

## LESSON SEVEN

In this video I want to have a bit of fun with you. The reason being is because I want to stretch your brain a bit. Imagine you can see a rope. Imagine if this rope was 10 feet tall. It was actually 10 feet off the ground. I know I am not 10 feet, I am 5 feet 10 or something like that, but just imagine this rope is 10 feet off the ground. The question I have for you is, what would you do to get over this rope? You might say, "I don't know Paul, maybe I will get a step ladder. Yes, I will get a step ladder and I will get over it". Or, "I might get a couple of chairs together and I will stand on the chairs and I will jump over the rope." Or, you might get somebody to boost you up and help you over. That is another option. Or you might pole vault over the rope. All of those would get over that rope.

Imagine however that I raised this rope to 100 feet high. It is now 100 feet off the ground. What are all the things that you would now do in order to get over that rope? Before, it was 10 feet off the ground, now it is 100 feet off the ground. What are the things or activities that you would do in order to get over that rope now? Some of the things you might say are "I'd hire a helicopter and I'd fly over the rope." Yes, that will work. Or you might say "I will build scaffolding and I will climb up the scaffolding and I will get over the rope that way". Or, "I will build a crane and I will go up in the crane and I will get over the rope as well. Or "I might take a skyscraper elevator and come out on one of the higher floors and then I will get over the rope that way." All of those possibilities would absolutely get you over the rope when it is 100 feet high.

Why am I telling you this story? The reason being, and why we are having a bit of fun, is because a lot of people think from the point of view that they have a set revenue figure that they want to achieve. They may have set a figure of let's say \$50,000.00 or maybe \$100,000.00. That is the revenue figure that you are trying to achieve, however, if you add a zero, because that is all we did, we added a zero to the 10, which made it 100. If you added a zero to your target revenue figure, and let's say your revenue figure was \$50,000.00 and you added a zero and made it half a million dollars. All the things that you will try and think of to achieve the half a million dollars revenue figure will absolutely work the same as just achieving \$50,000.00.

That is the stretch that I want to try and make in your brain because when I do this exercise for myself and I say here is the revenue figure that I want to achieve in this particular period. If I then add a zero I then think, okay, what are the other things I need to do in order to actually achieve that revenue figure. In your mind, and we have spoken a lot about the power of your mind and how your mind works, your mind works like a Google engine, so if you ask a question to your brain, then your brain has to give you the answer. Therefore, if you ask the brain, "How do I actually

achieve half million dollars of revenue as opposed to \$50,000.00?" The brain is going to come up with a whole load of other possibilities or whole lot of other ways of how you can actually achieve half million dollars of revenue, therefore, those things would still apply.

If your mind is expanded to achieve and these are all the different things I need to do to achieve; strategic alliances, I need to get in front of bigger audiences or I need to go on a global marketplace as opposed to just my local area, therefore, how do I need to change my business model around in order to go after and deal with a lot more clients as opposed to just a set number of clients that are going to deliver \$50,000.00.

This is what I want you to start thinking about. If you were to add a zero to your target revenue figure, what are the possibilities that come up for you in your mind of wow, if I added a zero, what could I do? What are the things or what are the activities that you could do in order to actually achieve that extra higher value revenue figure? When you get those activities, write them down in the exercises because as time comes through and you set goals and you set targets for yourself it is going to become an awful lot easier to say I am going to achieve that type of revenue figure. All of your mind and all of your resources come to play to actually achieve the higher revenue figure as opposed to just the lower figure. That is the exercise I have for you. Add a zero to your revenue figure. I will see you on the next video.

## Exercise 14

What is my target revenue figure....

## Exercise 15

When I add a zero, what ideas, possibilities, actions, strategies can I come up with...

