



# EARLY TO RISE

Premium Edition Life Lived Well

There's a business partner of mine in the fitness industry, that when he says, "Jump", everyone asks, "How high?" Recently he changed the promotion dates for his new product at the last minute, requiring everyone to rearrange schedules. And we all did without protesting. Why is he able to command such power? That's...

## What I Learned This Week

My fitness friend is in a "Position of Strength". That's an asset that ETR Publisher, Matt Smith, recommends that everyone acquire. A position of strength allows you to have an advantage in any negotiation but it's not limited to business dealings. You can have a position of strength in family matters, social environments, real estate deals, and almost any human interaction.

Let me explain. Surely at one point or another you've been in a relationship where it ended as a result of the other person's decision. Or perhaps you pursued someone fruitlessly, as they didn't have the same interest in you. From either of those situations, you can understand the concept of position of strength. The person on the receiving end of the break-up notice (from hereon lovingly known as the "*poor schmuck*") has no leverage to convince the "breaker-upper" to change their mind.

Every effort the poor schmuck makes to beg and cajole their partner back into the relationship tends to work against them, repelling the person they desire. Desperation is the opposite characteristic of a position of strength.

A classic cinematic example of this was Vince Vaughn in the movie, "Swingers". After meeting a girl and getting her number, Vaughn's character leaves phone message after phone message, each one more painful than the last. It made for awkward and embarrassing viewing, but it's a great example of how most people without a position of strength often make the situation worse.

To acquire a position of strength in a relationship or in business, you must bring something to the table that no one else does. In the case of my fitness friend, he is a master salesman. He has proven time and time again that he will make all of his business partners a lot of money when his partners promote his products.

In business, having an offer that works is one of the most important components of developing a position of strength with your business partners. If you don't have an offer that works, you don't have much to bargain with.

Here's how this situation often occurs. Let's say you're struggling to build an online business. You have a website, your product is done, and the sales copy has been written. But the site and product are just sitting there, making few if any sales.

You think the problem is traffic (even though the real problem is that you don't have a good offer). You've also heard that getting affiliates to promote your product is a fast and simple way to online riches because they can send you the traffic you desperately need.

So each day you go about contacting a new affiliate, pitching the prospective affiliate on promoting your product to their list. But it's like fishing without a lure. You get no bites.

What's missing? A position of strength. You have no bargaining power. The affiliate that you're pitching has all the strength. You are going to them without any good reason for them to do business with you. You say, "Please promote my product and you'll make money as an affiliate." But they hear, "***I can't get anyone to buy my product, and frankly, even if you send me all of your best customers, you probably won't make any sales either.***"

I know, I know, this is not very nice to hear. But it's the politically incorrect truth. You can either hear it from me or learn it the hard way over time.

### **Trust me, I made this same mistake for years. I was the ultimate poor schmuck.**

This conversation between the poor (*yet loveable*) schmuck and the prospective business partner happens thousands of times each day in 'real-world' businesses too. Small-time entrepreneurs without a position of strength try to negotiate deals that help them without adding any benefit to the prospective partner.

You also see this little fish (poor schmuck) – big fish relationship if you watch the TV show, "Shark Tank". In each episode a little fish pitches their business to the "sharks", and sometimes the shark likes the idea and wants to invest in the entrepreneur's business.

The sharks offer the little fish a small amount of money but expect to receive majority ownership in the company in return. The little fish doesn't like this one bit, but they have no position of strength. Without the shark's money, they have no business. On the other hand, the shark can make this offer – and get it – because they have a position of strength built on years of success, proven results, and implied power in the relationship.

You can see that developing a position of strength will help you in business. It will give you more power in negotiations, and will make it easier to persuade potential partners to help you out. Here's what you can do to develop your position of strength.

First, whether you have an offline or online business, you need to develop an offer that converts. If you have an online business, you need to spend more time on developing a big idea and communicating that message in the right way to your best prospect. That's part of what Michael Masterson calls, "The Optimal Selling Strategy".

Next, you need to pretend that affiliates don't even exist. You need to build your business to be profitable even if no one else in the world ever helped you. You must have the mindset that you can't depend on others to send you their customers. That's the starting point to developing a position of strength. When you do that, and when you are able to build that offer that works and the position of strength that comes along with it, then you'll have all the traffic and business partners you could want.

You might be thinking, "That's exactly how it works in relationships, too." And it is. When you're a single guy on the scene, it's almost as though the girls can smell the "need" in you from miles away. It's always when you're attached that you have to shoo them away like flies.

So let's go back to my friend, the fitness entrepreneur that can get people to do his bidding. Now don't get me wrong, he doesn't make last minute changes on a whim because he seeks pleasure in power. The reason he changed the launch date for his product is because in the end, he was looking out for his business partners. He needed more time to improve his offer, making it better for customers and more profitable for his business partners. That was the deciding factor in delaying his launch.

Without knowing it, he was following Stephen Covey's 4<sup>th</sup> Habit of Effective People, "***Think Win-Win***".

While developing a position of strength, you are not doing this in order to become the Napoleon of your industry. Instead, you're doing so in order to create mutually beneficial solutions with your customers and business partners – or in any relationship, even the one where you've been dumped.

The best way – that I've found – to win back the heart of the girls that have kissed me off was to get out there and live my life the way that attracted them in the first place. No one wants to be with a moping, feeling-sorry-for-themselves poor schmuck. We want to be with winners – those in a position of strength – whether in personal or business relationships. That creates a "win" for everyone, and as Covey explains, that's the best long-term solution.

### **What I Read This Week**

One of Dan Kennedy's best recommendations that likely goes in one ear and out the other of most of his readers is to study those that have come before you in your industry. After all, it's unlikely that any promotion or method of selling today is "new". It's all been done before, and a true student of any skill is wise to study forgotten masters.

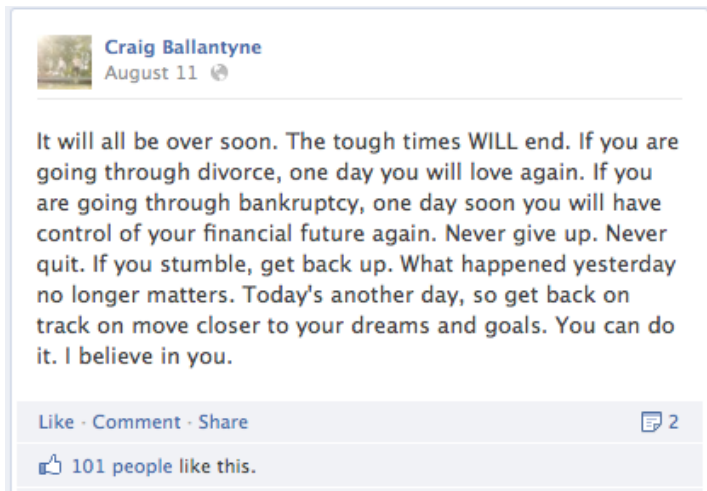
His advice has not fallen on deaf ears here, although I'll admit I could be doing more. That said, I've recently tucked into a massive book detailing the rise of the fitness industry. It's called, "***Muscle, Smoke, and Mirrors: Volume II***" by Randy Roach, and it appears to be an incredible passion project by Mr. Roach as surely he isn't doing this for

money. Whatever his reason for writing the books, it's clear that he's spent thousands of hours investigating every last detail about bodybuilding culture from the 1940's through to the 1980's (and beyond, as Volume III is due out soon).


No matter what your industry, you should always invest time in learning from those that came before you. Trace the roots of selling in your marketplace. Get out there and read a biography of someone that conquered your industry. **Success leaves tracks.**

### **Quotes of the Week**

There was a strong response to my "never give up" quotes on Facebook this week. It goes to show you that a lot of people need encouragement. Don't hesitate to say something uplifting to someone you know each day. They'll appreciate it.




A screenshot of a Facebook post by Craig Ballantyne, dated August 11. The post contains an encouraging message about perseverance through difficult times. The interface shows interaction options like 'Like', 'Comment', and 'Share', along with a notification that 101 people liked the post.

 **Craig Ballantyne**  
August 11

It will all be over soon. The tough times WILL end. If you are going through divorce, one day you will love again. If you are going through bankruptcy, one day soon you will have control of your financial future again. Never give up. Never quit. If you stumble, get back up. What happened yesterday no longer matters. Today's another day, so get back on track on move closer to your dreams and goals. You can do it. I believe in you.

Like · Comment · Share 2

 101 people like this.



A screenshot of a Facebook post by Turbulence Training, dated Saturday. The post features a motivational quote about pushing through physical challenges. The interface shows interaction options like 'Like', 'Comment', and 'Share', along with a notification that 90 people liked the post and a link to view all 11 comments.

 **Turbulence Training**  
Saturday

There will be days when you wake up, roll out of bed, and think, "Oh no, not again. Not another day of banging my head against the wall all in the name of trying to make progress in transforming my body." But then you'll get out of bed, go to work on it, and then suddenly, one day, it will all change. For the better. Whoosh. Just like that. Stay strong. Never give up.

Like · Comment · Share 3

 90 people like this.

 [View all 11 comments](#)

## What's New and Useful At ETR This Week?

### **1) Big Week for Virtual Mastermind Members**

Last week we added a new teaching video on harnessing the “*Power of One*” for your website, emails, products, marketplace, and customer acquisition. This was originally a lesson taught to me by Michael Masterson when creating daily ETR essays, and I adapted it to give our VM members important insights on building their online business.

In addition, Matt and I worked with our first 8 hot seat members, delivering them a 15-minute coaching session using “Google+ Hangout” technology. Google+ is great for having virtual video meetings with your team or coaching clients. It’s one way that we’ve harnessed technology to provide a Mastermind experience at a fraction of the investment.

### **2) Daily Documents Video**

Many ETR readers continue to ask me about what I read in my “daily document review”, so I filmed a new video going through my stash of secret papers. Well, secret no more, I suppose. **You can watch that video at <http://www.earlytorise.com/my-daily-routine/>.** Please share it with anyone you know that would benefit from this philosophical approach to reviewing their day.

### **3) Tough Mudder**

As you enjoyed your morning coffee on Saturday, I was out completing my 2<sup>nd</sup> Tough Mudder race here in Toronto. It was 10-12 miles of running combined with obstacles of skill and strength, such as monkey bars, rope climbs, log carries, and jumping into buckets of ice (they call that last one the “*Arctic Enema*”). This time around my body seems to have held up a little better because there was less downhill running than in my 1<sup>st</sup> Tough Mudder completed in Beaver Creek, Colorado back in June. For all the details of this weekend’s race, stop by my fitness blog at [www.TTFatLoss.com](http://www.TTFatLoss.com). I’ll admit, there was one obstacle that gave me a little trouble...

Have a great week – and live life well.

Sincerely,

Craig Ballantyne