



I QUIT!

DEAR SUBSCRIBER (FRIEND, REALLY. FELLOW REVOLUTIONARY)

YES. I KNOW THIS LOOKS WEIRD.

A HAND-WRITTEN INTRO TO THIS MONTH'S ISSUE WITH A GIANT BIRD FINGER TO START THINGS OFF.

FIRST (AND THIS SHOULD BE OBVIOUS) - THE BIRD FINGER AND THE "I QUIT" STATEMENT ARE NOT DIRECTED AT YOU.

INSTEAD, ITS FOR

THE IDIOT "LEMMINGS"
WHO ARE SCREWING UP
YOUR MOJO!

LET ME EXPLAIN.

I'M WRITING THIS TO YOU ON A PLANE HEADED TO BALTIMORE WHERE I'M SET TO GET SOME CONSULTING FROM BILL GLAZER AND TO ALSO MASTERMIND WITH MY FRIEND RYAN DEISS.

ANYWAY - I'M IN FIRST CLASS AS ALWAYS.

HERE'S WHAT I'VE NOTICED:

IN THE PAST 45 DAYS, I'VE DONE A TON OF FLYING. I TOOK MY PLATINUM GROUP TO MAUI WHERE WE STAYED AT THE FOUR SEASONS AND HUNG OUT WITH JOE SUGARMAN (THE MARKETING LEGEND WHO SOLD 20 MILLION PAIRS OF BLUE-BLOCKER SUNGLASSES.)

A FEW OF US ALSO DRANK JUST OVER \$12,000.00 WORTH OF CHAMPAGNE ON THE LAST DAY OF THAT TRIP. (AND WE'RE PROBABLY BANNED FROM THE POOL AT THE FOUR SEASONS FOR LIFE ... BUT IT WAS WORTH IT. THAT'S A STORY FOR ANOTHER DAY, HOWEVER!)

THIS WAS KILLER! THEY THOUGHT WE WERE IN A ROCK BAND!

PLUS I FLEW TO CHICAGO FOR A MAFIA-LIKE MEETING OF TOP INTERNET AND DIRECT RESPONSE MARKETERS, WENT TO CLEVELAND TO MEET WITH DAN KENNEDY, AND HERE I AM IN THE AIR AGAIN.

EVERY TIME, I'M IN FIRST CLASS.

AND EVERY TIME, IT'S FULL

AS IN... SOLD OUT.

ON THIS PLANE, THERE ARE 28 SEATS IN FIRST CLASS. MY TICKET WAS AROUND \$2,000 ... SO I'M GUESSING THAT'S WHAT EVERYONE ELSE PAID (ON AVERAGE).

SOME MAY HAVE PAID MORE - SOME MAY HAVE PAID LESS - BUT WHATEVER. IT'S PROBABLY \$2,000.00 A SEAT ON AVERAGE.

ANYWAY - THIS MEANS THAT ME AND 27 OTHER PASSENGERS PAID A TOTAL OF AROUND \$56,000.00 TO SIT IN THESE SEATS.

FIFTY SIX GRAND!

HELL - THAT'S A BMW CONVERTIBLE. THAT'S A BIG OL' DIAMOND RING FOR THE MISSUS. THAT'S A SEMESTER OR TWO AT A COLLEGE (GOD ~~FORN~~ FORBID!)

ANYWAY - WHAT THE HELL? I JUST TURNED AROUND TO LOOK AND BY MY CALCULATIONS, WE'RE ABOUT 23 FEET AWAY FROM THE FOLKS IN "COACH".

UMM... THAT'S LIKE \$2,000.00 A FOOT WE'RE PAYING IF YOU THINK ABOUT IT.

(4)

I SAY \$2,000 A FOOT BECAUSE ABOUT THE ONLY ~~DISTANCE~~ DIFFERENCE BETWEEN COACH AND FIRST CLASS IS THAT 23 FOOT SPACE AND MAYBE AN EXTRA 3 INCHES OF "BUTT SPACE" IN THE SEATS.

OH YEAH. WE GET A SLIGHTLY DIFFERENT COLLECTION OF CRAPPY AIRLINE FOOD THAN THE FOLKS IN COACH DO. THEY GET SANDWICHES - WE GET MUSHY PASTA OR RUBBERY CHICKEN WITH BROWN SAUCE ON IT.

BROWN SAUCE. YUMMMM...

O.K. STAY WITH ME HERE. SO RIGHT NOW YOU'RE GETTING HIT WITH ALL THIS BULLSHIT ABOUT "THE ECONOMY", RIGHT?

O.K. SO IT'S NOT ALL BULLSHIT. LOT'S OF FOLKS MADE REALLY STUPID DECISIONS (LIKE SPENDING 3X WHAT THEY MAKE) AND ARE NOW PAYING FOR THOSE DECISIONS - BUT CONTRARY TO POPULAR BELIEF, THE END OF THE WORLD IS NOT HERE,

NOT EVEN CLOSE. AND I THINK THAT US DUMB ASSES PAYING \$2,000.00 A SEAT IN COACH ARE PROOF.

SURE, SOME PEOPLE AIN'T GOT NO MONEY. SOME PEOPLE ARE LOSING THEIR JOBS, SOME BUSINESSES ARE HURTING.

(5)

BUT NOT EVERYONE!!


REMEMBER HOW I TOLD YOU THAT FIRST CLASS IS SOLD OUT ON EVERY FLIGHT I'VE TAKEN OVER THE PAST 45 DAYS?

IF I WASN'T PAYING ATTENTION, I ~~WAS~~ MIGHT NOT HAVE NOTICED THAT FIRST CLASS IS SOLD OUT ... OFTEN WHEN THERE ARE STILL SEATS LEFT IN COACH.

SEE... IF I WASN'T PAYING ATTENTION, I MIGHT HAVE FALLEN FOR THE "SKY IS FALLING" REPORTS ON THE NEWS.

AND IF I WERE TO FOCUS ON THAT NEGATIVE CRAP, THAT'S WHAT I'D GET. NEGATIVE CRAP.

SEE... IF YOU FOCUS ON "NO MONEY! NO MONEY! NO MONEY!", GUESS WHAT YOU GET?

YOU GET NO MONEY! 

SO YOU NEED TO FOCUS ON WHAT YOU WANT, NOT WHAT YOU FEAR.

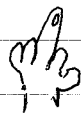
IF YOU WANT WEALTH — YOU NEED TO FOCUS ON PROSPERITY.

TURN OFF THE DAMN T.V. AND FOR THE LOVE OF GOD,
QUIT READING THE NEWSPAPER! (6)

THERE IS MONEY EVERYWHERE. DO NOT BELIEVE
THE BROKE PEOPLE WHO TRY TO TELL YOU OTHERWISE.

MONEY NEVER GOES AWAY. IT SIMPLY MOVES AND
MULTIPLIES.

SO I WANT YOU TO JOIN ME IN SAYING,

I QUIT, 

* I QUIT BUYING INTO NEWS STORIES WRITTEN BY
AND FOR BROKE PEOPLE.

* I QUIT FOCUSING ON FEAR AND FALLING PREY
TO THE PARALYSIS IT CAUSES.

* I QUIT ENGAGING IN ANY CONVERSATION ABOUT
HOW "BAD" IT IS.

* I QUIT GIVING A DAMN ABOUT SOME CEO ON TALK
RADIO OR IN THE NEWS AND WHETHER OR NOT
THEY SHOULD GET A BAIL OUT. (WHO GIVES A DAMN??)

* I QUIT TALKING ABOUT OR FOCUSING ON ANYTHING
THAT DOESN'T MAKE ME MONEY.



→ MY CONFESSION - I QUIT SOMEWHERE AROUND MAY 7TH, 2003. THAT WAS THE DAY I GOT SERVED WITH A LAWSUIT BY THE F.T.C.

I QUICKLY REALIZED THAT FOCUSING ON BAD SHIT WILL NEVER, EVER, EVER MAKE YOU RICH.

SO I DEVELOPED A PRIMARY FOCUS THAT'S STILL ON MY MIND TO THIS DAY. HERE IT IS:

"HOW CAN I MAKE A MILLION DOLLARS PER MONTH WHILE HELPING PEOPLE AND HAVING A GREAT TIME IN THE PROCESS?"

← BIG MAGIC!

... AND GUESS WHAT?

I ENDED UP RICH.

BUT WHAT DO YOU THINK WOULD HAVE HAPPENED IF I FOCUSED ON THIS INSTEAD?

"WHY ME? IS IT GOING TO GET WORSE? WHEN, IF EVER, IS IT GOING TO GET BETTER?"

WE BOTH KNOW ...

I'D BE BROKE AS HELL TO THIS VERY DAY.

SO LET ME ASK YOU,

ARE YOU ASKING A
"BROKE QUESTION" OR A
"RICH QUESTION"?

THIS MATTERS. A LOT. THE QUESTIONS YOU ASK
AND THE STUFF YOU FOCUS ON DETERMINES YOUR
ACTIONS.

YOUR ACTIONS DETERMINE YOUR RESULTS.

EH - HERE'S ANOTHER THING. WANNA BE RICH?

DO WHAT RICH PEOPLE
DO. AND QUIT DOING
WHAT POOR PEOPLE DO.

HERE, LET'S MAKE A LITTLE "RICH BEHAVIOR
VS. POOR BEHAVIOR" COMPARISON CHART.

RICH ←	→ POOR
FOCUSES ON PROFITS	WATCHES NEWS AND FOCUSES ON IT
WORKS HARD	SPENDS TIME AROUND WATER COOLER
FINDS SOMETHING + STICKS WITH IT.	JUMPS FROM "OPP" TO "OPP"
TAKES CHARGE	WAITS FOR THINGS TO GET BETTER
SETS GOALS	HAS VAGUE ASPIRATIONS AT BEST
SETS DEADLINES	DOESN'T EVEN HAVE GOALS, MUCH LESS DEADLINES
MEASURES PROGRESS	NO ACCOUNTABILITY
SENSE OF URGENCY	I'LL GET TO IT WHENEVER

How HARD would you work if you KNEW IT
WOULD MAKE YOU RICH IN 2009?

CERTAINTY AND BELIEF THAT "THIS WILL WORK"
DRIVES YOUR BEHAVIOR.

WITHOUT IT, YOU WILL JUST KEEP BUYING "SHINY
OBJECTS".

WINNING BELIEF: IF YOU'RE COMMITTED, THERE'S ALWAYS
A WAY.

(9)

THERE ARE A LOT MORE WE COULD GO OVER
BUT LET'S FOCUS ON THESE THREE HABITS OF
RICH PEOPLE.

- 1) SETS GOALS
- 2) SETS DEADLINES
- 3) WORKS HARD.

I THINK THAT IF YOU JUST FOCUS ON THOSE
THREE ACTIVITIES, YOU'LL MAKE PLENTY OF MONEY.

NOW, LET'S COMPARE THAT TO A RECURRING ACTIVITY
YOU SEE IN PEOPLE WHO AIN'T GOT NO MONEY.

THEY JUMP FROM "OPP" TO "OPP"

BY THAT I MEAN THEY KEEP LOOKING FOR (AND BUYING)
THE NEXT "OPPORTUNITY" TO MAKE MONEY.

(INSTEAD OF JUST CREATING A PLAN, SETTING
GOALS + DEADLINES, AND GETTING TO WORK.)

LOOK - THERE'S NO MONEY TO BE MADE IN BUYING
STUFF.

YOU MAKE THE MONEY WHEN YOU SELL STUFF.

AND NOW FOR
THE POINT!

I HAVE TO ADMIT THAT THOSE DICK-WADS
IN THE NEWS MEDIA HAVE A POINT.

(10)

SOME (NOT ALL) PEOPLE ARE GETTING HOSED
IN THIS ECONOMY.

THERE'S NO DENYING IT.

AND THIS PRESENTS A PROBLEM AND
AN OPPORTUNITY.

PROBLEM: IT'S POSSIBLE THAT SOME PEOPLE
IN YOUR MARKET WILL GO BROKE
OR GET SCARED AND THEREFORE NOT BUY
YOUR STUFF.

THIS COULD HURT SALES AND SOME BUSINESSES
(NOT YOURS BUT YOUR COMPETITION) MIGHT GO
UNDER AS A RESULT.

OPPORTUNITY! THIS IS WAY BIGGER THAN
THE "PROBLEM".

OK. WE KNOW THAT MONEY DOESN'T ACTUALLY
GO AWAY.

IT'S NOT LIKE WE'RE IN A RECESSION AND
ALL OF A SUDEN... POOF! THE MONEY
JUST VANISHES.

(11)

INSTEAD, MONEY SIMPLY MOVES. IT MOVES FROM ONE SECTION OF A MARKET TO ANOTHER.

THAT'S ALL THAT HAPPENS.

AND ALL YOU GOTTA DO IS...

FOLLOW THE
MONEY!!

SERIOUSLY, THAT'S WHAT GOT ME STARTED ON THIS RANT IN THE FIRST PLACE.

REMEMBER THE WHOLE DEAL WITH FIRST CLASS?

HOW IT'S ALWAYS SOLD OUT? WELL YOU WANT TO BE SELLING TO THE 28 PEOPLE IN FIRST CLASS... AND NOT THE 300 PEOPLE IN COACH.

THE "FIRST CLASS" PEOPLE HAVE MONEY AND THEY ^{WILL} ~~PROB~~ CLEARLY SPEND IT ON WHAT THEY WANT.

SO YOUR MARKET MOST LIKELY HAS A SIMILAR GROUP. A "FIRST CLASS" GROUP OF BUYERS WHO HAVE THE MONEY TO SPEND ON WHAT THEY PERCEIVE AS "BETTER".

(12)

FORGET TRYING TO SELL TO "COACH". THEY'RE
EITHER TOO BROKE TO BUY YOUR STUFF
OR THEY'RE TOO SCARED TO BUY IT BECAUSE
THE GUY ON THE NEWS (WHO MAKES \$25K A
YEAR) TOLD THEM THAT THE SKY IS FALLING.

SCREW

COACH

← GUY BESIDE
ME IS LOOKING
AT ME FUNNY
NOW.

EVERYONE ELSE IS TRYING TO SELL TO COACH
BY LOWERING THEIR PRICES AND ACTING LIKE...
WELL... SCARED LITTLE BITCHES.

BUT NOBODY'S REALLY PAYING ATTENTION TO
FIRST CLASS.

THEY'RE SITTING THERE RIPE FOR THE TAKING
WITH MONEY IN HAND... WILLING TO SPEND IT. WITH
YOU.

HELP -EM OUT, WILL YA?

SEE YOU IN FIRST CLASS,

FRANK

P.S. MY HAND HURTS LIKE HELL. I HOPE YOU'RE
HAPPY!