



THE STRATEGY OF  
**PREEMINENCE**

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HOW TO ATTRACT CLIENTS AND  
BE THE **MOST TRUSTED** ADVISOR  
IN YOUR MARKET

BY PAUL FELDMAN AND  
JAY ABRAHAM

## A note from Paul Feldman

I have been an avid fan of Jay Abraham for many years. His book, *Getting Everything You Can Out of All You've Got*, was a key influence for me early in my career.

So I was really excited to interview him for our magazine back in 2010. The article was a reader favorite and I received a lot of great feedback. Recently, I had the opportunity to follow up on that interview to delve deeper into the topic and learn more about his work on achieving greatness in business – and in life.

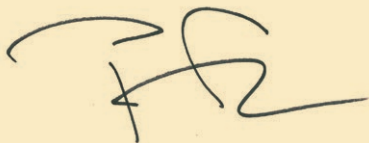
After the interview, Jay asked me how we could collaborate to provide readers the tools to help them achieve greatness. Jay said he was passionate about his insurance clients and that he wanted to give back to the industry that has supported him over the years. After a lot of discussion, we decided to dig into the “Strategy of Preeminence,” because the topic was so well received by readers of the 2010 interview.

A little over a month later, we created this report, which we feel delivers the goods. Our greatest challenge was to take a very complex concept that Jay has developed over the past 20+ years and condense and simplify it into an easily digestible report that you can immediately apply to your business and life.

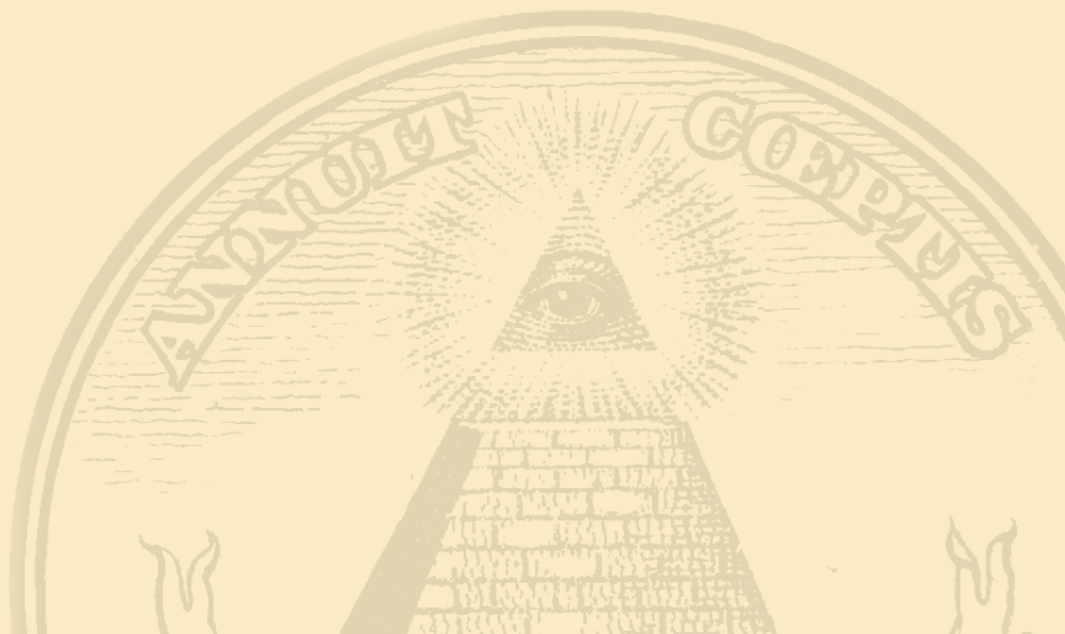
It has been a pleasure working with Jay. He is a true professional and someone who I found deeply inspiring. I am excited to be a part in sharing the knowledge that made a profound difference in my life. And just like it says in this work, my goal is to bring massive amounts of value to everyone I work with. It is my hope that you will find that this report delivers on that promise.

I encourage you to explore Jay’s transformational work further and I welcome any feedback, takeaways and successes that you experience after you have read this report.

To your success,



Paul Feldman, Publisher  
*InsuranceNewsNet Magazine*  
[paul@insurancenewsnet.com](mailto:paul@insurancenewsnet.com)



# About Jay Abraham

## World's Leading Super Consultant and Marketing Strategist

Over the past 30 years as a best-selling author, speaker and Super Consultant, over 18,000 businesses in 465 different fields and industries have turned to him for his advice. These include CEO's of multi-billion dollar corporations, political lobbyists, major professional associations, non-profit groups, and political organizations. Some of his clients include the founders of Bowflex, Planet Fitness, Guthy-Renker, Entrepreneur Magazine, Coldwell Banker, Prudential-Bache, Dun and Bradstreet, Citibank, Sears, Roebuck and Co., Success Magazine, Investor's Business Daily, The Deming Organization, and a founder of FedEx, in addition to ties to two multi-billion dollar private equity funds. His profit-driven strategies have generated \$9.4 billion in previously unfound revenue through his 30 year career.

Founder of the Abraham Group and author of two best-selling books *Getting Everything You Can Out Of Everything You've Got* and *The Sticking Point*, Mr. Abraham specializes in successfully identifying and ethically exploiting a company's hidden, marketable assets to create windfall profits for his clients. Twenty six colleges and universities use his work in their marketing courses and over 2,200 separate business books in print cite his landmark ideas. Tony Robbins uses Jay's business building material in his expensive business mastery courses – with full acknowledgement. He normally charges \$50,000 a day when he consults with private clients and his main seminars are priced at \$25,000 a person. One of his early high-end business books sold 72,000 copies at \$377 per copy.

What others have said about Jay Abraham:

- Forbes magazine called him... *"the real thing"*.
- Success magazine wrote four articles about him and called him... *"probably the greatest marketing mind alive today."*
- Investors Business Daily said *"he knows how to get maximum results for minimum effort."*
- Stephen Covey said he was one of the finest business building minds he's ever met.
- Tony Robbins called him *"Amazing."*

He's been featured three times in Entrepreneur magazine, five times in Success magazine, Forbes, three times in Investor's Business Daily, twice in USA Today, the New York Times, and Inc magazine.

Jay's far-reaching strategies have earned him the title "Super Consultant" in that he's personally advised more than 300 of the business world's top experts, authors and consultants - including five famous sales trainers, Brian Tracy, Stephen Covey and 25 best-selling New York Times authors. He's been credited as influencing the original idea for *Chicken Soup For The Soul*, book series that sold nearly 200 million volumes. He's a world-wide authority, having been featured in major articles in Russia's equivalent of Forbes and Fortune and Japan's version of People magazine.

In addition to his two landmark marketing books, he's just authored a new book with Daymond John from "Shark Tank" fame, another with the past CEO of Adidas and Spedo-Latin America.

The **Strategy of Preeminence** is a powerful, yet simple strategy that can transform your business or career. It draws people to work with you instead of your competitors. It gives you uncanny insight into what people want and why they act and react the way they do. It turns clients into friends for life. It strengthens your passion and connection with everyone in your life, inside and outside of business.

Once you begin to use it, you will always – not just sometimes – but always stand out in the minds, hearts and check-books of your clients, employees and your employer. You will be The Preeminent Choice.

Preeminence means being seen in your market as the most trusted advisor for life. You are there to make a profound and sustaining difference in their lives and you're there for them, forever, whether they monetarily reward you or not.

**It boils down to, “I’m not trying to sell you – I want to serve you.”**

Preeminence champions the roles of team members, suppliers and customers. Its focus is on the best interest of the receiver. It boils down to, “I’m not trying to sell you – I want to serve you.” It’s not about buying insurance or an annuity. It’s about having a richer retirement, saving taxes or creating a meaningful legacy. It’s about speaking to what is important down deep.

If you are the leader you should be, you will grow into the role of the wise and brave guide for the receivers’ best interest. You will never let them move to something that’s not appropriate for them. You will do this because you care, because you believe it is right.

This report is an introduction to **The Strategy of Preeminence**. This introduction is not designed to delve deep into the topic and there is nothing you are going to read that isn’t going to be self-evident the moment you read it, yet 90 percent of insurance advisors don’t do it. If you understand the power of preeminence and apply it to your business and your life, you will begin to position yourself in your marketplace and the minds of your clients like no one else. At the end of this report, you will also have the opportunity to get additional information and action guides that will help you become the “Preeminent Advisor” in your community.

**Once you have taken the path to preeminence and greatness, you will not worry about money again. Fulfillment will be your reward. That you also happen to become financially well-off is just recognition that you are successfully helping others.**

## **How Do YOU Get Preeminence in a Market?**

Preeminence comes by changing the focus of your strategy, changing who you’re doing everything for and by subordinating your needs to those of the client, the customer.

The key is to fall in love with your client. If you can’t live to benefit and protect others, you’ll never achieve preeminence. Every insurance advisor should reach for preeminence.

The first step is to see yourself as your market's most prized advisor. Your own perception and persona will transform the relationship with the client. From today forward, change the way you view and run your business and interact with your clients so that you position yourself as their most trusted confidante in your field.

At the heart of it all, you also have to believe that what you're doing is for a greater good, that you're selfless in your business goal to serve the client better and more fully than anybody else does. The money will follow, but that is just an acknowledgement that you are serving others in ways they value and want to reward.

The definition of preeminence is "surpassing all others." Here is an important point: This is not dependent on your product – this depends on you and the profound difference you can make.

The difference starts with your intention before the transaction ever occurs. From there, it's only a matter of time before the people you want to affect most – i.e., your most coveted prospects – will do business with you.

Why? Because you care more, do more, serve better and provide a better outcome. Bottom line? You're a better choice than anyone else out there.

## **Commitment to Empathy**

The primary basis for the entire Preeminence Strategy is a keen commitment to empathy.

Empathy is understanding how the other side in a transaction feels and sees the situation far beyond that transaction. It is understanding their hopes, dreams, needs and feelings.

Preeminent companies and producers always sell leadership in every communication. They convey, in everything they do and say, that they want to lead others to greater results and greater happiness.

Empathy enables you to put into words for people what they have always felt, what they have worried about, what they have wanted, but have never been able to verbalize. The moment you put that into words for people, two things happen. First, they are relieved because for the first time they are getting at something that's been gnawing at them, and second, they understand that you more than anyone else grasps that.

### **Are you Giving Advice or Information?**

There is a world of difference between giving information and giving advice. Information is inconclusive. Giving advice is definitive. Advice is converted into action.

That's why those who practice the strategy of preeminence tell people, "Here's what you should do, here's why you should do it and here's how." Being specific is incredibly powerful.

We have become a people afraid to take a stand. But the people you trust are those who help you come to a conclusion. They want you to be the expert and they want you to tell them how to solve their problem. When you care about your clients' well-being, you cannot allow them to make a mistake, because your success relies on their success. People can sabotage themselves and you cannot allow that to happen.

## It's Your Job to Help Provide Focus!

Focus is clarity. Clarity gives power. Power gives understanding. Understanding gives certainty. Certainty gives trust. Without trust, people won't take action.

Most people don't know what focus is until someone shows them. Connect the dots for them. Once the dots are connected, people will go to the next step. That's what "leading" is all about.

**Clarity:** It's important for your customers to define for themselves their biggest frustrations, challenges and opportunities. In most cases, they are paralyzed because they cannot put their dreams into words, and they just have a vague idea of what they really want... so they can't take action.

You want to give them clarity by asking them, "What would the picture look like if your business were operating the way you really want it to?" (Just asking this is a positive change for people.)

People in business are strikingly like people on a cross-country trip. They are in one of two places. They either know where they are but they have no idea of where they're going. Or they know where they're going but they have no idea where they are!

The end is when you achieve your goal. But you have to know what your goal is and where you are now, in relation to your goal.

**Understanding:** The strategy of preeminence also depends on your ability and willingness to educate customers and clients (and prospects) as to what their real options are. But just telling people what to do and not why they should do it doesn't give them the confidence that going through the process will produce.

Cultivate your ability to put into words what people want and build on that. The first thing is to articulate the biggest, clearest desired result people abstractly felt but never had clarified for them. Then build a strategy of action they can take – new concepts they had never recognized they wanted before.

**Certainty:** Companies that practice the strategy of preeminence always come from a position of hopefulness. They genuinely have a better and higher wish or hope for the client or prospect than they even had for themselves. They have the best wishes for every single prospect with whom they come in contact, even if that person never does business with them in their life.

And it is this hopefulness that gives their customers the courage, the belief, the strength and the desire to establish a long-term, loyal, lifelong relationship with that company.

**Trust:** Always provide customers and prospects with views and viewpoints they can absolutely trust. Never put your interest ahead of your customer's. Refuse to sell more or less of what they need. Always provide what is in your customer's best interest.

**Leadership:** Most buyers base everything they do on absolute authoritative leadership. Not condescension, but leadership. They want someone who they believe will lead them to great results, outcomes, joy and less pain.



More profitability, more productivity. In fact, a true leader knows what's possible and often the client doesn't.

People think: "I don't know what to do." They search for someone they trust, someone who understands their point of view and who will point them in the right direction.

The fact is that people don't trust "the system." So leaders provide their customers with a viable alternative and perspective that gives the customer control and power.

Your clients and prospects are angry. They don't feel anyone is listening to what they really want, and they don't know how to make anyone listen. This comes through in shoddy service, shoddy workmanship, shoddy products and shoddy business practice, all too commonplace in the insurance industry.

If you can go to someone like that and say, "I understand your frustration, and I think I can help. Here's what I perceive you really want, and I'd like you to tell me, first, if that's right or wrong. And once you and I agree on your ultimate goals and dreams and wishes, then we can move forward with a plan to make them come true. And I believe that I can do that for you." But, it all starts with taking the customer's point of view.

Put yourself in their position – understand where they are in life, what they have heard before you and what they'd probably do if left to their own devices. And understand that whatever they decide to do is based on the fact that they're probably frustrated and impetuous.

## Distinctions Applied from The Strategy of Preeminence

We have taken this work with preeminence and developed a proprietary application to the insurance and annuity industry. What follows is an explanation of preeminence done through some distinctions that might make this come alive for you – for example, the lessons you can learn from Steve Jobs.

### **Lessons You Can Learn From Steve Jobs**

Steve Jobs, founder of Apple, accomplished enormous achievements and original belief systems that will live on for generations if not hundreds of years.

He was the best entrepreneur – ever. You could also decide to be the best agent, sales manager, operations manager or professional – ever! It's all a decision that occurs within us.

Jobs always felt that whatever objective he was pursuing was like leading a revolution. You also could lead a revolution within your business – a revolution that changes the way everyone in your business thinks and acts about transforming people's lives.

Do you want to spend the rest of your life and career merely selling stuff – or would you rather spend every second... of every hour... of every day of the rest of your life transforming lives and families' futures? Jobs was obsessed with creating the "insanely great." Was it a computer? Was it a personal stereo? Was it a phone? Whatever it was, it was insanely great. What would happen if you became obsessed with creating the most insanely great company of transformation in the world?

Jobs' work and life had far-reaching effects in culture and industry. With the right mindset and behavioral shifts using preeminence, your life could have a far-reaching effect on your family and the families of your team members. But more importantly, you can affect the security and prosperity of countless husbands and wives, mothers and fathers, children and grandchildren – for generations.

“A lot of times people don't know what they want until you show it to them” – that's one of Jobs' most enduring ideas. It reminds us that we have to put into words for people their hopes, dreams, goals, desires and fears – then show them how vividly and remarkably their lives can change.

Jobs constantly went beyond what everyone else thought was possible. Can't that also be your goal in your career, in your life, in all your interactions and collaborations?

Mediocre effort and work are quickly forgotten. Jobs felt truly great, preeminent work would go down in history. Wouldn't you rather have your work create something remarkable, amazing, stunning – and enduring?

Another lesson from Jobs is that you have to do whatever it takes to delight clients. We don't always delight – in fact, too often, we don't always even respect our clients. But if you changed your thinking and always considered what it was like to be in that client's place – wow, what a huge difference it could make. The same is true of how you should think about your team members.

Jobs refused to cut corners and made certain his client received the best possible outcome. Are you cutting corners by not following through, caring and communicating appreciation for the client or team mates? Another part of Jobs' passion came from his utter enjoyment of what he did – and he found his work highly worthwhile. If you don't learn to enjoy what you do and appreciate all the different people you do it for and if you don't clearly see the enormous purpose in what you do, you'll never be great at your job. NEVER!

Wasting precious time by being ineffective was a sin to Jobs. He made the absolute most of a life that ended sooner than he expected. If your life ended tomorrow, would you have made the absolute most of your career and opportunity?

**Think Different** – that was a tagline that Apple used. Steve Jobs took the time to think about things differently than anyone else had done. He had more clarity. He inspired so many. He created a heightened ethos that challenged people to higher standards. His energy and commitment were unstoppable. Are you this way? If not consider the benefit of shifting over to that way of being.

Bottom line?

No matter what your role, no matter what you do, right now you have the ability to change people's lives. Those changes can lead to massive improvements of the quality of our entire world.

Do you have the energy, courage and passion to never stop caring, contributing and growing – growing yourself and growing everyone else you affect? Are you only interested in doing insanely great?

The purpose of the Strategy of Preeminence is to do things better, differently, more meaningfully for all who matter.



## **Are you a Multiplier or a Diminisher?**

Now that you understand that application and successful distinctions from Steve Jobs, let's look at a more macro aspect – how to be a multiplier or a diminisher.

Certain business owners work hard to increase the passion, performance and collaborative skills of everyone on their team, including themselves. Others work hard (unknowingly) to destroy all those attributes.

One group of business owners builds up their market and reputation with their buyers. Another destroys their connection capability. One group of business owners can take a team of average people and by instilling the right mindset and strategy can do something extraordinary. Another group can take extraordinary talent and do something destructive.

Are you a multiplier or are you a diminisher? Do you multiply the passion, performance and skills of your team or do you tear them down? This is an idea developed by Liz Wiseman after she interviewed 150 leaders. She explained her findings in her book, *Multipliers – How the Best Leaders Make Everyone Smarter*.

Here is a quiz to see if you are a multiplier or a diminisher:

1. Do you look outside your organization regularly to seek out reference examples for new ideas, fresh approaches and innovative ways to motivate, to develop your people and your relationship with your prospects?
2. Are you recognizing the new possibilities to develop and support each one of your team members?
3. Are you open-minded and humble enough to accept ideas from others in a group setting and not be “the smartest person in the room?”
4. Are you able to take a group of people and help them work collaboratively and accomplish things together that they never could have reached individually?
5. Do the people working with you say you are helping them develop and that together they feel like they're accomplishing something meaningful?
6. Have you demonstrated through your leadership, through your preeminent advisory connection, that you have the capacity to take your people and multiply their success?

If the answer to any of those questions is “No,” then what do you need to do differently to be a multiplier and not a diminisher?

## **Let Us Draw a Blueprint for Greater Professional Success**

In insurance, as in any business, you are either a multiplier or a diminisher. You grow as a person, grow relationships, grow ability, grow passion and grow purpose -- it's that simple.

Today, in insurance, it's not how many people you talk to but the quality of the interactions you have that determines success. Your conversations have to be masterful and meaningful. You have to be able to ask penetrating and

authoritative questions -- and respectfully know how to use the answers and ethically control the dynamic of that situation.

### **So, we ask again – are you a multiplier or a diminisher?**

You need to be an inspired fan of every client you ever serve. Conversely, you need every client, every merchant, and every person in your community to become a never-ending fan of you.

- Do you recognize all of the possible opportunities that are right there in front of you in your insurance market?
- Are you able to think in new ways that will drive incredible market superiority for your brand and actions?
- Do you make everyone around you feel better, more secure and more confident because of what you do, how you do it and your motivation?
- Do people call you the greatest insurance mind, the most trusted expert they could ever turn to?
- Do you really know and have you figured out who and what you need to become and what you need to do differently to become a multiplier to grow your business exponentially?
- Do you understand the distinguishing characteristics you need to instill in yourself to be transformed into an insurance multiplier?

If your ultimate goal is to grow your business by first growing yourself, then you must change something in your belief systems. Why? Certain thinking patterns produce certain results. If you think the insurance market is on fumes, that you are hanging on by a thread and there is no hope for tomorrow, then those beliefs are correct and you are in fact doomed. You might as well quit.

On the other hand, if you want to create a new way of thinking and adopt the thinking of a multiplier, you can be like the thousands of top insurance advisors making more money and experiencing the kind of business growth that they never imagined.

What's your passion level? How strategic are you? How distinctive and respected are you in your community? How focused are you on what is really important? Do you know what's really important? How much do you care about the well-being and outcome of others?

Famed educator William James probably said it best:

*“There are two kinds of people: The once born and the twice born. The once born people never stray from the familiar territory of who they think they are, what they think is expected of them and what they think they can accomplish. Twice born people pay close attention when their soul pokes its head through the clouds of a half lived life. They discover a path to a more genuine, radiant and enriching reality, and they go for it.”*

The insurance professional who wants to journey out of the world of the once born into the phenomenal world of the twice born starts when you come to a crossroads in your life where the old ways of doing things are no longer working – and you know a better way needs to appear somewhere along the edge of despair.

If you are ready to take the road less traveled and drop out of the school of mediocrity and despair, if you are ready to give up playing it safe and conforming to belief systems and behaviors that are bound to get you to only one place – a dead end, then **The Strategy of Preeminence** will help transform the rest of your personal and business life.

If mediocrity is your way of life and you enjoy it, stay there. If you want to start growing not just your insurance business but your quality of life by leaps and bounds, apply preeminence to transform your life.

## The Strategy of Preeminence Relies on Authentic Communications

Now that you understand the distinctions of preeminence and the difference between being multiplier or a diminisher, let's explore how you can communicate this new knowledge.

Preeminent insurance advisors are market leaders who are trusted, at least in part, because they have secured their piece of mental “real estate” in the minds of their market. In other words, your targeted prospects and clients feel like they know you.

The question then is this: How do thousands of people who you never met get to know you? How do they at least feel as if they know you personally? That is where the techniques of personal branding come into play. In a marketing context, people can only get to know you through the consistent role or persona that you project through your communications.

Most advisors project absolutely no persona in your market right now. Change that one element alone and your marketing impact will skyrocket.

A persona isn't a fabrication. Rather, it's a public presentation that allows you to communicate your essential beliefs, values and standards in an efficient way. An effective persona combines the elements of your own personality (your own strengths and, sometimes, even weaknesses) with those traits that resonate most effectively with your market.

Few professionals have any clue about this. But whether people are sitting in a dark movie theater with a bag of popcorn or looking to invest in a multimillion dollar corporation, they are attracted to certain kinds of characters. It only seems natural that you have to create a character for your business that people will like and trust. You have to reveal aspects of your personality and share who you are with the public. The more you do this, the more people will feel they know and trust you – and the faster your business will grow.

**If you want to start growing, not just your insurance business, but your quality of life by leaps and bounds, apply preeminence to transform your life.**

Always ask: Who are we communicating with? What problems are we going to help them solve? How would we have the most positive impact on this person we are communicating with?

Remember that your message doesn't have any value unless it makes an impact. Information alone is not motivating. Unless it makes a positive and profound impact it doesn't have any value.

### **Tell Your Creation Myth**

Tom Peters, the author of *In Search of Excellence*, put it this way: "He who has the best story, wins." Preeminent business people have a story and a track record with their market. Their success depends upon how well they communicate it.

The term "creation myth," doesn't mean that you're making anything up. The word "myth" is used to evoke the lovely, lyrical notion of a tale as old as time – a story of origin, history, and purpose. Think back to how you found your way into this market in the first place. What drew you to it? If you just stumbled into it, what kept you there? What do you like about your market? What do you dislike? Go even deeper. Think about your greatest achievements in this market. Then think about your greatest failures. Use it as a way to be honest. A truthful "I feel your pain" story can be an incredibly effective tool for connecting with your market. The more honest you are, the more you will gain your market's trust – and the more trust you have, the more you can ethically advise prospects on what they should buy.

You have to tell the world why you're in the market you're in. You have to reveal your hopes and dreams, your current frustrations, your personal failures, what you've achieved so far, and what you're still struggling to achieve. Do that – with honesty and passion – and you'll achieve success beyond anything you could ever expect. Fail to do that – become just one among hundreds of also-ran, "me-too" insurance businesses – and you'll become a commodity, forever cutting your value in the eyes of your clients and prospects.

Companies thrive on the basis of the stories they tell. How do we know the stories about Bill Gates, Phil Knight, Steve Jobs and Steve Wozniak? Because they told them over, over and over again. Mavens, above all else, tell stories. Their personal story explains why they do what they do – and that, in turn, reveals why their clients and prospects should trust them.

### **People Buy for Emotional Benefits**

Most people focus on tangible results. Of course, many great rewards are tangible - like the birth of your first child, your college degree, winning the club championship or getting married.

But, typically, great rewards are emotional not tangible. Most people sell on a tangible basis and ignore or forget about the emotional. People must recognize your advice as a solution to a problem they feel emotionally as well as rationally. Logic doesn't make a sale. You have to compel people on the *emotional* level.

People will avoid making decisions because they don't want to feel foolish. That's another very powerful emotion. You don't want them to feel foolish for what they're currently doing. But you want them to know there is a "better" way. Or maybe you can provide a better result or better feeling about what they are already doing.

You want to show how your product, your service, your friendship, your partnership will make people feel good about themselves.

## Six questions you must ask yourself:

1. If I were on the receiving end of this presentation, why would I want this?
2. Why would I want to take advantage of this offer at this particular time?
3. What's in it for me?
4. How will this product make me feel better about myself, my family, my business, my future, my life?
5. Why is this better than doing what I'm doing – or doing nothing at all?
6. So what?

Your promotion, selling posture, proposition and entire presentation must answer a question that's already on a customer's mind. It has to provide a solution or a result that is big enough, tangible enough and desirable enough that it will compel the customer to want to take action.

## Develop a Vision for Your Marketplace

Once you've created a preeminent persona that matches both your personal strengths and resonates with your market, the next step is to develop and clearly state the elements of your market vision—the core beliefs that guide your service to your market.

It is almost tragic that most advisors don't focus on a vision for their market, but on their current business instead. They fall in love with their own products. They fall in love with their service, or they fall in love with being the fastest-growing company in the field.

The key to rapid success as a preeminent business, however, as repetitious as it may sound, is to fall in love with your clients. If you can really live for your contribution to their lives, you'll achieve preeminence quickly. So dig down deep, and find a real and purposeful reason for your company to exist.

**Most advisors fall in love with their products instead of their prospects and clients.**

## Sell End Result, Not Steps to Get There

Typically, you go out and say, "We've been very successful and we'd like to work with or for you." Instead say, "Let me show you what we do and how our system works so you can sign on." People are searching for ways to make decisions today to solve their problems. Most people don't want to see things as a process. They'd rather see things as a project with a beginning and an end.

People don't want to be average or have an average result or yield, they'll relate to you as soon as you respect them,

empathize with them and tell them they don't have to be average. And don't be afraid to ask your current customers: Is there a better way?

The feeling in most ad agencies and consulting firms is that in order to sell people, you in have to "bedazzle" them with rhetoric when actually the opposite is true. A master of preeminence always wants to leave people with ideas that leave them better off than when they started.

### **"Show Me" is More Powerful than "Tell Me"**

Instead of making a conclusive statement, "give me ammunition that allows me to come to my own conclusion." You never want to draw the conclusion – you want them to draw the conclusion, and then take an action that makes a commitment.

By allowing people to come to their own conclusions, you get them to buy into your product and your service, and also into the end result they believe they will achieve.

When they draw the conclusion that, this really will make their lives easier, make them richer, more respected in their community, more powerful in their business, then they have begun to embrace the end result, and have a much higher likelihood of actually reaching it.

### **Ways to Make It Easier for Them**

- Reduce the height of the hurdles. Lower the hurdles they have to jump over.
- Talk about frustrations or desire they really feel.
- Let them know you care. People worry about whether they stand out, whether they're unique, whether people will care.
- Genuinely help them out – give your customers a chance to buy more often (don't make them buy less than they want.)
- Give them an example of how things work. Most concepts are too difficult for most people to buy into the whole cloth on first blush.

### **Always Make the Client the Center of Attention**

If in the past your business has been "subject" focused, how can you make it "individual" focused? Here are some tips to help you communicate, write, think, and talk, with a "read" focus rather than a "subject" focus:

- Start each sentence with the word "you" rather than the words "I" or "me."
- Talk about the end result, the feelings that your product will bring – not how it will work.
- Ask your customers what they want.
- Listen.



## A Challenge for You

You have the tools and the drive to put into place your own strategy of preeminence. As we have seen, preeminence revolves around refocusing on your client.

Just by internalizing the concepts here, you can launch your own business into a preeminent status. Most people spend their entire lives getting only a fraction of the yield they can out of their endeavors.

Our challenge to you is this: In what ways can you exponentially multiply your yield using the strategy of preeminence?

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## 4 Steps to Greatness and Adding Value Using The Strategy of Preeminence

Do you want a life and business based on mediocrity or magnificence? If your answer is magnificence, here are some final thoughts on **greatness**.

We believe every human being inherently wants to be great. They're programmed for it. They're programmed to perform at optimum capacity. Do you really want to be average? Do you really want to be performing at a fraction of a fraction of the capacity that you were innately destined and designed to achieve? We don't think so.

A sales manager for a very large company had a bunch of commissioned salespeople and they were having very high turnover. We asked him, "Do you really think that somebody takes a job with you and wants to come back every day and say 'I didn't produce anything'? Do you think they want to go home to their family and say, 'Honey, I'm mediocre'?"

Every human being wants to be a great employee, salesperson, entrepreneur, leader, innovator, contributor. Every human wants to be a great husband, wife, father, mother, lover, a real factor in the community.

When people are operating at less than the best, they don't feel right. It's almost like somebody who's sick with a very bad disease. Deep down, they don't feel right. That's where dissatisfaction and unhappiness live. We are supposed to be performing at a much higher level and we feel it when we don't.

Look at the world today – 97 percent of people never achieve financial independence, 50 percent of people get divorced and 95 percent of all new businesses fail. Given those odds, someone might ask how is it that people are programmed for greatness? Others might ask how do some people overcome these steep odds to become great?

This is an evolving ideology and philosophy that we are sharing with you. Why are people dissatisfied? Why do they have bad marriages? Because inherently, they're not fulfilled. What is fulfillment? It is operating at your peak.

People operating at less than peak feel unfulfilled, incomplete, disconnected and rudderless. That leads to mediocrity. The typical response is blaming someone else or extricating ourselves from the uncomfortable environment.

But you can't escape yourself.

People don't recognize their own predicament because our systems are designed to stimulate mediocrity. A lot of employers try to squeeze everything they can out of people. They don't try to develop people, just use them.

The first thing to realize is that there's no shame and it's not necessarily your fault, because environment, education and influences have reinforced mediocrity.

*We'll give you the four steps to achieve **Greatness**.*

### **FIRST STEP:**

Most people can't achieve their greatness for the first reason: they don't have a picture in their mind of what greatness looks like. What does greatness look like as an employee? What does it look like as a leader? What does it look like as a father, mother, husband, wife and lover?

You need a clear picture of what it looks like, almost as a CAT scan, a three-dimensional view. You need to see what it looks like and feels like for the receiving side for context of understanding. Look to people you really admire and people who are operating at a high level.

**We need some kind of reference to know what greatness is supposed to look like.** Not just one dimension, but many, in every application of our professional and personal lives.

You have to look to others first because if you're overweight, and you could lose weight for yourself, you'd be the right weight. If you're financially broke, and you knew how to do help yourself, you would probably be solvent or even rich. Today more than ever: **The greatest determinant of greatness is going to be our ability to collaborate with others who have pieces of the puzzle we don't.**

**Greatness is relative.** We're not one size of greatness fits all. We think the key is everyone wants to aspire to be somebody else. It's frustrating because you can't be us and we can't be you, and we shouldn't. We should be ourselves. **We need to figure out what greatness is within us.** We all have certain preordained attributes, skills, prejudices and abilities. We don't need to be who we're not. We just need to be who we were supposed to be – a unique, distinctive, wonderful and **remarkable individual.**

### **SECOND STEP:**

**You have to find the path that will get you to a better place.** The problem is people buy the shiny object. We've all been told there's always a way that's better, faster, safer and more fulfilling.

People thwart themselves by choosing the path that's farther ahead than where they should be. It's like saying, "I want to be a pole-vaulter. But instead of starting out with a little pole and seeing if I can go four feet, I'm going to try to set the Olympic record."

The quickest path is not necessarily the right one, especially if you do not enjoy it. If it's painful, everything is stretching and the growing hurts. You don't have to do it that way – you have options. The wonderful thing about the world today is that we have a lot of paths to get us to our greatest outcome.

**Optimum** isn't just the highest and best overall. It's the right path for you. You can't be Jay Abraham or Paul Feldman. We don't know why you would want to, when you're pretty wonderful yourself. Allow yourself to grow into the greatness that's already programmed within you.

Let's review the first two steps.

First, what does greatness look like in every facet, so you can recalibrate yourself? What does it feel like? Then you have to think, "If I'm receiving that greatness, how's it going to make a difference for others?" Most people don't think about that. They're self-consumed. That's the beginning because all of life is about interactions. It's about relationships. It's about connecting, whether you like it or not.

Second, what path is going to get you there in the best way for who you are and where you are? If you don't know where you are, relative to where you're trying to get to, there's no way you can do that.

### **THIRD STEP:**

Most people don't have enough self-confidence to even set out on the path. About 80 percent of the books, CDs and DVDs bought for self-improvement are never opened or looked at. People don't have enough confidence to pursue greatness and embrace the adventure because they don't believe they deserve it.

Don't try to do everything concurrently. Figure out where you can make the biggest win first. That's going to reinforce the worth, and you're going to see such a difference that you'll want it in every other element of your life.

### **FOURTH STEP:**

**Lastly**, and this step is very simple. Even if people get through the first three steps, what frequently happens in every form of human endeavor is the first time anyone tries something and it doesn't execute very well, they get derailed.

Did you ever try to play tennis or golf or work out in a different way, or do weights or gain a skill or language? It's daunting. Most people give up the first time it gets difficult. They stray very quickly from the path and fall into quicksand.

**Few people have someone** who's willing to intervene and help get them back on track and course-correct. People need someone to believe in them and advocate for them long enough so the momentum returns and propels them to greatness.

**Important:** You want somebody who has extraordinary hope for you because that person knows how much more is possible. It doesn't mean they want you to be who you're not. They want you to fulfill your destiny. They know that you have been accepting a fraction of a fraction of what's possible. They want to help you discover and reprogram your actions and your belief systems, somebody who's been there and done that. This is not somebody who's self-anointed. **You want somebody who's got real-world empirical understanding. Meaning they've really done it.**

They have to be able to be **PREEMINENT**. Preeminence is another way of articulating greatness. It starts with an external focus. It starts with a desire to add value and a very strong belief in the betterment of one another. A really great mentor has the ability to see within you and what you can be in many dimensions.

### **These are the Four Steps to Greatness.**

- 1.** What does greatness look like? Picture what it is.
- 2.** How can you get there? What path do you need to take?
- 3.** Where will you find the confidence to start walking down the path to your greatness in as many different categories as you can pursue?
- 4.** Who is the person who will believe in you and advocate for you long enough to where momentum will take over and propel you to your greatness?

**Know what great looks like, specifically for you.**

**Get a road map to greatness.**

**Develop your self-confidence.**

**Stay the course. Success is not a straight, or easy, road.**

The big tragedy in society today is that most people don't have a lot of other people believing in them.

They have people taking their money. They have a lot of people squeezing them. It's easy for people to bail on marriages, jobs, employees, and get their money back on this or that. We don't have a society that is trying to nourish people and their greatness.

We have an unfulfilled world today because people don't know the path to greatness. Individuals might try hard but if they are not following the right path, they are wasting their energy. When that happens, frustration takes over. Clarity comes first. Know what you do not want in order to get what you do want. If you do not have a context of what you want looks like, it is very hard to get there. People can show you their path to greatness, but it might not be yours.

*The real beauty is giving back. It seems selfless, but it is the most selfish thing you can do. The more you help others, the clearer it becomes to you, the more you see the dynamic work.*

**Life is all about the process.** Talk to people with the intention of contributing to people. Our job is to **add value**. It is to enjoy the process, because that is about as good as it gets.

Any time you get the chance to spend with anyone for any reason, make the other person better off because you were in their life, even for a moment. We can go to a strange place where people are cold and even rude, and we smile until they break a smile. It is the **most joyous thing in the world** to watch the body language change.

We have a great opportunity in our lives to make a difference in a moment, by listening, acknowledging, comforting, believing in others, demonstrating that another person is relevant. We lose track of that in our ultra-competitive, materially-obsessed world.

**Here is the important point:** when you add value it's like a compound reciprocal dividend. Everybody is the richer.

## Exercises

How are you going to get started on the path toward greater achievement and contributions of impact?

Below you'll find some of the key talking points to focus on when you commit yourself and your business to becoming preeminent. **Go through the list of Preeminent Talking Points** and make notes of what you can and will do differently, intellectually and interactively with your marketplace, team and stake holders.

Empathy

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I feel the way you feel. Understand what my problem is.

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Difference between giving information and giving advice. Telling people here's what you should be doing about it and here's how – specific.

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People don't trust the system

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Alternative

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Non-Mainstream

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People are mad – they don't trust the system

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You're not being told the whole truth. Here's the truth as I see it.

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Most people don't know what focus is until they've made it.

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Connectively and helps them take a step

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Ability to put into words what people want – and build on them.

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Making YOU the center of attention.

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Bring in people sequentially and bringing them along.

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Hopefulness – my wish for you

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I have an obligation to NOT let you avoid taking action that will improve your life, wealth, health and happiness.

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Client vs. customer – they are under your care, direction, well being, guidance.

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Who are we communicating to? What problems, opportunities are we going to help them deal with?

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You have to provide them with the reassurance and the motivation to use that solution, now!

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It can be either a result or a good or better feeling about what they are already doing, or, preferably, both.

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I want to feel good about myself and the way I have conducted myself.

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I want to feel good about my decision and actions.

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But they'll do things to curtail making gains because they don't want to feel foolish.

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Look at purpose.

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Ask yourself this question: If I were on the receiving end of my sales communication/presentation, why would I want this? Why would I want to take advantage? What's in it for them/me?

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My proposition/presentation has to answer a question that's already on the client's mind. But may never have been articulated by them.

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Most people fall in love with product instead of prospect.

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When you conceive of your business as interacting and enhancing people's lives, everything changes, results improve.

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Most people think, "What do I have to say to get people to buy?" They should say, "What do I have to give? What benefit do I have to render?"

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Worst thing to do is feel out of control, confused, structured.

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Agent of change/creator of value/value contributors.

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People don't want to be average.

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People need solutions not strategy. They need someone to advocate and address their well-being.

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People always pursue their well-being in a logical rational way. Isn't there a better way?

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You want to have ideas that make sense and leave people better off than when they started.

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Most people focus on tangible results. Most of the great rewards aren't tangible.

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Instead of making conclusive statements, give me ammunition that allows me to come to a conclusion.

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We can make people feel comfortable with a lot of things that used to intimidate them.

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Difference is it focuses on individual.

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Most people spend their entire lives getting only a fraction of what their endeavors can yield.

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Multiplier vs. Diminisher

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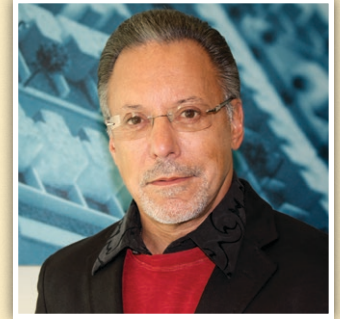
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## About the Authors

Consulting with and growing companies has been a big part of how **Jay Abraham** has engaged and built relationships with 18,000 businesses in 465 different fields and industries. His clients have included Entrepreneur Magazine, Weyerhaeuser, Coldwell Banker, Prudential-Bache, Dun and Bradstreet, Citibank and Sears, Roebuck and Co., Success Magazine, Investor's Business Daily, Tony Robbins, Stephen Covey, The Deming Organization, a founder of FedEx and the top sales executive for CBS Radio, to name a few. His revenue-driven strategies have generated \$9.4 billion in revenue through his 30 year career. Founder of the Abraham Group and author of two best selling books "Getting Everything You Can Out Of Everything You've Got" and "The Sticking Point Solution," Mr. Abraham specializes in successfully identifying and ethically exploiting a company's hidden, marketable assets to create windfall profits for his clients. He normally charges \$50,000 a day when he consults with private clients and his main seminars are priced at \$25,000 a person.



**Paul Feldman** is publisher and CEO of *InsuranceNewsNet Magazine* and an award-winning marketing expert recognized for his unique approach and contribution to the insurance industry. Paul is a third-generation insurance salesman who decided to take the leap into insurance news and marketing on the Internet with *insurancenewsnet.com* in 1999, at a time when many observers thought the web was just a playground for geeks. After proving them wrong by developing the top website for B2B insurance news and marketing, Paul started a print magazine in 2008 – a year that featured the most magazine failures in history. Five years later, *InsuranceNewsNet Magazine* continues to thrive, winning nearly two dozen editorial and design awards.





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