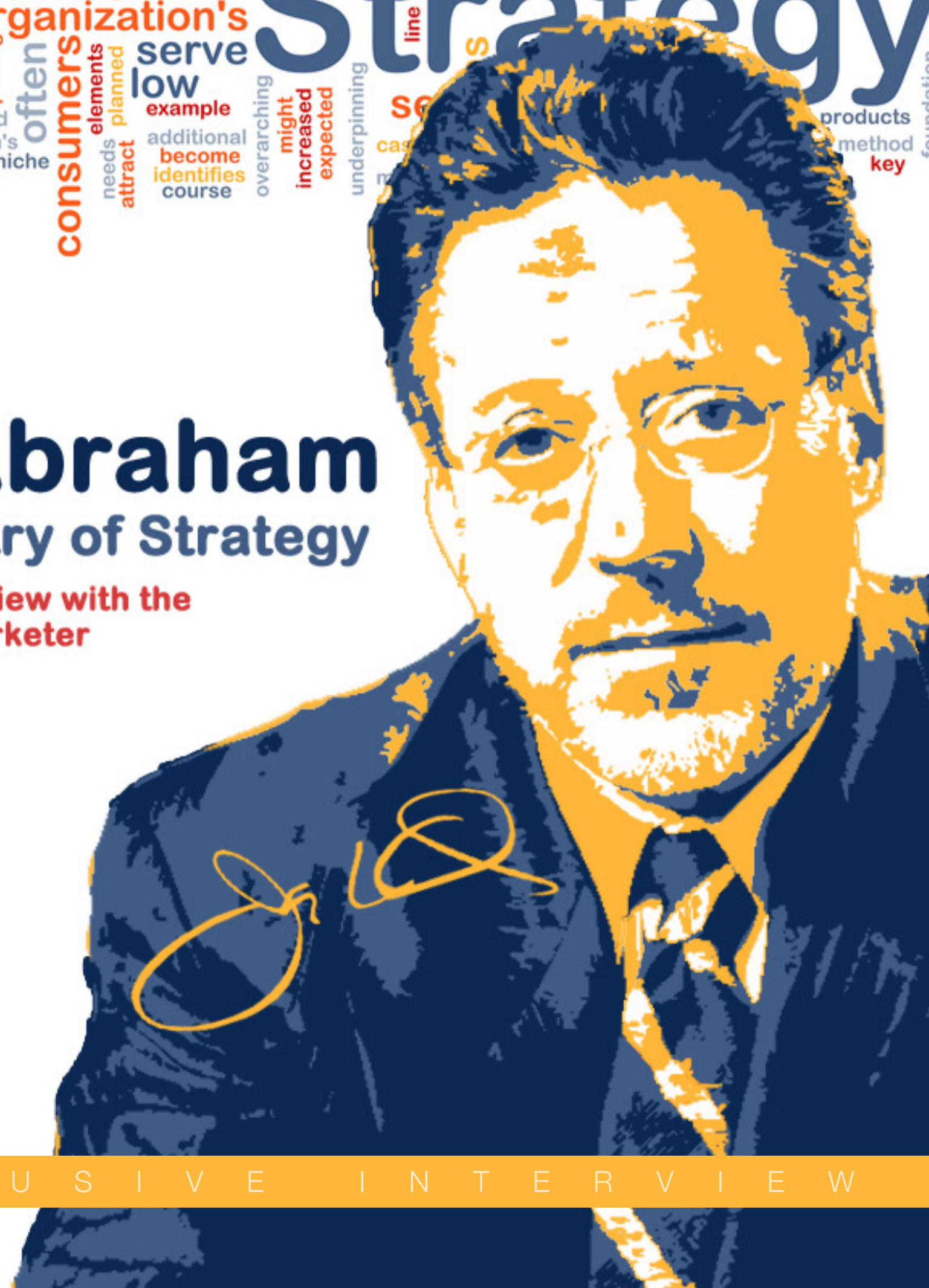




Jay Abraham

The Artistry of Strategy

Exclusive Interview with the
True Master Marketer



E X C L U S I V E I N T E R V I E W

The Artistry of Strategy



Exclusive Interview with the True Master Marketer.

BIOGRAPHY:

As the founder and CEO of Abraham Group, Inc. in Los Angeles, California, Jay has spent the last 25 years solving problems and significantly increasing the bottom lines of over 10,000 clients in more than 400 industries worldwide.

Jay's uncanny ability to increase business income, wealth and success by uncovering hidden assets, overlooked opportunities and undervalued possibilities has captured the attention and respect of CEOs, best-selling authors, entrepreneurs and marketing experts.

Jay shows his clients how to take different success concepts from different industries and adopt them to their specific business. This gives Jay's clients a powerful advantage over their competition.

Jay is dedicated to growing businesses and advancing careers exponentially. He believes strongly in ethical business practices.



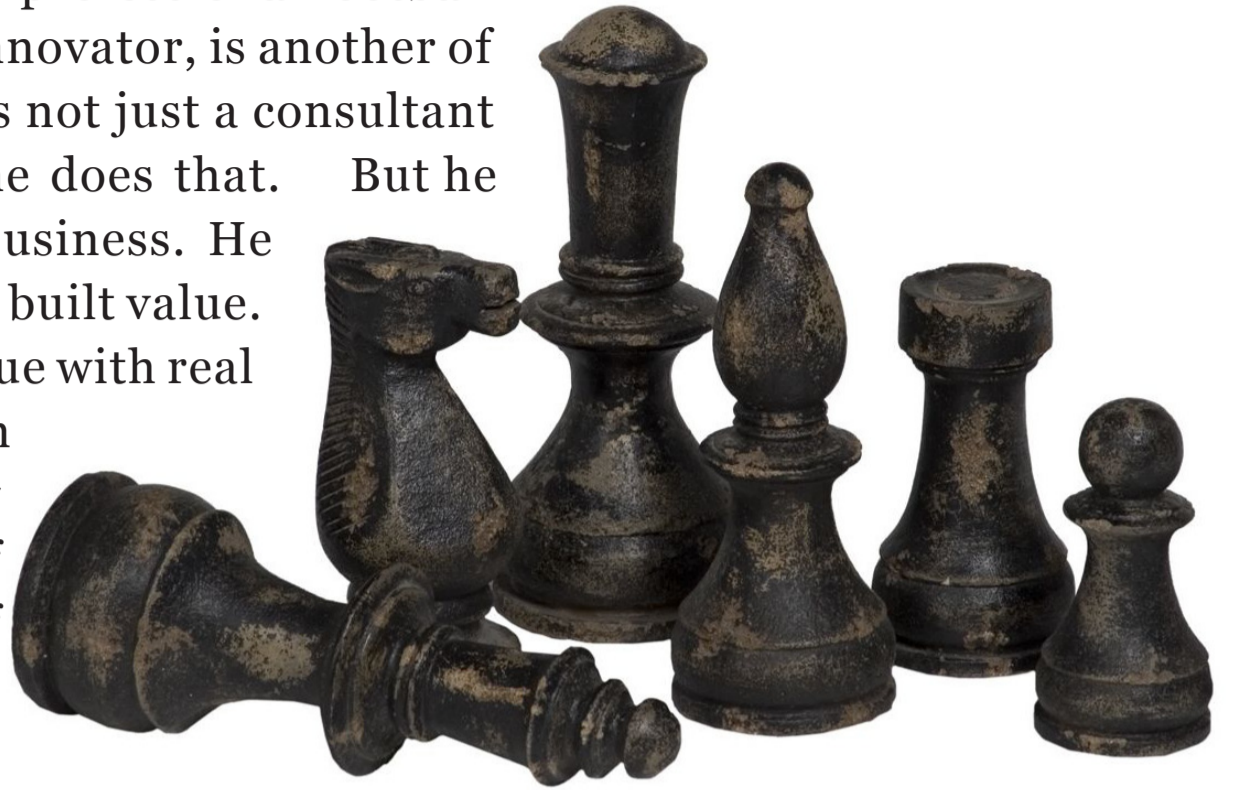
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This article is based on a phone interview with Jay Abraham conducted by Cindy Speaker, and supplemented with external research.

Jay Abraham views the job of a trial attorney like a master chess player might his chessboard. Each component of the company is a chessman. Every move is premeditated; every knight, rook, and pawn waits in carefully calculated position. The player knows all the possible outcomes of all his possible choices and moves ahead of time. The game is not one of chance. Rather, it is carefully choreographed synchrony.

Abraham has certainly made a name for himself in the industry, having worked with everyone from football hall-of-famers to millionaire makers. According to self-help author and motivational speaker Tony Robbins: "Jay is a phenomenal human being—an amazing man who's taken part now in more than 10,000 businesses and more than 10,000 companies are using his principles to successfully run their businesses."

Fran Tarkenton, former professional football player and small business innovator, is another of Abraham's many fans. "He's not just a consultant or a seminar leader. Yes, he does that. But he has been in the arena of business. He has built businesses. He has built value. He's helped others build value with real ideas in ways that they can leverage the assets that they have. If there were a Hall of Fame, or a Super Bowl of business or marketing, this man would be there."



Referred to as the "9.4 billion dollar man," Abraham is the founder and CEO of Abraham, Inc., an LA-based company that focuses on increasing "business income, wealth and success by uncovering hidden assets, overlooked opportunities and undervalued possibilities." He has been featured in the New York Times, USA Today, The Washington Post, and more. Forbes Magazine listed him as one of the top five executive coaches in the country. In fact, Abraham and his team have such confidence in their system and their abilities, they offer 36 critical business resources, absolutely free, on their website homepage.

One of the major strategies that Abraham believes in and focuses on with his clients is the strategy of preeminence. He explained that the success of this hinges on a business's dedication to being the absolute best of the best in their respective field. Abraham's inspiration for this approach stemmed from his interviews with a business colleague who was running his company on a unique philosophy. The company "invigorated their brand and their culture with the belief that they wanted to be, literally, the preeminent... in every category and, as such, they instilled and installed in everybody who worked with them an attitude that was very profoundly different than anyone else."

This idea of preeminence involves a major shift in a business's attitudes. One of these changes involves advising the client that you will not let them do less than they should. Abraham says that you should explain to them that you will "guide them to take actions that are absolutely going to get them the best outcome," whatever that may be. Abraham also notes that changing your focus from being centralized on your business to one that focuses clearly on the client is crucial. "One of the keys to being preeminent is to stop being obsessed with your area of expertise or the case and you start falling in love with your client."

Another major theme of Abraham's philosophy is recognizing the difference between strategy and tactics. He believes that tactics should never be used any other way than to deploy strategy. "Preparation is certainly the progenitor of great strategy. But strategy cannot be masterfully achieved until and unless you have a context of knowing everything that's possible, some of the scope of what's possible."



Tap here to get some FREE gifts from Jay Abraham!



Abraham's website offers a wealth of no-strings-attached resources, along with videos of him speaking live and other invaluable information, all of which are designed to "unlock the true potential of your company." The ultimate test of whether the resources will help you to be successful, Abraham notes, is all in the application. He provides actionable strategies so that his clients, and those who visit his website, will do just that: take action.

Abraham describes himself as a frustrated teacher, plagued by the same you-can't-save-everyone conundrum that many influential

figureheads face. "Most entrepreneurs unknowingly limit, restrict, [and] impede the number of clients that they could be generating...And it's not really their fault. But it is a tragedy because, [with] the same effort or less, same capital or less, same human capital or less, [they] could produce at a much higher level."

As a result of this interview, Abraham and LFM publisher Cindy Speaker are teaming up to assemble a group of 50 trial lawyers. Using an "economies of scale" model, Abraham will advise the group on different ways to accelerate and proliferate their firms. If you are interested in participating in the group or if you would like more information, contact Cindy Speaker at cindy@cindyspeaker.com or by calling 610-692-3217.



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