



# COMMISSION EXPERTS



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### 3.1 Notes Summary

**Speaker:** Tom Beal

**Date:** Saturday, April 21, 2018

**Location:** Commission Expo - Orlando, Florida

**Title:** The Four Questions to Achieve Mental Clarity and Focus

**Key Takeaways:** *“Surround yourself with like-minded high achievers. Resilience and persistence in doing the right thing on consistent basis leads to success. Ask what activity is going to produce actual profit? Find the courage to put yourself out there. Make the value of an offer worth more than the investment. Ask what is the best use of my time right now? Improvise, Adapt, Overcome!”*

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#### Biography

Tom, Beal, was in the Marine Corps from 1993 through 1997. Since then he has worked with big name marketers like Rich Schefren and even with Mike Filsaime on some of the biggest internet marketing launches in the industry. Omar says Tom gave one of the most motivating talks he has ever heard. Tom is also the “guru to the gurus” coaching Melinda and himself as everyone needs mentorship.

#### Success as an Entrepreneur

Tom paraphrases a Jim Rohn quote where, "Your results are going to be similar to the average of the five people that you surround yourself with most."

**Key Takeaway:** *“Surround yourself with like-minded high achievers.”*

In your business there will be chaos and obstacles. But as you pursue your dream, a truck may plow you over. That's the entrepreneurial journey.

Les Brown says, “You gotta be hungry, hungry!” People that succeed are the ones that break through. For instance, Les Brown shares a story about success. Les says, you are the person at the door of success knocking and inside on the couch is Success just chillin. Eventually after practically banging down the door, success finally gets up off the couch and asks you to come in. So it takes resilience and persistence in doing what you know is yours to do on a consistent basis.



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***Key Takeaway: “Resilience and persistence in doing the right thing on consistent basis leads to success.”***

Success as an entrepreneur does not take just being busy. There's a difference between busy work and actual revenue and profit producing work. At the end of the day of shuffling a lot of papers and searching a lot of YouTube videos, you may think you worked a lot that day. Instead, you need to ask yourself, “What’s activity is going to produce actual profit?”

***Key Takeaway: “Ask what’s activity is going to produce actual profit?”***

For instance, if you recognize the importance to grow your email list, ask yourself, “What am I doing today to add more subscribers to my email list?” Where can I put an offer out there that is irresistible enough to share with people?” You need to exchange something for the subscriber's name and email.

Liz Tomey said, it's like going fishing. You put the bait in the water for that particular fish, which is your ideal customer, and you reel them in. Then you add the subscriber to your mailing list. At that point, you say to the subscriber, if you like that, you're going to love this! Check out this one time offer.

Thus at first you have to find the courage to put yourself out there and go to the pond where your people are and cast that line in. If you don't have an opt-in page out there in front of the people that could benefit from it, no one's going to opt-in. So if you don't have an opt-in page, what would be a good revenue producing activity for you? Create an opt-in page, right? It's all up to you to recognize where you are on your entrepreneurial journey.

***Key Takeaway: “Find the courage to put yourself out there”***

When the opt-in page is up you need to create an “irresistible offer”. A lot of people take lightly how difficult it is to make the sale. People think it's easy. Have you noticed that you aren't giving your name and email as much as you may have five years ago?

So a lot of people underestimate what it takes to put together that irresistible offer where people are willing to, what seems like a small commitment, give their name and email. Don't underestimate what it takes, and what the value must be to get people to say, YES!

The value scale is the other key component. Internally the potential customer is asking if the value is worth more than the investment. You want people to say, “I can't believe I'm getting this for only my name and email”.

***Key Takeaway: “Make the value of an offer worth more than the investment.”***

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Upon receiving the subscribers information, operating upon the “mini law of reciprocation” you say, *“If you love that, you're going to love this. I put together this special offer and here's the reason why I'm doing this. Here's all that you're going to get. Now normally it would be priced at this high amount. However, I'm looking to create some testimonies to create momentum. So for a limited time, I'm going to give you a 90 percent discount and you get it for only this extremely low price.”*

So always ask yourself, what is the best use of my time right here, right now. What is the one revenue producing activity that I can do today that will move my business forward. We aren't interested in busy work but real revenue producing activity, which is ultimately a life producing activity.

**Key Takeaway:** *“Ask what is the best use of my time right now?”*

### **\$25,000 Euro Training - 80/20 Rule**

Tom conducts live trainings throughout the world. He conducted a week long training where 12 people invested 25,000 euro a piece to learn basically one thing. It involves Pareto's Principle also known as the 80/20 Rule. For instance, twenty percent of your activities are going to be responsible for 80 percent of your results. And conversely 80 percent of your activities will only be responsible for 20 percent of your results. This can be applied to clients and income from those clients. For instance, twenty percent of your clients will produce 80 percent of your revenues. And conversely 80 percent of your clients will only produce 20 percent of your revenues.

Unfortunately, what happens is many people get caught up in the 80 percent of activities that only produces 20 percent of meaningful results. The process that Tom shares changes your mindset, trajectory, and results.

### **The Plan into Action**

#### **I. 30-Day Activity List**

The first step is to take a blank sheet of paper and write down every activity that you do related to your business for a given month. Do you think minimum wage activities are the best use of your time?

#### **II. The Four Core Questions**

There are four important questions of how to get to what is the best use of your time.

##### **A. What do I need to “start” doing?**

What is the one activity that I'm currently NOT doing in my business, that If I did choose to do it, would have the potential to 10 x my business in the next 90-days? Maybe it is doing a live event, speaking on stage, webinars, or writing a book. You must keep thinking of what those possibilities are and break it down to the one that feels right for you right now.



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Where do you put things that are important to you? You schedule time to do the important things on your calendar! So the answers need to be followed up with implementation. If you are not currently doing webinars, then you have to learn how to do webinars. Put a structure in place. Identify who your target audience is and what value you will provide that is in alignment with what's the desired outcome. Then create the webinar and start marketing.

**B. What do I need to do “more” of?**

It's not minimum wage activities nor busy work. If you are looking to grow your business and results, what you need to do more of are revenue and profit producing activities. Go back to that list you created and during the next 30 days you only get to do **one activity** while your business continues to stay vibrant and thriving. After identifying your first activity add a second and third. So now you have three highest value activities identified that you need to do more of.

So you know what the best use of your time is. And those activities need to go on your calendar as you strive to work smarter not harder. Your goal is to get the same results in half the time. And the reality is that when you start thinking different you start acting different. Now those three activities are scheduled an hour each perhaps three hours a week. It's like the law of sowing and reaping. As you sow, you shall reap.

**C. What do I need to do less of?**

Arianna Huffington has written a couple books about how important it is to get proper sleep as she struggled with doing too much. Thus, everything else that remains on your list is what you need to do less of. The bad news is that it still needs to get done!

However, now your mind begins to start thinking of ways that you can systemize, automate, delegate, and outsource those activities so they no longer monopolize your time. This allows you to focus more on those three key revenue producing activities.

**D. What do I need to stop doing altogether?**

Perhaps you realized something that you did for a while and it worked, but that chapter has closed, yet you still do that activity. The other things could be personal. We live in this addicted society with many having an addiction to our smartphones, drugs, etc. However, it is up to us to recognize what's the one thing that pulls me in and wastes my time. This is important as time is your most precious asset. The goal remains to free yourself up to put more time into revenue producing activities along with your mental, physical, emotional, and spiritual health. Having freed up time also allows you to cultivate your key relationships.



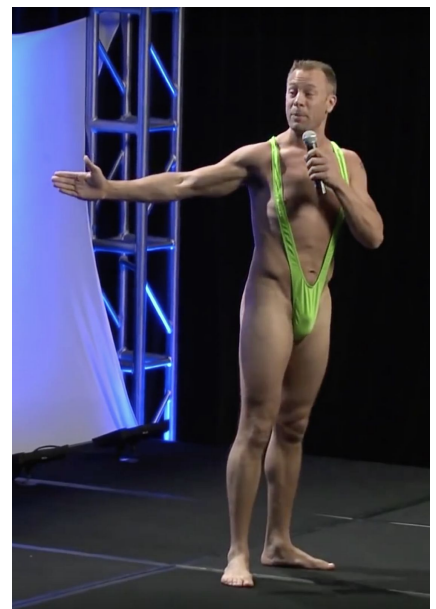
## Mankini Man

Tom reminds us that we've got to recognize opportunities and grab them. He shared the first time he wore a “mankini” on stage in front of 500 influential people back in 2011. Tom wasn't scheduled to speak but a weird joke turned into that single memorable action. To this day people bring up the “mankini” experience. Tom is okay being pigeonholed as the “mankini” person because it's helped so many people overcome the fear of speaking in public. This story illustrates the importance to step up as life is short and can change on a dime.



*“Mental note, cold pools make your thing shrivel up, but also speaking on stage with a mankini does too so ahh... I should of probably stuffed this with something.”*

Tom Beal [Watch Here](#)



## Take Action

Another example of grabbing life by the horns is when Tom put a [60-day plan](#) in place. He went from the fat chunky Tom to the ripped version in 60 days.



So get a plan and work the plan. Perhaps your account is too skinny, so create a plan to fatten it up in 60-days.

Speaking of taking action, Tom asks who has taken action and purchase any of the products that have been offered. He asks who wants \$2000 thousand dollars? Tom created an online course with the author of the book "12 Week Year". The online course is called the "[12 Week Mastery](#)" and offered as a bonus for action takers who have purchased one of the speaker's products.

Tom says the reason why is that Omar, Melinda and himself are doing the Commission Expo event annually. And they want us back in a different spot next year as this event is about implementation, execution, and taking action. That's a difference between where you are now and where you're going to be a year from now. So get clear, **take the proper action**, and we will be able to send them testimonials sharing what we gained from the event and the exact actions we've taken where everything on our entrepreneurial journey.

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## Life Lessons from the Marines

One constant is that on our this entrepreneurial journey, obstacles are going to be there. And one of the big lessons Tom learned from the Marine Corps is to “improvise, adapt, and overcome”.

***Key Takeaway: “Improvise, Adapt, Overcome.”***

In addition, he was taught to expect to get cut. Because, if you were engaged with someone who is looking to take your life and they pull out a knife, you have to expect to get cut. So everyday, expect chaos and to be cut. Expect plans to not go as planned. And expect obstacles to present themselves.

Life’s unanticipated events no longer surprise Tom as he has exercised emotional growth. The more emotionally mature you become, the less stuff phases you and pushes you off track. Simply notice that a life event is merely “contrary” to the path you had predefined. Realize that with this new information you can determine what the next best step to take is.

Tom asks himself daily, What's mine to do right now? And when I do that, it fulfills the law of sowing and reaping. It's just a matter of time before he’s able to reap his results. Often however, what we thought was the timeline is a little bit different than what reality delivers.

## In Conclusion

So don’t be discouraged on your entrepreneurial journey to knock down the door of success. After all, bamboo roots take a long time to become established. But once they are the bamboo shoots grow exponentially. And that illustrates what exactly happens in business as an entrepreneur. Celebrate incremental successes saying, if I can sell one, I can sell 10 and so on. Keep the momentum through clarity which will keep you on your path to success. Be positive saying, I've done it once, I'm going to do it again! And if you haven't done it yet, your one goal and objective is to get that first sale.

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<http://tombeal.com>

<http://twitter.com/tombeal>

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Tom Beal’s Commission Expo 2018 Interview: [Watch Here](#)

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