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## Rich Schefren Interview Series With Coaching Client Hans Johnson

**RICH:** Hello everyone. I've got another great call for you today. I'm interviewing a client of mine that has had a tremendous success story. I am really excited that he's taking the time out of his busy schedule. He's actually out of town right now, but I tracked him down and he was willing to do this to really help people understand some of the shifts that have to go on in your mindset and what you have to do in your business to take your business to the next level.

His name is Hans Johnson. One of his main Web sites is [www.danijohnson.com](http://www.danijohnson.com). Hans, do you want to say hello?

**HANS:** Yeah. Hi! Thanks for having me on, Rich.

**RICH:** Oh, I really appreciate you taking the time. Hans, can you tell everybody about your business, what you do and just walk people through that before we even get into the before, after and some of the stuff that they can take?

**HANS:** Yeah, sure. My name's Hans Johnson and my wife Dani and I run a company called [www.danijohnson.com](http://www.danijohnson.com). Basically, our primary market is that we train, equip and develop small home-based entrepreneurs to build a successful business. My wife is a speaker. She is phenomenal at what she does. When people ask me what I do, I kiddingly but kind of seriously usually just step back and I'll say, I sell my wife, which people always laugh at. They look at me, like, are you really serious about that? Yeah, serious.

1:32

But yeah, what we do is basically she has a program and we've developed a program that basically teaches people everything from -- personal marketing skills, really, just how they interact with people, anything that involves one-on-one selling. A lot of our clients are running home-based businesses or they are independent sales reps for different direct sales companies as well as other people that are in their own profession as maybe a dentist or a doctor or an attorney or anybody that has a business that involves people, which really comes down to everybody out there.

Basically, we have seminars that we do; we have a free membership program at our site. We've just seen some amazing testimonials happen through the seminars that we do and some of the stuff that we've been doing and that's really been driving the growth is the results that have been happening from our clients.

**RICH:** There's no question about the growth that you guys have had. Obviously, you have to be providing a great service that is highly valued because obviously you

don't get that kind of growth rate without people coming back and buying more, which really does reaffirm that whole idea that you really need to be in a business that plays to your strengths, that provides value and you guys were doing that way before I was involved. You were in the right business, especially for what Dani's gifts are.

3:00

With that being said, why don't you explain to everybody -- you know, our history actually goes back even before the coaching program. The main point is to get across where your business was when the coaching program started or before that, even, when you started being exposed to my work. Just give people an overview so that when you tell them about where you are today they can really see the big difference. So, why don't you go ahead and kind of paint the picture, if you will, of the way it was.

**HANS:**

Yeah, absolutely. Well, like you said, we met you prior to you launching your first program. It was through another coaching program that I had gotten involved with. There was like a six month apprentice program that you were doing with Jay Abraham and Stephen Pierce. That program was awesome and I had tracked Dani down to -- you guys had ended it with a seminar down in LA, and I convinced Dani to come down with me.

4:00

It was an awesome event but I remember that point in time our business was growing, we were having success. That year we ended up closing the year out at about a half a million in sales for our first year. This was about almost two years ago now -- getting close to two years. And that is something that Dani and I have always been able to grow sales. We've never in the history of our careers as entrepreneurs and running businesses and building businesses, we've always been able to drive sales. That's never been a challenge for us. But one of the things that has always been a challenge is to build a solid infrastructure to support the sales. So when we met you at that point in time our sales were growing and I think we had just our first \$80,000 month in sales or something like that.

5:00

I remember when you did your presentation and you threw that slide up on the projector, which I think is the one that's in your Internet Business Manifesto right now. I just remember seeing that hit the screen. I'm just speaking about the emotion that I had back at that point in time with the person in the middle and all of the circles. I don't know how many circles you have on that thing. It looks like its 40 or 50.

**RICH:**

Yeah, certainly a lot.

**HANS:** Yeah, different tasks. And all those things are so important and I remember just going, oh, my gosh, that's me. I'm that guy in the middle! I was so happy actually, that Dani was with me at that event because when we set up [www.danijohnson.com](http://www.danijohnson.com), my goal at that whole thing was that she has such a gifting to impact people's lives and change their lives. My whole focus was that I wanted to set it up so that she could just do what she is awesome at and that she wouldn't have to get bogged down or tied into any of the operational or any of the other logistical-type stuff, marketing or operations or running the company, which is awesome, right?

6:24

If she wants to, she is a phenomenal business person. She's a ten times better business person than I am, but it allowed her to do what she does best, but here I am, I've got spinning plates syndrome. I'm spinning all the plates myself. Anyway, I just remember seeing that slide and just sinking in my chair and then she looked over at me and I just looked at her and I said, "That's me in the middle." And we did come up to you afterwards and I think she was the one that just came to you right away and just said we need help.

We're exactly what you are showing there. She is a lot quicker than I am at picking up, you know, if we keep going down this path, there is going to be a problem. I'm kind of bullheaded. I will get my head stuck in something and -- I'm German. I don't know if you've ever heard the joke about Germans, but we're kind of thickheaded and if we get our heads fixated on a certain thing or we get focused and to get our attention you'd come up behind us with a two-by-four, whack us in the back of the head and then we turn around and say, "Were you talking to me?"

So my wife does that to me occasionally. Our business was doing well, but the thing was is that I was really carrying everything on my shoulders.

**RICH:** And that's really important to stress because you also -- you didn't mention but you have five kids, right?

**HANS:** Yeah.

**RICH:** Yeah. And that's a big part of your life, like you and Dani really strive to be great parents. You had your business, it was doing \$500,000 in your first year, which is phenomenal, and you were basically just working like a dog. You remember how many hours a week or anything like that that you were working?

**HANS:** I don't remember because it was like work all day long, kids come home from school, spend some time with them, they go to bed at night, we've got an 8:00 bedtime, boom, then I'm working again from 8:00 until 1:00 or 2:00 in the morning kind of thing.

8:25

**RICH:** Wow.

**HANS:** Yeah. It was just anytime there was an opportunity to work, there was something getting done. It was a lot of hours, though. It was probably easily 60 to 80 hours a week.

**RICH:** Gotcha. Okay. So, that was almost two years ago. Let's talk about where your business is today because it is such a dramatic -- even just talking about it, you must have a big smile because you've got a lot to be proud of. Why don't you tell people about what your business is like today, and then actually we might even go back because I'd like to talk about maybe some of the frustrations that you had when you were doing your half million, like what was going through your mind. Let's press forward first and then we will backtrack for a second. So tell people about your business today, where you're at and share with people the dramatic change and success.

9:26

**HANS:** What happened was that next year, you know, we started the coaching program and, again, our business was growing and the thing that I think that your coaching played into is like I said before, we've always been able to grow sales but stabilizing that and building the infrastructure and be able to manage that had always been a challenge.

Our second year we ended up having 600 percent growth, which took us to like \$3 million a year. This year we're looking at doubling that just based on what the sales have been. And so we've had this crazy amount of growth.

**RICH:** Wait, wait! Just in case that goes over people's head, doubling your growth means \$6 million this year. That's insane. The companies three years old and in the third year you're heading for \$6 million. I've had that kind of success, too, in a lot of the businesses that I've had, but for most people that boggles the mind. And it should because it's not an easy task to accomplish. And you are not working -- that's more than ten times growth, that's twelve times growth. You're not working twelve times harder, right?

**HANS:** No, definitely not.

**RICH:** So you're not working 960 hours a week, if you were working 80 hours a week then. Tell them a little bit more about what you do today and how the business is kind of just different.

10:55

**HANS:** Well, I think there are a lot of things. We've obviously developed a company. I think part of it, too, -- I mean, there's such a big difference and I think one of the things that you offer to people, and you see this out there, and we deal with it, too, in our industry because we deal with a lot of people that are transitioning from a job-type mentality to an industry where they are going to become an entrepreneur, they're going to get involved in sales, they are going to run their own home-based business and I know it's the same on the Internet. What happens is people buy into that mentality of I'm going to get in this thing and I've got this business now. And for me it's like this shift from that business -- okay, I'm in a business but we've all met people that, oh, I'm in this business this month and then 90 days later, well, I'm in this other business, 90 days later I'm doing this deal, oh, now I'm doing this deal. But there is such a big difference, at least to me, and I think you had a part in this, to me, personally, is that there's a difference between building a business and building a company. A business, you can change your mind every 90 days if you want. But when you're building a company, you're talking about, at least to me -- and this is when Dani and I started [www.danijohnson.com](http://www.danijohnson.com), she took about four years off from speaking. When she got that call on her life to get out there and start speaking again, we sat down and we talked about it and we talked about what we wanted to do differently. One of the things is that we don't want to have to do this again, and we're not out here doing what we are doing just to make some money. We're here to build something that's going to be here 10, 20, 30, 50 years from now. To me I think it's just a difference with that company mindset.

You have been instrumental, and I was thinking about this earlier. I remember -- I don't know if you remember one of our calls that we had done and I don't know if it was the beginning of this year or the end of last year or the middle of last year, whatever it was, but it was in the middle of the growth and you had said something to me and it really hit me and it was like, wow. You said you're thinking like someone who's running a one million dollar business and your company is on track to be a \$10 million business; you need to start thinking like someone who is running a \$10 million company. And I remember when you said that I was like, oh, my gosh, yeah; your thinking has to change at the different stages, as your company is growing.

**RICH:** Yeah, was that because we were talking about, if I remember correctly, I think we were talking about different Internet marketing techniques that you could be using.

**HANS:** Yes!

13:51

**RICH:** And I was trying to point out to you that there were bigger issues that you had to focus on because, for example, whole call center thing because those kinds of

issues were much bigger and much bigger constraints to your growth than some clever SEO technique or something like that.

**HANS:** Right. Totally!

**RICH:** I think you were thinking about hiring someone just to do some of those things.

**HANS:** Yeah, because we all feel like, because there are so many different techniques out there, there are so many different methods of driving sales and creating leads, especially on the Internet. There are all these different ways. And all of us, at least for me and I am sure a lot of people can relate to this, you can't do everything. So, yeah, I am guilty of getting caught in that place of going, ah, man, you know we really should be doing this. Gosh, we're not doing this, we need to do that. Yeah, you're exactly right. That particular call, that was like, hey, dude, don't worry about that. You have a company that's doing X amount of -- there are higher leverage things that you could be focusing on.

15:00

**RICH:** You know, that brings up a really good point because ultimately in any business, no matter what the business is, even if you are working all by yourself, that's really one of the biggest tricks. I mean it's not really a trick and it's not a secret in the sense that people are keeping it from you but it is a secret, I guess, in the way people operate, and that is that most people do not focus on the highest leverage activities for whatever reason, maybe because they are so deep in the forest they can't make out the forest. They are like so deep they just see the trees and sometimes you need that outside perspective to kind of get some clarity. So many people minor in the stuff that doesn't matter, where they really just have to focus in on some of those highest leverage activities that really end up pushing the growth.

I'm glad you brought that up because I don't think that was a major problem of yours. I think you surfaced that idea and I tried to smack it down as quickly as possible because you hadn't thought that way prior and I don't think you thought that way again. But I think a lot of other people do and I think they think about that and get caught in that trap working these 80-hour weeks and then wondering why they are not making any money and it's because they are working 80 hours a week on the wrong stuff.

16:23

**HANS:** Right.

**RICH:** If they were working on the right stuff, they would be making a lot of money. A good indication of whether someone is or not focusing on the right activities is basically how good is their business, how much they are making. If they are

making good money then at least they are focusing on the right things. Their business could still be in shambles, they could be doing a lot of things wrong, but at least they are focusing on some of the right activities as far as growth goes. That's pretty cool.

**HANS:** I was just going to say, that's just one think. There are a couple of other things that I jotted down. One of the things that you really hit on was process mapping. That was a huge thing because one of the things that was holding -- we were talking about this before the call -- one of the things that was holding me back and it's something that I still -- I'm a natural do-it-yourselfer. In the beginning that really played to my advantage because I'm that kind of person I can learn how to do anything. There is nothing that I can't figure out how to do and that can be a big asset but can be a huge liability. In the beginning it was an asset, but then it became this liability because I had to have my fingers in everything.

17:44

One of the big transitions that we've been able to make for me--and again it's something--and Dani actually does this really naturally; she doesn't look -- if she sees something she likes, the first thought that comes to her head is who can I get to do this?

**RICH:** And unfortunately a lot of the times it was you.

**HANS:** Yeah, right, totally. Totally! Absolutely, but that's a real natural thing for her whereas for me that has been a skill set that I am learning and that I have had to learn and that I'm still developing. But you through the different techniques that you coach on, like process mapping; before I would be like, okay, how do I take this technical task that has all these different steps? It's just faster for me to do this on my own. And we'd have employees and stuff and, like, one of them in particular is product development. We were totally getting bogged down. Number one, we were growing really quick so we were dealing with all this growth and all this stuff that that caused to happen, like customer service type stuff and product fulfillment and all that kind of stuff, which we ended up totally outsourcing, which was great.

18:57

But we weren't developing any new products, so we were capturing all this content from our events and from our tele-seminars and the things that we were doing, the coaching and stuff like that, but we couldn't actually do anything with the content because we didn't have a process in place that didn't require me to turn that into a product. So by actually learning how to map that out into some type of a process map, it was really cool. At the beginning of this year we needed to hire some new people, we brought some new people on board. It was really funny because at the end of last year we decided to separate our call center, our

customer service into a different office. I remember when I first told you about that you were like, whoa, that's pretty drastic, isn't it? I said, no, I think it's going to work and it ended up working out really well, but what it allowed us to do is to focus in our office on the things that are those highest leverage activities rather than getting bogged down with phone calls and customer service type stuff.

20:02

So we hired these new people and they were only there onboard with us for six months now, but what's amazing is because of just that one thing that you teach out of the dozens of the different concepts and principles that you teach, the process mapping allowed me to work with these guys who were not high-tech people, they weren't marketers. These guys are musicians, really neat people, great heart, willing to learn. But they came into it like being thrown into the pool learning how to capture content, audio, video, how to edit it, how to make those editing decisions, like mapped out the whole thing, not only how to create the product but then how to build out the marketing process, the sales copy and all that sort of thing. We actually, in the last 90 days, we've put out three or four new products. We've got another three or four in the pipeline right now and they are phenomenal products. The quality of the products that we are producing is like multiple times better than what we were producing before.

21:09

**RICH:** Yeah, you know, and I spent a couple of presentations actually talking about product development because it's so important.

**HANS:** Totally!

**RICH:** I remember before you even decided to go the outsourcing route, which was definitely the right move, I remember we were having a conversation about something and we were talking about product development and that really was for you guys one of the big, big issue because you created products and your customers just wanted more. Not every business has that luxury. Not every business has the luxury of customers just wanting to buy more of your products.

We were talking about something and then I think you had mentioned that, well, you know, two people weren't here and so those people had to answer the phones and so no product got developed or something like that. I was, like, what's going on here?

Once again, it's actually what you said before. It's like, you know, you've got to be able to make sure that that low leverage stuff gets taken care of, but you don't want to have to sacrifice your company to do it. Actually, it's a good takeaway for people because Dan Kennedy talks about how part of a business, especially any information business, part of your job, part of what you want to get accomplished



is you want to groom people who are your hyper-responsive customer, the people that buy from you over and over and over again because you deliver good value.

22:49

What happens is that -- and we've all been in this position. We've all been in the position where we ourselves get interested in something and we buy a bunch of things about that. What happens is that if you buy something from somebody and you really liked it but they don't come back and say I've got this, this and this also, and you're still in that heat of the moment and want to learn more and buy more, if the person that you bought from, even if they have great products, if they are not offering anything else, then you might go someplace else. And if you go someplace else and they have a stream of products, well, guess what? You just lost that customer. So it's even a bigger issue than just being able to sell the customer more stuff, although that in and of itself is huge, and being able to make more money. But it's also the fact that if you don't give your customers more options after you've given them something really good and whetted their appetite for more, they are going to go some place else. So you are doing a double disservice to yourself. Not only are you not making the sale but you are also losing the customer and that's one of those big no-no's for developing a company. You don't get that kind of growth like you've had if you do those kinds of things.

**HANS:** Totally.

24:02

**RICH:** From an outside perspective, that was probably one of the biggest things from an outsider looking in at your company that really made a huge difference, this product development team.

**HANS:** Absolutely, and it was one, that you knew the concept of process mapping. I didn't know that. And the mindset part of "let go," and the shift in my mind of -- not only should I not be doing all this myself, I can't. It's cool because now I think like, who in my office can do this? And now it's to the point where I don't even want to learn to do something. It's like, we need to do that but I don't want to be the one to learn it because even before it was like this transitional state of, okay, I'm not the person that's going to do this but I'm going to learn it so that I can help this person do it. And now I am getting to this point where, no, I don't even want to learn it.

25:06

**RICH:** That's really the way it should be. The CEO of a company isn't going down to the shop floor trying to learn the new machinery because it's really low leverage.

Yeah, you're a 100 percent right and yet, so many people make that mistake. Right now, you're out of town, right?

**HANS:** Yeah.

**RICH:** And yet, this is the big thing; this is really what a company is all about in building a real business. You're not at the office; you and Dani are at a seminar right now because you're constantly trying to improve yourselves and learn...

**HANS:** Absolutely

**RICH:** And yet, there are people back at your office and they're still creating new products and developing the company. So the company would grow whether you're there or not.

**HANS:** Right

**RICH:** So few have that, they think that they've got a company if they've got an autoresponder and it's making some sales while they're not there. That's definitely better than nothing but it's certainly not growth while you're not there.

26:01

**HANS:** Right and just to hit on that, one of the other things that we were able to do, we were able to put a person in place that manages our staff. This person is phenomenal. She's amazing at relationships and team building. Exactly what you said, we're out of town, we've been out of town all week long and not only is the staff back at the office working on the product development projects but we have an event this weekend in Denver, Colorado that will have about 500 people at that event. That's our seminar and we do this event every single month in a different city. This team back at our office, they've done everything; they've coordinated the whole event. They're probably all on airplanes, half of them today and the other half tomorrow, and they'll be setting up the whole event the whole weekend so that we walk in and we do our part. Dani does what she does all weekend long and so this team...they handle all of that. There was a point where we were doing all of that ourselves.

**RICH:** Okay, so let's just talk about even that for a minute because it's so easy to say something like that and for it to go over people's head. I'm sure they understood exactly what you said but you now have a team to do that and so there's no question that when Dani walks into the room and does her presentation that she's much more relaxed because she wasn't pulling an all nighter the night before or the night before that, like trying to get the room ready.

**HANS:** Absolutely

**RICH:** So the value—what you end up providing the customer ends up being better because now you're focusing on the right things. That's huge. If you're so busy with the operational issues that you lose focus on what's really important, like the experience for the customers, then it's really easy to go down the wrong path. The other part of it is that this concept of like being able to let go has implications that are bigger than just even being able to push out more products or stuff like that. There really is a difference between a small company mind-set and one that's more expansive that allow you to grow.

You weren't on the other calls that I have done but I was doing a call with Jim Edwards earlier and Jim really talked about this. He had brought his business to a certain size but because he had that same "do it myself" mentality—he brought it to the point where he could not go any further. I'm sure you could have gone a lot further than half-million, maybe a million, maybe a million and a half, maybe two-million but at some point, it would have been intense and it would have been crazy.

**HANS:** Totally

29:09

**RICH:** And then what would have happened, just to walk people through that kind of thing because I've seen it, is that the experience of the customer would go way down because you'd be so stressed just trying to keep up with demands so your level of service would go down and ultimately because of that, your sales would go down and then you would have ridden that wave and you would think that was like the way it was when really that wasn't the way it was suppose to be, it's just that your desire to work harder than you needed to made it the way it was.

**HANS:** Yeah, and that plays into what you talk about so much is about working strategically instead of tactically. Yeah, I mean, everything that you just described, we've been down that road. It totally leads you to burn-out. You don't put the thoughts strategically into what it takes to build a company that has systems and processes and people in place to support the business and the growth and the sales that you're creating because you're so anxious to go get the sales and go make the money. Obviously in the beginning, that's what we're all looking to do is to pay the bills and do that.

**RICH:** You've got to have cash flow.

**HANS:** But then that gets going and you get caught up into it, right. You're just thinking, okay, push the sales up, push the sales up, push the sales up but then it's exactly like you said, you're handling everything and you end up burning out and it ends up collapsing.

I think about it, yeah, we were on a great growth train and maybe we could have kept growing but then I stepped back and go, you know what, who knows but without the input that you had and the coaching and the calls that we did, I don't know because if it wasn't there, maybe we would have stopped and I'm sure we would have stopped at a certain point and maybe just totally folded or imploded or burnt out or—there's no way to even measure the impact and that's really what I want to say. Anybody who's thinking about—I don't know if you're going to be doing another—and there's so many other things, too, that I could talk about on this call. I know we have a limited amount of time but everything that you discussed in your coaching, positing, branding, and metrics. I didn't even understand how to pronounce the word metrics. I understood ratios and numbers but, I mean, the breakdown of all the different ways to track business and really focusing on what's the key number that's the biggest thing to focus on for your particular model. There's so much.

31:42

The thing is, I don't know when or if you're going to be doing another coaching program or not but anybody that's thinking about doing that—a lot of times people like to get a lot without putting out a lot. They want the dream and they want—it's like this mentality, this poverty lack mindset of how can I get the maximum with giving the minimum. If you have that mindset, you are never, ever, going to achieve the level of success that you're really capable of achieving and if you ever do become successful, you're going to end up losing it all because you don't have the right mindset and there's a lot of emphasis on mindset but you've got to be willing to invest in yourself. It's not just like once you become successful—that's why we're at a training event this week and that event is a \$30,000 event. Why are we making this investment in ourselves when we already have this successful company? We know that if we don't continue to make that investment in ourselves, in our own education and to grow personally as people and pay the price, basically, we're not going to hit that next level. Our vision, our goal is so much bigger than just us and so much bigger than just coming up with a new product or selling something, we have a vision of impacting the lives of millions of people across the world. We can't do that if we let our lack of personal growth get in the way.

33:26

Even going back to when we first met you, it was very clear to me that you were somebody who had a background in business. I think what you bring to the Internet is that your background in successful off-line business and what it takes to run those companies off-line and the success that you've had and strategically with the positioning and the branding and the marketing and all of that and to bring those concepts into the online world, for me it was just so—it didn't matter what the cost was. I think that's what I'm trying to say. If people have an idea or a concept where they have a business that working for them and it's starting to

make some money, whatever the cost is, if you're doing another program—I don't know what your availability is or what you're doing but for me, I'll never know what the real impact is because we plan on keep growing this.. We're not going to stop where we're at. I don't know how far we're going to grow but if we stay on the same track and we keep growing year after year after year and we have a company down the road that's multi-times more than what it is now, think about all the lives that were impacted not just our clients but even our employees. There's such a huge ripple impact and so, maybe we would have never even get there without the coaching that you've given us. To me--I think about what do people invest? People are willing to invest 10's of thousands, sometimes 100's of thousands of dollars in a college education that most people never use. Statistics are staggering about how many people invest—how much money people invest and how many people have degrees and they're working in a field that has nothing to do with their degree. A lot of them are still paying off that college debt but then they want to get started in a business that can make then 10s of thousands, hundreds of thousands, millions of dollars but they want to get the most for the least.

35:44

**RICH:** I think that's the big thing. I appreciate everything that you just said. Thank you, really, from the bottom of my heart.

**HANS:** Well, it's the truth. What you deliver and what you coach people on—I mean my wife and me, we grew up—she grew up in an abused family environment, welfare type environment. I grew up in the same type of situation. Neither one of us went to college. Right out of high school we got into business for ourselves. The first thing that you learn when you're in business is what? Sales! It's not until you start making some sales and you start making some money and like I said, we've had a lot of success but you know what, when I met you and I saw your experience, to me and Dani as well, it was like—I'm not going to get a college education in business or finance, whatever, but your business experience and your ability to breakdown these different areas and your proven track record, for me, for the investment that I paid on a monthly basis to get the coaching and the concepts that you're giving me, to me, man, that was like—that wasn't even a decision to make because of the value and the impact that I knew it was going make. To me it was like this was part of my education.

36:59

I don't know how to do these things, I've got to find somebody who does know how to do it, who's willing to show me and give us these concepts so that we can apply them and whatever the price is, it's worth it because the payoff is worth it and the impact to my clients. I owe it to my clients to do it, to make that investment personally, not to just sit back and think, oh, I've arrived and we have a successful business and oh, I don't need to learn anything else.

**RICH:** What is it like, I think I touched on that, and like I said, I really appreciate you and everything that you just said but what do you think it is? I think the big thing is that it takes a different kind of mind. It takes a different kind of mindset to be like, okay, I'm not going to buy X that's promising me that all I've got to do push these three buttons and all of a sudden my computer is going to turn into an ATM and a cash machine versus like—you said it, if you're looking for a shortcut to riches, I can help people shortcut to profits but it's a process and it's still work. You don't just start a company and magically there are systems and processes there and you've got great employees; they just show up knocking on your door. It doesn't work that way. To make those types of promises would be even more ridiculous than turn your computer into a cash machine because people know that no matter what you do, no matter how hard you think, when you open your door there's not going to be 10 people begging to work for you if you didn't put out an ad that recruited 10 [pins] and stuff like that.

So what do you think it is? I'm asking you this question for two reasons; one, because you touched on it just a moment ago, about that whole concept of like if you're trying to get rich quick, you're never going to get there. You guys really do work with a lot of small business people, you work with a lot of people who are just trying to get going and I'm sure you've seen both sides of that. You've seen the people that are looking for the quick fix and you've worked with a lot of people that are not, they're serious, they want to grow something. I'm wondering what you think the difference is and why you, automatically—we've worked together long enough that you didn't go down that road, at least since I've known you, so what do you think it is with yourselves and also by just by looking at all the people that you guys work with?

39:26

**HANS:** I think it's that people buy into what's being sold to them. It has to do with the culture of the world today. It's a microwave culture and it's this—the media is putting out stories of people that won the lottery and they're promoting this mentality of, I can get lucky. It's a lottery mentality. The thing about it is, the quicker that a person realizes that there's a price to be paid and the price is worth it and you're not going to get there by—there's some skill sets. You know what I mean? I don't know, for me you've got to be willing to make the investment into yourself, whatever career—okay, this is a simple example. Somebody who wants to become a brain surgeon, they don't just answer an ad on becoming a brain surgeon and do some home study course and then the next day they're going to go operate on their neighbor's brain. What was that person willing to invest? How many years? How much in education? How long did it take? What price did that person pay? We're talking 10 to 12 years and a huge debt that's got to be paid off and everything like that; to learn what, specialized knowledge that has a huge return on investment. What's the return on investment? I think its—again we deal with that—it's all business—people need to understand that it's not—you can't

have a lottery mentality. That's a big thing for our clients is just giving them that wake up call because a lot of them are transitioning from a job to home based business or something like that and a lot of times they think when they come to our seminar, they think we're going to promise the sky; tell them all this false hopes type of thing. The first thing that happens is they get whacked up side the head of hey, listen, here's the reality. This is going to take hard work. There's a price to pay. There are some skills you need to learn but how many of you know that if you apply yourself, you can learn anything. You can be successful but you have to be willing to pay the price.

41:47

A big part of that is finding the people that can show you and lead you down that road. That's why I think what you're doing for people, especially for people that want to go to the next level. Anytime you have a chance to find somebody who's done what you want to do that is willing to show you what they have done, not just in a product that they're offering but any type of personal type service, coaching, mentoring, something like that; the price of that is—you can't put a value on it. It might take some time to figure it out and start to have success but if you keep your priorities straight and you realize that, hey, if I'm not succeeding it's because I'm lacking a certain skill set. There's a way to learn that skill set and to get out there and to start to have success. I don't know if that answered your question.

**RICH:** I think that does. There's that old saying that the only place where success comes before work is in the dictionary. That's like a really good thing. Yeah, it's like—I guess we should wrap this up and I guess if I could summarize what you just said and what I feel—my program is right for people who want to build a business, who want to grow a company, who really want to have an impact. If you have sat at home and not worked and wondering why you're not making any money, then my program is not right for you because you know what, it's not like I'm going to show you some secret where you can still sit at home and not work and make money.

43:28

If you have worked hard and you haven't made any money or you have worked hard and not made the kind of money that you think that you deserve, then a mentor or somebody who's been there and done it and has helped lots of people go through what we're talking about here is the perfect solution for you. That's the thing. If you already realize the fact that you're going to have to do some work then you're on the right track, you're at the right starting point. If you haven't realized that yet, then you just need to be disappointed enough times and then you'll eventually get there. That's sad to say but it's true. There are a lot of people who will give false promises out there but there are false. There is no quick fix, easy task to instant riches because there would be no reason to ever sell

something like that, like if you owned it, you would horde it. You wouldn't give it away, that's for sure.

Look at any franchise, you know, a franchise is a system that works and you usually have to pay out through the nose and it takes a year, two years, three years to recoup your income and you have to pay for it for the rest of the time that you own it. Not all franchises succeed but that just give you some indication of a system that actually works, how much they actually go for. You don't buy it in a \$1,000 box. You can buy some great information in a \$1,000 box but you can't buy just an entire complete system like that. So, I really appreciate this Hans. Is there any other last minute things that you want to throw out to the people listening about—any advice about building a business or anything else that you feel you'd like to contribute?

45:20

**HANS:** I think it just goes along with what you're doing and it's been our business model from the very beginning is that the most important thing that we focused on from the beginning, more than any of the marketing tactics or stuff—I think there are two things. One, you can make a lot of money by just having an intent to go out and make a lot of money but it will pale in comparison to what you could do if your heart is in the right place. Our focus from the beginning was creating results for our clients. That was the core of our, and it still is today, the core of our marketing. If we can create results for our clients that goes way beyond just selling something, that goes way beyond how well my Web site, my opt-in pages converting, how many people are on my mailing lists, what's my product of the month, how many people we had at our last seminar; our focus, everything we do, it comes down to are we creating a result. Are we creating success? No matter what your business is if you're creating success for your clients and that's what you do, Rich; that's the thing is that if people that are listening to this call—the thing that they can take away that has worked very well for us is to get your focus off of yourself. You are not the issue, you're client is the issue. If you get your focus off yourself and you focus on creating success stories, if you're selling and what you're doing is good, you should have some people succeeding from it; that along.

If you know how to leverage that—we do no advertising. All of our business, the business that we've grown has been 100 percent word of mouth. We don't do any Internet advertising. We don't do any offline advertising. These are all the things that I sit there and go, gosh, we should be doing this but our growth has been from word of mouth as a result of creating success in our clients. Again, that's what you do, Rich. I think that anybody that is listening to this call could take that concept and if they apply that, it might seem like a simple concept but if they really get it that's a seven figure idea right there that is very simple but it's huge.

47:48



**RICH:** Yeah, I know. I agree 100 percent. That is a great way to end this call because the people that are going to be hearing this are people who downloaded the “Manifesto,” downloaded “The Missing Chapter” and it’s been like a huge buzz on the Internet. If people want to understand why it’s a huge buzz, well, one of those reasons is because I’ve had a lot of success stories and those success stories have gone out and told the world about what it is that I’ve done for them and that was enough. That’s the same kind of thing; I didn’t pay for any advertising. I didn’t have to. That’s why the second piece that I came out with, “The Missing Chapter” is all about, like playing to your strengths because you can’t do that. If you’re just looking for opportunity and you see demand and you try and satisfy it, you’re never going to really rise to the top, you’re never going to really give people the value that is necessary to start building that kind of momentum. So much of business is about momentum. When you have success story after success story and you have raving fans, they will help carry you to your dreams.

**HANS:** Totally

**RICH:** And if you don’t have it, then it’s a continual struggle, it’s a climb up the mountain that you’re going to slide down like all the time because without people there pushing you up, it’s a grind and it’s a struggle.

Yeah, I agree 100 percent. I think that’s great and I’m glad you mentioned it because I think it’s so missing. It’s so much bigger than find an opportunity and a niche and throw up a product because that doesn’t get you anywhere.

Really cool, Hans. I really appreciate you taking this time and I’ll speak to you real soon and whenever you guys want to follow-up on what we talked about, I’d be glad to. I guess that’s good-night. So, enjoy the rest of your seminar and I’ll speak to you really soon.

**HANS:** Absolutely, thank you.

**[END TRANSCRIPT]**