3DaysToSuccess.com
Phone: (610) 933-8069 Fax: (610) 240-9323
P.O. Box 507 Malvern, PA 19355 USA

FORCE MULTIPLIERS
What Would You Do And How Would Your Life Change If You Built More Wealth, Improved Your Cash Flow AND Did It All with Less Stress?

CLASSIFIED

Dave Frees' Business Black Ops
Force Multiplier & Success Secret Process™

Completing and Returning This Force Multiplier Prep Form Is The Best Investment You Can Make In Your Business (or Practice) and In Your Personal Success. It's the Start to Really Getting What You've Been Working For and That You Already & Truly Deserve.

Part 1: Introduction To Business Black Ops and Dave Frees' Force Multiplier System

- New member – Read this section in detail (5 to 6 minutes)
- Previously attended? – Review this section quickly (4 minutes)

Want a new, proven, field tested and powerful way to improve your cash flow and profit margins, the value (or equity) of your business or practice, your personal wealth, and the very quality of your life…all at the same time?

Sound impossible….or at best unlikely? Skeptical?

I would be too.

That's why, before asking you to spend a few minutes preparing for the event (so that I can, with my team, use the information to help to propel you to new levels of achievement), I'm going to explain the idea behind Business Black Ops and The Dave Frees Force Multiplier System™.

And why we've been doing some advanced work and thinking through the Business Black Ops Force Multiplier teleconferences. It's my hope that with these conferences, you'll get results, even in advance of the live event, so that the cost of the event is totally paid for - even before you go. And, so that you'll see the sheer raw power and potential of releasing one or more additional Force Multipliers into your business then sitting back, and reaping the rewards and watching what happens.

It may seem odd (especially for a busy and hard to reach guy like me) to claim that in many cases this system will actually reduce the amount of time you work and the money that you spend to create greater wealth and equity in your business. Especially since I'm hard to get ahold of and I have a pretty full schedule.

Well I like work. But for many years I've also taken one two months off to travel with my family. I've helped numerous charities, written books, spoken to numerous businesses and conventions, and helped to start or to run a number of businesses. I like doing those things. And I've created a life where I can do what I really enjoy.

And here's how I've done it:

This revolutionary principle of combining a few perfect and customized Force Multipliers to get dramatic results, better margins, wealth, cash flow and control of your time, comes from SUBTRACTING FROM WHAT YOU'RE ALREADY DOING (not adding to it) and an exclusive and dedicated focus on a few of the most very powerful forces operating in any business arena, and the powerful laws that govern effort and results.

I've found, along with many others (who discovered it earlier than I did and are of course wealthier than me) that wealth (and income) are most effectively multiplied by subtraction and rearrangement of business elements rather than through the traditional routes of aggregation and expansion of activities and assets and from cost cutting alone.

And when we combine a focus on the right things and elimination of almost all else, and combine that with an alignment of our efforts with certain business genetic laws and Force Multipliers…the results are amazing.

This revolution of business thinking and action focuses on gaining incredible leverage from three levels: meta, strategic, and tactical Force Multipliers.

So what is a Force Multiplier?

Force Multipliers is a term I've borrowed from the military and the business of espionage, intelligence, and the protection of our national interests, security, and our secrets.

I have taken what my team has learned from extensive exposure and learning in the areas of warfare, national security, interrogation, counter intelligence, and negotiation at the highest levels – where lives and nations futures hung in the balance and have distilled the major Force Multipliers from each area.

Then we looked for the use of these Force Multipliers in businesses and professional practices of all sizes and determined which warranted the most attention.

That is to say, which Force Multipliers (alone or in combination) created the greatest benefits and leverage and results. And that is where we will be spending our time and effort in Business Black Ops.

So again…what are they?

Force Multipliers are processes, systems, technologies, and ways of doing things (with or without technology) that radically increase the results achieved and, in many cases, achieve those dramatic results without the addition of resources such as your time or money.

In fact, in many cases we have shown that Force Multipliers can reduce the expenditures of time, money, energy, and resources while still allowing for multiples in terms of results.

And, in the rare instances when they do require time and or money and staff, the ROI and improved cash flow is so dramatic, the growth of value and equity so profound, and the margins so much higher that you're happy to get paid and to build wealth that you don't even think of these costs as an expense.

What are some examples of the three types of Force Multipliers? First let's define them.

1. META FORCE MULTIPLIERS

First, we have tried to identify Force Multipliers from the military, hostage negotiation, special forces, as well as the worlds of espionage and counter espionage that matter most and that are applied when lives are in the balance.

Meta Force Multipliers are the Force Multipliers that guide the use of strategic and tactical Force Multipliers. They are some of the most powerful and fundamental Force Multipliers and provide great leverage. They seem deceptively simple and obvious and when we tell people about these they often say "I'm already doing that" or "I already do that consistently". And yet, when we examine what they are actually doing, they are not. Meta Force Multipliers include these: **stop doing what isn't working and start doing more of what is working, use leverage techniques to obtain more with less**.

A vitally important Meta Force Multiplier is **changing your belief about what is possible**. Results are often limited by beliefs. Once you know the limiting belief and how to change it, real growth is possible and self-sabotage stops.

That leads us to the Meta Force Multiplier of **self-awareness** as a driver of incredible results. When we know what assumptions we have been making and we can truly evaluate whether they are correct or not we often find out that our assumptions were faulty and that they have been holding us back or in some cases destroying value and wealth. By cultivating self-awareness and knowing

what we will and will not do, what we're truly great at, and what we should delegate more thoroughly, effectively, and powerfully we achieve a great Force Multiplier.

2. STRATEGIC FORCE MULTIPLIERS

Strategic Force Multipliers are things like technology which allow us to do more with less. An example of technology, in the military sense of a Force Multiplier, would be night vision. Night vision allows a smaller force to defeat a larger force when it is operating at its chosen time at night and it has a significant advantage. When we couple the technological Force Multiplier with another strategic Force Multiplier of careful selection and training and we select and train special forces then equip them with the technology of night vision we can achieve a massive Force Multiplier.

Marketing is itself a strategic Force Multiplier. It provides leverage. When done correctly, marketing can create more demand for your higher margin products and services, higher customer/client satisfaction, and a ROI of many times the time and money invested.

So it becomes clear that strategic Force Multipliers can work together synergistically.

The most formidable weapon for growth in business is a strategic Force Multiplier known variously as the 80-20 Principle, Pareto's Principle, or the Rule of the Vital Few as it was articulated by Joseph Moses Juran. In 1951 Juran, writing in the Quality Control Handbook, wrote that there are a vital few forces in contrast to the trivial many. In other words, most of the universe is really meaningless noise.

There are, however, a few forces that are fantastically disproportionately powerful and highly productive.

If you are able to isolate those power and creative forces within the business around you or in a business you're creating, then instantly we can exert incredible influence and get amazing results. In particular, you could provide the customer with much more of what they want and desire for much less of what they want to conserve for themselves such as money, resources and energy. This makes you very powerful.

3. TACTICAL FORCE MULTIPLIERS

Tactical Force Multipliers are particular types of software (a CRM), particular actions (using a landing page to collect opt in data and triggering an automated campaign), particular exercises that can easily be deployed and which activate, employ, or otherwise are guided by meta and strategic Force Multipliers (getting clients to make a micro commitment before selling them more expensive or complicated services or products).

Do all Force Multipliers need to be used? No.

Part of the beauty of this system is that amazing results can be achieved just by changing one or two systems or Force Multipliers. Your main goal in preparing for this and for achieving greater results is to discover the Force Multipliers that you can and will consistently use and which combined will

allow you to subtract and take away from your business to strip it down to its simplest but most profitable and effective form.

4. GETTING RESULTS YOU TRULY WANT BY ACTION OR DELEGATION

Those who could create wealth, and know that they can, are able to dictate their own terms when there is more demand for you or your products or services, some level of premium pricing results. And while money is important what most people want is not simply wealth, but happiness, and in fact, wealth is merely a means to that happiness. It is not the main goal. And what gives most people happiness is some element of control over their own lives. They want to be able to choose how they live and work, what they do and with whom they interact. The premise of the Force Multiplier and business black ops course is simple. If you are able add great value, you're aware you can add great value, you could demonstrate to others that you add great value; then you could reasonably insist on setting the agenda and the context in which you provide it and you could demand and will receive disproportionately high profit margins. The 80-20 principle then can be used to achieve all of these goals.

It's also important to realize that creation of wealth is often in business a matter of rearranging things that already exist.

These rearrangements create incredible leverage by either reducing the cost of goods or services provided and/or radically increasing the value that people are willing to exchange for it.

Basis multipliers and Force Multipliers have us look beyond the averages.

The averages disguise much of what is very and highly important to us in achieving real leverage. You might find that the average amount of profit you produce from your services or products constitutes one number while the two or three most productive services produce two to ten times that number. Simply by subtracting the less productive services and products, you could achieve a great deal more. However, a closer look is in order and Force Multipliers help us to do this.

When we look at the two, three, or four most highly profitable and productive products or services that you're selling you might also find that one or two of those take significantly less time and/or provide you or your organization with a great deal more pleasure. They are in effect easier to produce and you enjoy doing it. Then if you could determine who buys these products or services and can begin to more exclusively focus your attention on them you might find that the cost of advertising or marketing is actually reduced and that the overall profitability of the organization is radically increased. You have to look beneath the averages, you have to become self-aware and you have to challenge your assumptions.

Part 2: Self-Inventory (This is required)

It takes about 12 – 15 minutes to complete

This section is adapted from a famous program that I gave to a group of women who created and owned businesses and professional practices but who were just not yet achieving the wealth or the level of success that they wanted (and in some cases that they really needed) combined with the Force Multipliers that have at least doubled my business over and over again.

I had the business and professional women go through an exercise to push their beliefs about what they could do and how they could do it in a way that would make life radically better. This activates the Meta Force Multiplier of belief.

One attendee, who answered all these questions, told me years later that she "hated" the exercise and thought I was "just another motivational speaker."

But, she admitted that within a year she had, to her amazement, achieved and exceeded all of her goals and was happier in her practice than ever.

This time I also meticulously examined and applied many other Force Multipliers that have helped me to breakthrough barrier after barrier.

Both of these experiences were so impressive to me, that I now make them part of all of my event preparation. And now I've refined it even more for you.

NOTE: The Force Multipliers you'll learn are the strategic and tactical power houses that make a success surge possible, once your mind is open to it.

Why is this so important and how does it work?

There is growing evidence to support the idea, that everything you do successfully in business, and your life, flows from expanding your beliefs about what's possible and learning how to take a new belief from thought to reality and aligning with what you do best.

The better you understand yourself, the greater the ease with which you function in the marketplace then the more likely you are to build a business or professional practice that is consistent with your true strengths and desires. One that is most likely to get you the results that you've wanted and deserved all along.

It's easy to get new patients, customers and clients but to get the "perfect ones" that respect you and want to and can pay you….that's harder and takes some self-awareness and awareness of what makes you happy and how you can benefit others strategically.

If you've done something like this before, do it again.

You're a constantly changing organism with constantly changing beliefs, in a constantly changing work & personal environment. It's probably different now. Make the new you work even better.

EXERCISE #1

So, this program involves becoming aware of, intellectually understanding, and then being able to implement and use Force Multipliers as drivers of radically better results with fewer resources of your own time, money and effort. To help us and to help you please take the time to complete the questions below and to fill out the rest of this questionnaire. It will not be time wasted. It will help us to lead you directly to the part of your skill and ability and the part of your business that will produce 80 to 90 percent of the results with an expenditure of only 20 percent of the time money and resources. It will allow you in a small fraction of the existing time that you're committing to any particular activity to get greater and greater results. Here's to your success, carry on.

Edit the document, use as much space as you need; include your name in the file name and send it back to me at dfrees@utbf.com and be sure to copy Lisa at lsnyder@utbf.com.

1. What's something that you believe that others think is crazy?

2. What sort of thing really excites you? Ask a friend and a family member what have they heard you discuss most passionately?

Your Response:

Your Family Member's Response:

Your Friend's Response:

3. Imagine that you become famous in your lifetime, what possible things might you be celebrated for?

Your Response:

Your Family Member's Response:

Your Friend's Response:

4. What is the most different and idiosyncratic thing about you?

Your Response:

Your Family Member's Response:

Your Friend's Response:

5. What do you think would make you happiest and most fulfilled doing?

Your Response:

Your Family Member's Response:

Your Friend's Response:

6. What one thing are you best at and better than anyone else that you know?

Your Response:

Your Family Member's Response:

Your Friend's Response:

7. If you were to start all over again, what type of job/business would be best for you?

Your Response:

Your Family Member's Response:

Your Friend's Response:

EXERCISE #2

1. What is your real super power and how did you develop it?

2. Do you ask clients, patients and customers to list every magazine they've ever subscribed to for any length of time? If no, why?

If yes, what would this knowledge give you?

3. Same for blogs, radio, websites, TV that they consistently enjoy:

4. Do you ask your clients, customers, patients to describe very "group" that they've been a member of. examples could be – golf, Presbyterian church, girl scouts, cancer survivors support group, bowling league, pottery making class, Rabid David Hasselhoff Fans (RDHF), about where they have traveled and/or hobbies?

If no, why?

If yes, what could you do with this knowledge?

5. Name 5 topics you know a lot about, that most people don't know you know a lot about:

6. List all topic(s) you own more than 5 books about:

7. Describe a major personal victories from each of the following time periods: childhood; teen years; early adult; recent. Tell what happened and what made you feel GOOD about it and/or a powerful lesson you learned.

Childhood:

Teen:

Early adult:

Recent:

Part 3: Business

1. Imagine that we meet six months from today. You say to me, "Business Black Ops made a huge positive difference in my business and in my life." What will have happened to you and your business to create that feeling of amazing success and radical improvement? What do you love most about the transformation of your business or yourself that has occurred?

2. Are you interested in □ launching a new business □ radically improving an existing business or practice □ or creating a new product or service line within an existing business?

3. What are the major areas of your business/practice that you want us to look at and improve? (List up to 5)

□ delegation □ outsourcing □ improved product marketing □ selecting a niche
□ creating products/services □ cash flow □ non-web marketing
□ hiring □ pricing □ training □ internet marketing
□ integrated on-line/off-line marketing □ productivity □ lowering stress
□ building/improving systems □ better time management □ customer service

4. **What single problem that, if solved, would produce the greatest breakthrough for your business or practice?**

5. Please "**bold**" or note the <u>three</u> sales / marketing / advertising people that have most influenced you:

Seth Godin Dan Kennedy Jay Abraham Gary Halbert Jay Conrad Levinson Glenn Livingston Rich Schefren Jeff Walker Frank Kern John Carlton _____ (Other)	Ken McCarthy Joe Vitale Michel Fortin John Reese Jonathan Mizel Chet Holmes Zig Ziglar Yanik Silver Gary Bencivenga Tim Ferriss _____ (Other)	Anthony Robbins Al Ries & Jack Trout Malcolm Gladwell Mari Smith Neil Rackham David Ogilvy Bob Bly Brad Geddes John Caples Claude Hopkins _____ (Other)

6. Please list the business, spiritual or personal mentors who most inspire, influence and motivate you:

7. What are the demographics/characteristics of your best <u>current</u> clients or customers?

8. Where would you most easily find them physically and/or on line? (Examples: a club they go to, a blog, magazine or publication that they read, associations, organizations that they belong to?)

9. What are the characteristics for your most desirable clients or customers in a perfect version of your business/practice?

10. How do you <u>currently</u> <u>attract</u> and close business? LIST ALL MAJOR WAYS

□ paid display ads	□ social media	□ blogs	□
□ direct mail	□ content marketing	□ webinars	□
□ email	□ newspaper	□ SEO	□

11. Do you currently have a client newsletter or follow up process? Do you have a process for generating referrals? Do you have a process to encourage consumption of your product and/or services? Describe each:

12. What is your (Unique Value Proposition) UVP for your very best and most profitable products and/or services. The reason that this group should do business with you and only you – rather than your competition, and including the option of doing nothing. Here's a way to get started:

13. Complete this exercise:

I help:_____
(insert who you help – specifically)

To: _____
(insert a description of the problem you solve for them

By: _____
(insert what you do and how)

Even if: _____
(insert common objections that they have)

14. Which Dave Frees products / services / events have you purchased? Check all that apply:

____ Persuasion2Profit (the system for using enhanced communication, persuasion, and the skills of influence to enhance your business, marketing, and your life)

____ 3 Days To Success Mastermind (a chance to learn from, and to network with persuasion, influence, and marketing guru Dave Frees, CEO coach and marketing psychologist Dr. David Weiman and many other brilliant professionals and business owners to repair, replace and enrich your business and your life)

____ 3 Days To Success VIP (a small group of elite business and practice owners and entrepreneurs facilitated by Dave Frees at his ranch or at a luxury resort or travel location)

____ Business Black Ops Live Events (a covert program designed for those looking for the next challenge and to hone the skills of intelligence gathering, protecting business secrets, and understanding and continuously winning over your competition in the game of business. This is not for everyone. Application and careful screening are required, there are physically, psychologically, and emotionally challenging elements and a detailed release of liability and a non disclosure agreement are both required.)

____ Business Black Ops Webinars & Teleconferences

____ I'm a Dave Frees Private Coaching/Client and have regular strategy sessions with Dave who also assists me in executing advertising, management, and on line and off line marketing to enhance my business, practice or personal life.

____ I'm a Dave Frees consulting client so that he works with me or my team on a project basis (and have a monthly group coaching call and get 3-5 turn key and easy to use profit building SWIPE files per year which I am licensed to implement in my marketing).

Thanks for completing this process. It's true. You have taken the first step to having a business that works for you and not one that enslaves you. A business that creates wealth and happiness and the ability to do things for yourself and others and not one that produces constant stress, frustration, and a sense of being underpaid.

It's time to make some changes.

I'm looking forward to helping.

See you soon.

Dave Frees
dfrees@utbf.com
610-933-8069

If you're not already following me on social media, take a minute to friend, LIKE, or follow me at these places to get loads of free information and invitations to our future events.

www.facebook.com/DavidFrees
www.facebook.com/3DaysToSuccess
www.twitter.com/DaveFrees

If you're interested in joining one of my coaching groups, being a consulting client, or hosting a super secret new **Business Black OPS** Special Forces Training program for your team call Lisa and get a time when we can chat privately. **She's at 610-933-8069.**

And if you're calling about the Business Black Ops program be sure to use a secure line (just kidding there aren't any thanks to the NSA) and be prepared to sign a non-disclosure agreement (I'm actually not kidding about this).