



# Play Big Master Class

step outside of your existing comfort zone and reach higher

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Fabienne: Hello there and thanks for joining us for another episode of the *Play a Bigger Game Master Class*. This is Fabienne Fredrickson, Millionaire Business Mentor and Founder of both ClientAttraction.com and AttractClients.com where you can receive your free audio CD *How to Attract All the Clients You Need* at no charge. It's my treat. Again, that's AttractClients.com.

Welcome to the *Play a Bigger Game Master Class*. To reach that next bigger level of greatness and professional success, you must be willing to step outside of your existing comfort zone and make the changes that seem to threaten your safe way of being knowing that you are always safe anyway. There is no other way to jump from your current small fishbowl into that bigger fishbowl or the ocean that awaits you. Through these classes and the conversations that I share with my guests, who are all playing their own bigger game, the *Play a Bigger Game Master Class* is focused 100% on you finding the inspiration, courage and personal best practices to do the same. Consider it a required curriculum for success.

My guest expert today is Jeff Walker. Back in the old days, before Jeff Walker started teaching his *Product Launch Formula*, almost no one in the online entrepreneurial world talked about product launches and the idea of a million dollar day, that whole thing seemed almost ludicrous. But now in the post *Product Launch Formula* world, the million dollar and multi-million dollar launches don't even raise an eyebrow. They're really nice, but they've become almost routine.

Jeff's techniques are not just for big gurus. He's taught thousands of students who operate in hundreds of niches and they've generated more than \$400 million in sales combined. Along the way he's continued to hone his craft. One of Jeff's personal launches did \$1.2 million in sales in the first hour and almost \$4 million in the first 36 hours. Along the way his launches generate \$75 per email address and have gone as high as \$209 per email address.

Think about your email list or how many people you will have on your email list and then multiply that number of people on that list by \$75. Now you can see what all of the excitement is all about. Jeff, welcome to the call.

Jeff: Well, thanks Fabienne. I'm really excited. It's going to be fun.

Fabienne: I've been wanting to talk to you for a while about what prompts people to create – I have your *Product Launch Formula*. We use it. We've gotten so many great results from it. I want to kind of get inside and see what happens on the inside,



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not just on the tactics. Before I grill you with questions, I would love to know what prompted you to start the *Product Launch Formula* and to create what you've been able to create today. Was something missing in the market place or in your life? Tell me how this all came about?

Jeff: Well, it's a long and crazy tale that I'll tighten up and make as short as possible. When I hear you talk about that stuff that I've done, it's almost like I'm listening to someone else's life because it's so hard to believe. I imagine there are some people listening that are thinking, "A million dollar launch? There's just no freaking way." One thing please, if you're listening to this, don't have your brain turn off because you can't conceive of that.

Where I actually started was in the basement, a dimly lit corner of the basement, on a homemade desk. I was Mr. Mom. I was taking care of two babies. My ultimate dream was to hopefully bring in an extra \$10,000 per year to try to help support the family. Where I started from was desperation because my wife, who was out there working supporting the family, walked in one day and said, "I can't do this anymore. I'm getting up in the dark. I'm coming home in the dark. I barely see my kids. I need to be a mom. I need to be able to be with my kids a little more. I need you to try to help bring in some money and help support the family in some way." That's where I started.

Fabienne: Yeah. That's a defining moment.

Jeff: It was.

Fabienne: You can't really mess with that.

Jeff: Literally, I remember this like it was yesterday, the car driving up in the middle of the day and I'm like, "What's Mary doing coming home?" She basically took a sick day. She just broke down. I don't know what triggered it, but she just broke down. She came in and she was just in tears and sobbing and was like, "We need a change." That's where I was. I had been in the corporate world and I didn't fit there and I just walked away. I quit one day because I just couldn't fit in. I hated my corporate life. That's how I ended up home.

Mary was in school. She got out of school, graduated. She got this job. I quit and I was home with first my son and then we had another baby, so then I had two babies I'm taking care of. I'm like, "Okay, what can I do? What can I do?" I was so limited in terms of what I could see to do I thought, "Okay, I'm going to



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go back to school. I'm going to get another degree and then I'll go back to the corporate world," which is just crazy thinking because I hated the corporate world. I had committed career suicide.

This was the level of my thinking then, which was not very good, but then I realized I needed to have – I was going to go to graduate school to get a graduate finance degree – I needed a resume. I didn't have anything on my resume. I had been taking care of kids and changing diapers for five years or something. I thought, "Wow, what could I put on my resume that would look impressive?" I decided I'd start publishing. I started publishing via email.

I had been studying the stock market then, so I knew enough about the stock market, but I had no qualifications. I had no letters after my name. I wasn't a stock broker. I wasn't a financial planner, but I started publishing a newsletter about the stock markets just giving my opinion. I published that first. Also, I really wanted a newsletter. There's a point to this, but all I really wanted was something to put on my resume.

I figured the people who look at the resume they're not going to know, looking to see if I could get into school, they're not going to know that I'm publishing this for free and they're not going to know I'm publishing it via email. This is way back in 1996. They not going to know it's just this little Podunk thing. I'm just writing a couple hundred words and sending it out to friends. They're not going to know that, so I started publishing.

Then, the first email went out to 19 people – actually 19 email addresses. One email address was my second email address. One was my wife's email address, so really only 17 people, but I felt good about 19. That's my story and I'm sticking to it. Gradually I started to build through word of mouth and I was getting hundreds of people. Well, first there was a few people, then there's tens, then there's hundreds and then gradually it got to be thousands.

One morning, when there's just a few 100 people on that list, one morning I woke up and all of a sudden I had 60 new people subscribing to the newsletter. I was like, "What's going on?" Usually, I'd get maybe 10 new people in a month. Now, overnight, it's 60 people. I wrote them. I said, "Hey, how did you find me? What's going on?" Again, this is back in '96, the dark ages of the internet. It turned out that the TV show *PBS Frontline* had found some charts on my website that they liked and they actually mentioned them on their TV show.



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I'm sitting there still Mr. Mom. I haven't made a dime – not made one penny in probably five or six years. I'm just writing this little email and had this little ugly website without – I couldn't even afford a domain name. All of a sudden *PBS Frontline*, "What's going on?" Right then I said to myself, "It's time to start thinking bigger. I need to start thinking bigger."

Fabienne: This is the *Play Bigger Master Class*. This is all about where we're going. You started playing a bigger game and what did that mean for you?

Jeff: Well, to me, that meant taking it more seriously. That meant going and spending the money to get a domain name. It meant I started publishing more regularly. It meant just continually starting to elevate my thinking to learn more, to study more, but to put the time into learning to think bigger and to always looking for – thinking strategically. I'm going to cut out big chunks of the story, but I did get into school, but then as soon as I got into school I'm like, "Wow, here I am in school in this class. Look at where this business could go."

By then, I put together – it's like, "Holy cow, PBS they think I'm good enough to point to." I created a product, a paid newsletter instead of just a free newsletter, launched that paid newsletter, literally quit school the day of my first lecture because I'm like, "No, this isn't going anywhere."

Fabienne: Jeff, I'm sorry to interrupt. I really want to underline some of the things that you said because people are listening right now and I hear this all the time. People are looking for really ninja, complicated things to do to play a bigger game, but it's always right under your nose. Already in the last sentence Jeff, you've shared some proven success principles – laws of success that people just walk right over. Here's what I wrote down. Begin to take yourself in what you're doing seriously.

There are a lot of people who are listening who are still in the hobby stage or startup stage and the minute you begin to take yourself seriously is when things begin to shift. Then Jeff, you said you started to invest in yourself. Now, it could've been investing in a website, but it could mean investing in a program, in a mentor, the minute you invest in yourself it's almost like you set off a rocket of intention that says, "Okay, now take me seriously because I'm serious."

Then, you said elevate your thinking, be more strategic and start to monetize what you know. Just those five or six things right there, we could hang up right now, although I don't want to, we could hang up right there and if the folks listening to





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this could just apply all five of these things in the next three to six months you would make more money in your business. Would you agree?

Jeff: Absolutely. You mentioned in the introduction, I've literally launched a product and I did \$1 million dollars in sales and I think it was 53 minutes, but that was just a natural evolution of that first step of going from saying, "Okay, I'm desperate. I need a change. I'm going to start publishing." Then, focusing on building my list. Then, okay, I have a conversation with my list. My list tells me what product to create. Okay, I create that offer. Yes, I'm scared to death to put that offer out there because I don't think anyone's actually going to pay me money.

Literally, that was my thought. It's like, "Would someone actually give me money for something that I give them?" That thought was running through my head, but I put it aside because I needed that money. I needed to pay for college actually back then because I was starting school. I put that aside and I rolled that product out. Then, I created the best product I could and I took that experience and I started the cycle all over again. I continued to build my list. I continued to build my relationship with that list. I continued to have conversations with that list. I continued to ask them what they needed, then I created that next offer.

My next offer did 6 or \$8,000 in sales. That first one did \$1650. Then, a year later the cycle repeats and that launch did \$34,000. That was almost as much as I made in a year. That was the launch that brought Mary home. She was able to retire after that one.

Fabienne: Just those words, "The launch that brought Mary home," that was very poignant right there. A lot of energy in that.

Jeff: Absolutely. It was. It was summer of '98 when we did that and we could see what was coming and we started planning and by the summer of '99 she was home.

Fabienne: That's what happened with Derek and me. I thought, "Okay," we're talking bigger numbers at that time. I've shared these numbers before. In 2007 I made \$380-something, \$384,000? I said, "In 2008 I'm shooting for a million," and that was the number that we needed for where we lived and this affluent neighborhood and all these kids we have to support.

Jeff: And where Derek was at, of course.



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Fabienne: Yeah and where Derek was and he was working in investment banking, but for me, that was the year that brought Derek home. It was the best year up until then.

Jeff: Yeah. I just went through that cycle over and over of learning to think bigger, of learning to step up into a bigger game, of getting better mentors, getting better training, being able to invest more in myself both in time and money. It's just the same process over and over and over. Then, in 2003 I actually went to a marketing seminar. I thought everyone was doing the stuff I was doing. By then I'd had my six and seven – I did \$106,000 in a week and then I went to a marketing seminar and I realized when I was there that not everyone was doing the stuff I was doing with these launches, so I started to share that with a few marketing gurus or people who were going to become marketing gurus.

One of them, John Reese, I worked with him, showed him how to do the stuff and he did \$450,000 in a few days. Talk about learning to think bigger. My launch had been \$106,000 and then I coach him and he does \$450,000. I'm like, "Oh, wow. There's something here." Then he did a million dollar launch.

Fabienne: Now you've helped people. The people that you work with and have helped, just virtually everybody in this space, including myself and just household names in the marketing world – now you have this *Product Launch Formula*. I'd love for you to talk about it at the end of the call. I want to circle back to something that you said about being scared to death because there are a lot of people who say, "Oh, if you want to make more money just get better at marketing." Listen, I was the one saying that because I built my entire business on [clientattraction.com](http://clientattraction.com), teaching you how to market. I thought it was 100% marketing – I really did.

Then, over time I thought, "You know, there is something to this personal growth and development and this mindset stuff and spiritual universal principles." I started thinking, "Maybe that's 10%, 50%." Now, Jeff, I believe and I'm still a marketer and I believe in marketing like nobody's business. I believe that mindset is 90%. I believe that people get in their own way through the fears that they have, through the belief systems and many other things. You said, "scared to death." That is a fear and the belief system that you mentioned was, "they won't pay for this."

I hear this day in and day out and I've experienced it myself. I know that there are some folks on the line who are hearing this and saying, "Yeah, I know. I stop myself because I think they won't pay for this." How did you get beyond that



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fear and actually – what was the process by which you walked into the fear and charged forward anyway? Tell us about that whole thing.

Jeff: That's a great question. I agree that people love tactics, especially in my world because I'm hardcore teaching marketing. That's what I teach. A lot of times people think that's tactical. If you change the color of your button on your website you're going to get 4% more response, whatever. That stuff's fun and I can geek out on that just like everyone else, but the strategy is what makes a difference. It's the strategy inside your head that really makes a difference.

I'll tell you, I once had a friend say to me, it was Jeff Johnson, and he said this phrase. He said, it's very simple, he said, "Practice on your B clients."

Fabienne: What does that mean?

Jeff: Basically, I remember when I was in kindergarten. When I first went to kindergarten and towards the end of the year in kindergarten it was obvious that the next year I was going to have to go into first grade. I'd look at those first graders that I would see out on the playground and they seemed so big and they seemed so important. They seemed so intimidating. Then, the next year it turned out to be not that big a deal, but then I was in first grade and those fifth and sixth graders seemed so huge. They had so much going on and then it turned out to be not that big a deal.

Then, when I was in sixth the grade, the idea of going to junior high and going to different classes – it was that way through my entire academic career and all of a sudden I'm graduating from college and it doesn't seem like that big of a deal because it was all just step by step. It was the same way for me. When I was started publishing, I was publishing to 17 people. Then, I was publishing to 30 people and then I was publishing to 300. Then, I was eventually publishing to 80,000. Now, if I thought about sending that first email out to 80,000 it would've freaked me out, but sending it out to 17 wasn't so bad.

That's the way it works for everyone. It's not like you're going to be in a rock band and you step on stage at Madison Square Garden your first night. You work your way up. You practice on your B clients as opposed to your A clients. You want to create the situation where when you're stepping on stage, that metaphorical stage, whether it's via email or a teleseminar or a webinar or it actually is a stage that it's just a first step. It's just the first step.



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Fabienne: Sorry, to step on your words. I want to underline that. I remember a few years ago when I was doing one to one coaching because that's all I knew and it was 500 bucks a month and nobody else was charging that much for client attraction work. No matter what I did, I kept raising my fees and people wouldn't drop off and there was a waiting list, but I just had no more time. I couldn't do the one to one model anymore. I decided to draw a line in the sand and I was going to create this new program, which was going to be \$1,000 a month.

Nobody was doing that that I knew of. I was scared to death. Oh, the anxiety, "but if they don't say yes that means I have to stay stuck in my," – all this stuff. I just stayed with it, stayed with it, stayed with it. In my mind, I hadn't put it out there yet and then I put it out to my list and I said, "I'm beta testing a new program. It's the VIP blah, blah, blah program." I'm going to have three spots available and it's \$1,000 dollars a month each."

Within a few days all three spots were gone. I thought – well, I was scared to death, but I put it out and it worked, so I said, "Well, now I'm making 10 spots available." Within another 3 weeks all 10 spots were gone. I think that's what we charge now. What I've paid for coaching and our highest program is \$100,000 for the year and it becomes the new normal, I think, is what you're saying. When you practice on your B clients you can keep going and going and it just becomes the new normal.

Jeff: I like to think of it as iterative. You just iterate. You put something out there and you course correct. It's like when you're playing golf. No one stands on the golf tee and hits the ball 500 yards straight into the hole. Everyone of their shots is not directly straight. Everyone one of their shots is either off to the right or to the left or it's too short or too far, but you hit that first shot and then you course correct. You hit that second shot and you course correct. When you properly design your business – the way you started your business is just so classic it's the individual coaching and you use that to build up experience.

Now you're having a conversation with someone. Then, you went from individual caching to group coaching. You're just leveraging what – that individual coaching, yeah you were delivering huge value, but you were also learning how to coach – learning how to teach. Every step of the way, especially – I teach what I call these seed launches., which is a great place to start out if you're just – you don't have anything going on whatsoever no list, no product.





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You start with a seed launch, which is basically tapping into your contacts, maybe people you know through social media and you build up this tiny, tiny little seed list of 30, 40, 50 people and then you float that first offer out like you did, the beta offer. Now, you're working closely, individually with people and now you're just having conversations. It's not like some big, fancy, official, you're on stage and all this pressure thing. You just get on the phone and talk to people about stuff that you know about.

Through their questions to you, their questions tell you what they need to know and that's where you learn how to teach. That's where you learn how to make the impact. You go from there to small groups and then you really learn to hone your message – hone your teaching. Then, you go from there to – now what did you do? You just gained leverage by going from individuals to going to small groups. Now, the way you get great leverage is you go from those small groups up into information products where you're putting together a video product or a DVD or a webinar series or a teleseminar series or a video course or a book – a live event.

It could be any form of a number of events, but you're just stepping up your leverage from a small group to a larger group. That's how you gradually move up the comfort level of making a much larger impact and making a lot more money and leveraging your time.

Fabienne: I'm hearing that part of the process, in terms of mindset, is not to take yourself too seriously. It's not like at every increment it's like, "tada, this is my one 15 minutes of fame." What I'm hearing from you is, "Okay, I'm going to do this and then I'm going to course correct and this is not the end. Then, we're going to do something else and then we're going to improve that." It's just always bigger, but if we take ourselves in each step of the way to seriously there's anxiety, there's fear, there is all this stuff, but it's like, "No, this is just another rung on the ladder."

Jeff: You're right. A friend of mine has a phrase he repeats often. He says, "We're all bozos on this bus." It's like you can't take yourself too seriously. Fabienne, this is actually something that I think you're a genius at I think you are so you and you are so willing to not say the perfect thing, to be so open – because I've seen you on stage. I've seen you on webcasts and stuff. You're just like, "Oops, oh well, I'll just pretend that didn't happen."

That's the way – personally, I have a very, very informal style in my business because I've found that for some reason I can connect with people and I



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connect a lot more when I act like me as opposed to trying to act like someone else. If we try to be someone else we're just being – the best we'll ever be will be second best at being that other person.

Fabienne: Yeah and I think the more we are our authentic selves the more we are attractive to others and I don't mean attractive on outward level, but I think we are fascinated by people who are really real. I think we all seek to be real, but there are just so many fears around it that we just keep being inauthentic versions of our true selves and part of that is just not taking yourself too seriously. The people who will judge you – it's been my experience that the people who judge you just –

Jeff: Whatever.

Fabienne: Yeah, whatever. I'm going to say something I don't usually say, but I have a former friend a long, long time ago who used to say, "There's an ass for every seat." I don't usually say words like that on this class, but I took by that saying is that not everybody is going to fit you and you can't try to be a hero to everybody. You can't please everybody. If you try to please everybody you're going to fall flat. Someone that we both know talks about really focusing on just who do you want to be a hero to and just caring about what they think as opposed to what everybody else thinks. How have you applied that in your own business and life?

Jeff: First of all, you're right I like to say we're all in the attraction business. We're all in the business of being attractive. Like you said, it has nothing to do with our physical features or our physicality or even anything physical. If you're in business you are in the business of being attractive. You want to attract clients. You want to attract prospects. You want to attract, at some point, team members, vendors, you just want to be an attractive person and when you are it's a lot easier to be attractive when you just are authentic.

Like I said, I think it's something you do very, very well. I think it's something I tend to do pretty well because I just am who I am and I know – I just recently had this experience where I walked – I do these live events. I know you do great live events Fabienne. My events are amazing. People are just in tears at the end. I love it. I'm getting hugs from 75% of the people in the room. It starts off as a hardcore marketing event people are coming out of it marketing, marketing, marketing and we end up just completely changing their lives.



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Anyway, I did my three day live event and I came out of that and I spoke at another event. It's rare that I speak at many events outside of my own, but I went and I spoke at this one event. The room loved me and I walked on stage and it was just amazing. The minute I walked in the energy was just incredibly, unbelievably enormous energy and it just was the greatest talk I've ever given outside of one of my events. I'm like, "Well, I'm on fire. I'm amazing."

Then, I went into another event just a month later. These are the only two events I did for the whole year, but they came right after my events, so I felt like, "I'm on fire. I'm just like a genius on stage." I walk into this event and the room was cold as ice. No one responded to me. I couldn't get anyone to raise their hands or anything. When I walked off stage I was a little shocked and then I started to look at the differences between the two events.

I saw one even was sort of my people. My people are vibrant people. They're out there making an impact on the world. The love to make money, but just as much they love to make an impact and help people and in this other room people were a lot older. It was 95% males where my rooms are almost 50/50 male/female. They're older and all they care about is money because that's all the leader, the people that put them in a room ever talked about was money – never talked about impact or anything.

It was such a stark think for me to see here's one room of these are my people and I resonate with them and here's a room of people that aren't my people. That's the way it is for everyone. There are going to be people that resonate with your message. There are going to be people that you want to be a hero to and then there are other people that aren't. It's like we're all like that. Ninety-nine percent of the people in the world probably are not my people, but that one other person, I can be an amazing impact on them and they love me when I act just like who I am.

The beautiful thing about the world these days that we're so much more connected that we can all reach those people that we can be a hero too – that we resonate with.

Fabienne: Yeah and it changes everything because when you're with the person you want to be a hero to you take down your pretense and you can just be who you are and come from your heart and add value and be of service without worrying about, "Ooh, what will they think of me? Should I hold back? Should I not say that?" I believe that is one of those success mindset principles. Just be who you are and



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don't fear what they will say because you're not their healer. Jeff, mindset is everything right?

Jeff: It is. I'll give you another one. Here's another huge one. I sort of – I know a lot of people resonate with this and some don't, but I always have this thing running through the back of my head and I've mostly gotten out of my head, but it still pops up every now and then, but I used to be hugely prominent. It was, "Who the heck am I to be telling people how to live their lives – what to do?" Actually, I do often use a little more colorful term than heck because it's emphatic. I've got this going on. It's like, "Why should I tell them what to do?"

Even in this call, we're talking about mindset. What right do I have to tell someone how to think or what they should do? I know a lot of people have that going on, but this is what I've come to learn. I've come to learn that I've put in the work and I've created a life experience where I have knowledge and I have, not just the knowledge, but the ability to teach people to be able to make a huge impact. It serves no one for me to hold that in.

I'm not saying I'm the be all, end all and know everything, but I know a lot of stuff. It's sort of like – I'm going to use another word here that I think will fit in here, but a lot of places, marketing, hardcore marketing people have said net forward is God. God does not want you to play small.

Fabienne: Yeah. I say I day in and day out.

Jeff: Yeah. Marianne Williamson poem or quote is just amazing, "God does not want you to play small." You serve no one by playing small. You serve all kinds of people by stepping up into your biggest, most powerful, most influential self.

Fabienne: This is how I live and this is how you live.

Jeff: I'm sorry

Fabienne: This is how I live and this is how you live. I think if we just go after the money there is this emptiness, there is this very low level of meaning and fulfillment, but if we turn it around and we say, "I have a great purpose here," – I call it sharing my brownies. We don't have time today to talk about what that means, but instead of sharing your brownies you hoard your brownies. If you are here and you have a purpose and you know that with even the limited amount that you know you can make an impact on somebody's life – create a ripple effect and





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eventually make that ripple effect into the world, I believe it is your divine duty to do so.

When you look more at being more of service rather than simple accumulation and yes, money is nice. It is a reward for the level of impact that you make on the world, but if you go for service rather than simple accumulation your level of meaning and fulfillment – you fill your heart with, what I'll call yumminess because I can't think of another word right now and that is a different feeling than just saying, "Okay, well I made another million. What's next?"

Jeff: The other thing I think we have to pay service is to people go through a transition. When I just wanted to make that \$10,000, when I just wanted to bring Mary home so desperately I wasn't out to save the world. We always took care of our clients. We always treated people well. We always lived by that golden rule of treat others like you want to be treated. We always did that just because it's how I was raised, but I needed to make that money. I was desperate.

Then, what this business allows you to do is it allows you to take care of those needs and then make that transition. I often, in my – actually in my product and in my live events I'll talk about this scale. On one end of the scale is, "I just want to make a million dollars," on the other end is, "I want to save the world." The reality is you can't live at either end. You can't live at just save the world and forget the money because you need the money if you're going to save the world.

Fabienne: Absolutely.

Jeff: Lots of people just live at the, "I just want to make a million bucks," but most people, I think most people, make that transition once they get their needs met and maybe a little more. They'll start to move towards making an impact – not everyone, but most people will.

Fabienne: Yeah. That's been my experience.

Jeff: Those will be the most fulfilled and happiest.

Fabienne: Yeah. That's been my experience in my own journey and then once you get out of survival mode and you take care of your most basic needs and then some that's when playing a bigger game has a different meaning. Jeff, I could sit here and talk with you all day. I know we would all like to do that. We have limited time, so you and I see each other several times a year. I see you with these notebooks



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that you have. You keep notes. I know I have certain mantras by which I live my life. One of the ones that we've heard a lot on this *Play Bigger Master Class* is something that I've just – I say, “A strong focus now creates a different future later.”

Just certain phrases that I live my life by. I wonder in those notebooks or in your experience, do you have one or two mantras – things you believe to be true about life in terms of playing bigger, in terms of mindset, in terms of elevating your thinking, that you would like to share before we wrap up today?

Jeff: Sure. It's funny. I'm looking at my journal now. I number them. I'm on number 36. I think one of them is the abundance juice. This is – it's a long story, but basically, I learned that the way I add to my life is by adding to others lives and drinking the abundance juice and looking for the abundance and just helping others. That's like bigger picture in the business of helping all my clients, but it's also smaller picture of when I met someone. I'll just always try to figure out how can I add value to their lives because I know that value comes back to me 10 fold – maybe not from that individual person, but it will.

That's the world we live in now compared to 50 years ago. I think the microchip and the greater communications we have in this world, it just pays to look at the world in a abundant fashion. Always drinking the abundance juice. That's a big one. I've got lots more. The best way to start is to start. I sent that email out to 17 people and it made all the difference.

Fabienne: Get going. Just start right?

Jeff: Yeah. Then, first things first, second thing's not at all.

Fabienne: Interesting. I haven't heard that before.

Jeff: I didn't invent that. I forget where I got it from.

Fabienne: I like it wherever it came from.

Jeff: First things first, second thing's not at all. In other words focus.

Fabienne: Yeah, same thing, focus.



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Jeff: My entire life is just learning to play bigger, learning to think bigger. And it's not easy. You look at the impact I've made now. My clients have done hundreds of millions of dollars. I've changed the way marketing works. Where do I go from here? I walk around trying to think about, "Where can I go from here?" It's just crazy. Then, two things with business, one is always, always focus on building your list. Always focus on building your list. That's the number one lesson.

Actually, I'm going to have three marketing lessons. There are three business lessons. Always focus on building your list. Only sell stuff that the market wants. Don't sell what you think they want. Sell what you know they want and the way you figure that out is through a conversation with them. There are lots of different ways to have conversations now that we didn't have not too long ago. Social media's one of them. People writing back to your emails is another. Your blog comments is another. Only sell what the market wants. Then, the third one is the most important rule in business and this rule gets more and more important as you get more successful.

The number one rule is opportunity cost – figuring out what you – if you decide to take on a project what you have to give up to take that project on because as you become more successful the opportunities that start to come to you will amaze you and being able to pick the right ones that serve you and your clients the best becomes more and more important. Eventually it becomes the most important thing in your business.

Fabienne: Yeah. Excellent. Hey Jeff, I know that as we wrap up this call there are some people who are going to want to stay in contact with you and want to learn more from you. Where can they go to stay connected with you?

Jeff: Let's see. The best would be just [productlaunchformula.com](http://productlaunchformula.com). There I've got a bunch of free training there on how to do these product launches. It's just like it sounds [productlaunchformula.com](http://productlaunchformula.com). Then, I've got a blog at [jeffwalker.com](http://jeffwalker.com). I've got a pretty cool resource. I've got a whole list-building blueprints since I've been talking so much about lists. Would that be a good fit?

Fabienne: Yeah, absolutely.

Jeff: You can get that if you go to – this is brand new. I just created this two weeks ago – [howtostartfromscratch.com](http://howtostartfromscratch.com). You can just go there and get the whole list-building blueprint including the video that goes along with it and explains everything.



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Fabienne: That's awesome.

Jeff: Every time you ask me for one thing I try to pack in as many.

Fabienne: Well, I'm happy that you did. Thank you so much for everything that you shared today. I know that this will be a catalyst in many, many people's lives just hearing this conversation about playing bigger and about going past your limitations and always just focusing on the abundance juice. Thanks for sharing who you are and what you do today.

Jeff: Well, you're welcome. This was a lot of fun. I wish we had another hour and a half.

Fabienne: Yeah. I do too. Thanks Jeff. Bye everybody. If you're new to the *Play a Bigger Game Master Class*, I'd like to make sure you know about the free audio CD available to you called *How to Attract All the Clients You Need*. It's full of immediately actionable, incredibly useful information to get you more clients in the next 90 days. There is no catch, no gimmick, no sales pitch. It's simply my way of saying "thank you" for tuning into this show. Yes, I am offering it to you at no charge. I even pay for the shipping anywhere in the world.

All you do to get your free CD is go to [attractclients.com](http://attractclients.com) and request it today. If you liked today's episode of the *Play a Bigger Game Master Class* you can download or listen to other master classes from this show on iTunes or by going to [Iloveplayingabiggergame.com](http://Iloveplayingabiggergame.com). If you have friends, colleagues or clients who would benefit from playing a bigger game pay it forward and share the love by letting them know about [Iloveplayingabiggergame.com](http://Iloveplayingabiggergame.com).

Again, thanks so much for joining us today. This is Fabienne Frederickson sending you a big virtual hug. Until next time, live life like you mean it. Bye everybody.