.

## Section 2

### Structuring Your Business

Google Web Images Groups News Froogle more »  
kitchens Search Advanced Search Preferences

Web Results 1 - 10 of about 2,600,000 for **kitchens** [definition] (0.11 seconds)

**Resene - Kitchens**  
www.resene.co.nz Interior, room and home decorating ideas, tips and advice from Resene

**Kitchens.com - Kitchen Design Ideas, Help, Pictures and Experts**  
Kitchens.com is your complete source for kitchen design and remodeling information. ...  
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www.kitchens.com/ - 44k - 22 Jun 2004 - Cached - Similar pages

**Welcome to The Reynolds Kitchens**  
The Reynolds Kitchens Connection, the Internet home of Pat and Betty, The Reynolds Kitchens Home Economists. Here you will find ...  
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**World Wide Kitchens Catalog**  
... (For shipping costs "outside" of the contiguous USA - please inquire). Thank you. World Wide Kitchens, Inc. & Maryland Equipment Co. ...  
wwkitchens.com/ - 29k - Cached - Similar pages

**home improvement, fitted kitchens, in-toto, kitchen appliances ...**  
For home improvement see Europe's largest range of contemporary and traditional fitted kitchens. In-toto kitchens operate through franchises throughout the UK. ...  
www.intoto.co.uk/ - 11k - Cached - Similar pages

**HERSHEY'S Kitchens: A sweet collection of chocolate and dessert ...**  
... treats. All of the recipes on HersheyKitchens.com were developed and tested by the Hershey Test Kitchens in Hershey, Pennsylvania. ...  
hersheyrecipes.hersheys.com/ - 19k - 22 Jun 2004 - Cached - Similar pages

**Merit Kitchens**  
www.merit-kitchens.com/ - 2k - Cached - Similar pages

**Welcome to Roots Kitchens Bedrooms Bathrooms**  
The Roots Kitchens Bedrooms Bathrooms website, containing information on kitchens, bedrooms, appliances, tiles, worktops, sinks, taps and a lot more. ...  
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Solid Wood Kitchens from £1495  
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www.chinakitchens.com

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Money-saving links, tips, ideas.  
kitchencabinetsanddesigns.com

**Kitchen Design Secrets**  
21 Secrets that most Kitchen Design Companies don't want you to know  
www.kitchen-secrets.com

**Over 1400 Kitchen Photos**  
Find kitchen design ideas!  
Membership required.  
gethomeideas.com

**Kitchens**  
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A random search for kitchens brings up tons of information. You don't even have to think! The right hand bar, with the ads gives you products you can create.

Google Web Images Groups News Froogle more »  
kitchen workshop Search Advanced Search Preferences

Web Results 1 - 10 of about 686,000 for **kitchen workshop** (0.19 seconds)

**Kitchen Workshop**  
Main - Manufacturing - Kitchen furniture Kitchen furniture. +, Kitchen Workshop, Contact, Mr Martin Hughes, Address, Rear of 37 Newry Road, Mayobridge, NEWRY, BT34 2ET. ...  
www.4ni.co.uk/listing.asp?cat=400&style=0&company=38296&level1=22 - 34k - Cached - Similar pages

**Explore Your Dream Kitchen - Wallace Hall - Virginia Tech Campus ...**  
Class Overview. Learn about planning and designing a kitchen that really meets your needs! ... The Center for Real Life Kitchen Design. ...  
www.conted.vt.edu/dreamkit/ - 16k - Cached - Similar pages

**In my kitchen workshop - Gourmet books**  
... In my kitchen workshop Fabrizio Buliani was born in 1954 in Casanova di Tolmezzo, close to the Austro-Italian border. His father ...  
www.gourmed.gr/gourmet-books/recipes/show.asp?gid=4&nodeid=72&arid=2626 - 19k - Cached - Similar pages

**Welcome to The Shaker Kitchen & Furniture Workshop, UK**  
The Shaker Kitchen & Furniture Workshop. ... Copyright (c) The Shaker Kitchen & Furniture Workshop 2002 All Rights Reserved. Visit Historic Soham in Cambridgeshire.  
www.theshakerworkshop.co.uk/ - 10k - Cached - Similar pages

**Certified Kitchen Workshop Planned For Kansas Businesses ...**  
Released: March 16, 2004. Certified Kitchen Workshop Planned For Kansas Businesses, Producers. MANHATTAN, Kan. - Training in how ...  
www.oznet.ksu.edu/news/sty/2004/kitchen\_workshop031604.htm - 10k - Cached - Similar pages

**Kitchen workshop on**  
HSSSKitchen workshop on Complex Ordinal Models. Villard de Lans, Vercors, January 19-26, 2000. Hotel Le Dauphin. Participants. ...  
www.ceremade.dauphine.fr/~xian/Kitchen.html - 38k - Cached - Similar pages

**UlsterShopper.Net - Northern Irelands On-Line Shopping Resource**  
Kitchen furniture. Kitchen Workshop, Contact, Mr Martin Hughes, Address, Rear of 37 Newry Road, Mayobridge, NEWRY, BT34 2ET. Tel. 028 3085 1827. Fax. 028 3085 1827

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**Resene - Kitchen**  
Interior, room and home decorating ideas, tips and advice from Resene  
www.resene.co.nz

**Dream Kitchen Guide**  
Make your dream kitchen a reality!  
Money-saving links, tips, ideas.  
kitchencabinetsanddesigns.com

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Find kitchen design ideas!  
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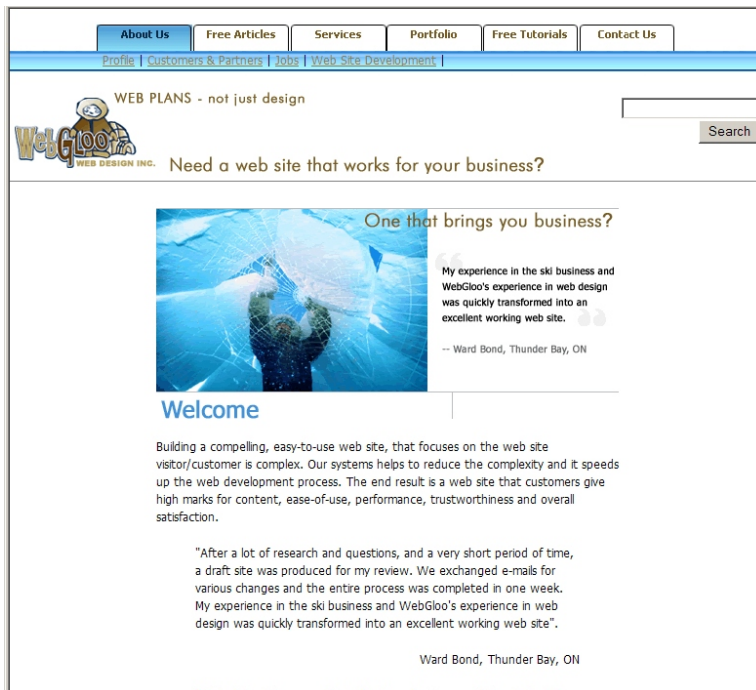
**Kitchen Design Secrets**  
21 Secrets that most Kitchen Design Companies don't want you to know  
www.kitchen-secrets.com

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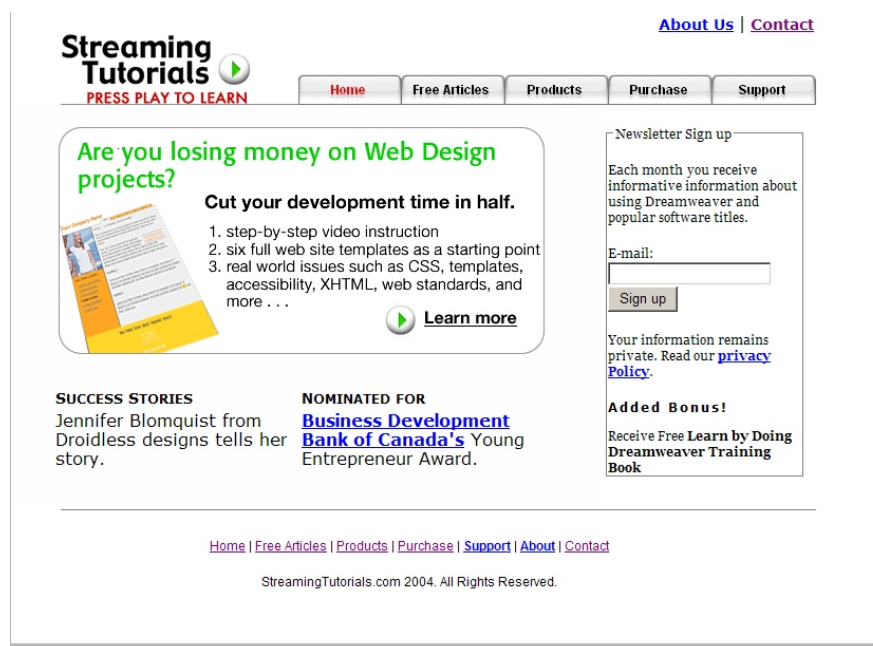
Looking for training topics? Just a simple keyword like Kitchen Workshop will bring up a whole bunch of workshops that you can conduct. I went to the Kitchen Workshop and they were full. Who'd think anyone would be interested in paying for a kitchen workshop? Yet customers do pay for workshops.



## Structuring Your Business



*If you look at the websites on this page, you'll never know they belong to the same business. The website above is the consulting arm of the business and the one below sells product and training. This client spent a lot of her time in consulting. When she switched over to training and products, her business got a sense of structure. Now she can create more wealth and freedom through training and product and is no longer dependent on the call of a consulting client.*



## Structuring Your Business

### The Heady Mix of Consulting, Training and Leverage

#### Consulting:

Consulting is great. It just takes up oodles of your time. So why bother with consulting? There are lots of small answers but just one big one. The biggest reason in favour of consulting is that it keeps you on your feet. When you're consulting, clients ask you dozens of questions that you may have never considered before. In most cases you know the answers. You don't know the questions. Read that line again.

Consulting provides the questions. Which is why no matter how cozy you get, you should never, ever give up consulting. Also consulting can be very lucrative once you get the other prongs in place. When you're earning a nice, fat packet from training and leverage, you can raise your prices considerably. You can also pick and choose your clients putting in strict measures and conditions when you work with someone.

Jim Collins is an example of pure leverage and training. He's the author of 'Built to Last' and 'Good to Great' and whom Forbes magazine calls the hottest management in the world. Here's an extract of Jim's thinking...in his own words:

*Allow me also to use a personal example. Part of my professional vision is to contribute through teaching and to harness my curiosity and passion for learning in ways that make a positive impact on the world. From that goal flows the imperative that I allocate time primarily to research, writing, and teaching and limit consulting work only to those situations in which I can contribute as a teacher.*

*To reinforce that imperative, I have created two catalytic mechanisms: the "come to Boulder rule" and the "four-day rule." The first rule states that I will not engage in a direct advisory relationship with any organization unless the chief executive agrees to travel to my Boulder research laboratory. Executives spend huge sums of money on consultants, but money doesn't equal commitment—if you have a big enough budget, invoices just don't hurt. Yet all chief executives, no matter how large their budgets, have only 24 hours in a day. If a CEO flies all the way to Boulder, he or she has demonstrated commitment to serious discussions and hard work, and the likelihood that I will make a significant impact as a teacher increases exponentially. Most important, those not committed to real (and*



### Structuring Your Business

*perhaps uncomfortable) change eject right up front. The second mechanism—my four-day rule—states that any given organization has an upper limit of four days of my advisory time in a year. The most lasting impact comes by teaching people how to fish, not by fishing for them. Organizations that want an adviser to fish for them self-eject through this catalytic mechanism. Admittedly, these are highly unusual devices, and they would be disastrous for most consulting firms that depend upon continual growth to feed their machine. Yet they are perfectly designed for a strategy aimed at explicitly not building a large consulting business. They are unique to me, as all catalytic mechanisms should be to their creators.*

In effect, Jim is the consummate trainer and leverage expert. He earns a living via teaching, which he loves, and leverage through his books and other mediums. The consulting is kept to an absolute minimum and is extremely high priced and condition-based.

#### **Training:**

Training allows you to avoid having to create one on one meetings with clients. If you use leverage and training wisely, you almost never have to do a sales pitch. When you have a training session, you get many clients educated all at once AND you get them educated at their cost. This factor is important. When the client has paid for training, they are more likely to find value in it, than you just showing up at their office and making a presentation. Most of the big names in different fields use training as a very powerful weapon to get their message across and to sell leveraged product as well.

However, let's go look at a small business owner. Instead of going to her clients, Maria got her clients to attend small training sessions. The clients would pay a small fee for these sessions.

Maria rarely had to do any sales pitch as a result. After a training session, she'd show the clients the services that she had available. They'd logically buy into the services. Training is psychologically very different from a sales pitch because 1) The customer pays to be there 2) They are in a student mode not in a client mode. This is a very important difference.

Being in a student mode, makes clients want to learn more from the teacher. You, then assume the mantle of the 'guru or learned one'. The one whom clients must follow and listen to. Best of all training allows you to up sell product or consulting quite easily and with the most minimal effort.

### Structuring Your Business

Once you start to get a loyal client database, training can be an instant revenue earner. Last Christmas, we had sudden expenses including a complete change of our roof. We were looking at approximately \$7-8 thousand in expenses. That's quite a bit of money to shell out at short notice. All we did was send out one email to our client list informing them of a day long training session. The offer was irresistible and the clients took up the offer immediately. In under a week the seminar was completely sold out and we had the money in the bank. Training is a **powerful instant income generation/education device**. Make sure you have at least one training workshop ranging between one hour to three days depending on the content you have to deliver. Of course I am assuming you have excellent content to deliver.

#### **Leverage:**

Where do I start? When you have leveraged products, you're a machine. You don't have to wake up in the morning to sell your product. Your book is selling at the downtown store, across the world in Japan or through your Internet site or some affiliate making a presentation somewhere. The point is that once you have a product or a series of products, you still have to put in some hard work, but nowhere nearly as much as in consulting.

Even in a smaller training scenario, you'd be quite successful in selling 8-10 products after a speech. Priced at barely \$100 - \$200, that would make you an instant \$1,000-\$2,000 for an hour's work. Obviously we're not counting the speaking fees and the possibility of signing up someone for consulting. If you persist and create great content, it's not unusual for trainers to make \$5,000-\$10,000 or more in speaking fees and as much as \$200,000 or more on the sales of product. T. Harv Eker, routinely speaks at events where the event itself is absolutely free, but sales from the products range close to or more than a million dollars.

And selling products is just the tip of the iceberg. Once you start creating products, you're literally creating currency. You can barter your products for other products. The cost of production is very minuscule and it allows us to get thousands of dollars of bartered goods for close to nothing. And barter is simple. I send the clients my product and they send theirs in return. Our products might be worth thousands of dollars on the open market, but in a barter, they're just the cost of the materials. If you're an information junkie (and you should be) you'll need a constant stream of education. Having products that you can barter is better than money in the bank. You're not only able to barter, but also able to create a joint alliance with parties worldwide. In effect, the world becomes your playground.

The key factor to remember about leveraged products is that you'll be silly...very silly not to create products. Sure there will be hurdles along the way, and there's a lot to learn, but if you ever think of giving up, just remember these words: **Bill Gates doesn't sell consulting!**



# Summary: 2

## Structuring Your Business

### Structure

#### Why Consulting?

- 1) It's natural. It's what you do
- 2) Consulting allows you to be sharp as customers keep coming up with new problems for you to solve
- 3) You'll get more ideas for products by consulting than by any other system
- 4) When used in tandem with training and products, consulting can be a very high income generator. Your specific consulting services can be used only for people that are willing to pay your fee.
- 5) Consulting is one on one. It allows you the ability to be more close to the customer and more specific

#### Why Training?

- 1) Training is an instant income generator
  - 2) Training allows you to educate clients at their cost
  - 3) Training saves enormous time even if you don't charge
  - 4) It helps you build product and reputation simultaneously
  - 5) It helps you build a system/structure for your business
  - 6) It becomes a huge barter tool
  - 7) Training is a travel ticket. With a good training system you will have people paying for your travel locally and internationally.
  - 8) It's a low risk option for most clients that want to check you out without investing in expensive consulting/product
  - 9) It's a great front-end system, enabling you to get more consulting and more product sales as a result.
  - 10) Training is far superior to having to do a sales pitch. As a trainer you attain the status of teacher and expert. As a salesperson, there's far more walls put up by the buyer.
- Note: Training isn't as scary as it sounds. Have you ever seen a nervous person on TV or Radio? The people being interviewed are shaking in their boots, but you can't see the nervousness. Besides, the nervousness usually subsides within the first 10 minutes.*

#### Why Leverage?

- 1) Allows you to cater to clients that can't afford your services
- 2) Allows you to become a manufacturer and not have to be hands-on in the business
- 3) Over time, it creates a regular stream of income so you don't care if you never have to do consulting again.
- 4) It reduces the number of tire-kickers. Only serious buyers will go beyond the product stage onwards to training and consulting.
- 5) Helps grow the business exponentially. A book or CD can reach a far wider audience than you can hope to reach with consulting or training.
- 6) One product leads to another. In a short while you'll find that creating product in different forms is amazingly exciting and lucrative
- 7) Leveraged product allows you to barter, create strategic alliances and create a parallel income for your business.
- 8) Leverage allows you to have both physical as well as informational product. Remember the biggest power tool in the world today is information. Packaging information is not only vital for your own business, but it's a wonderful tool to sell to competitors.
- 9) Leveraged product is the key to freedom. It's the only system that allows you to break from the shackles of having to turn up every single day to work.