



FIFTY SHADES OF JAY



FIFTY SHADES OF JAY SUMMARY GUIDE

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Don't stop! It gets better!
Read on for an explanation of the resources inside each shade.

Shade 1: The Maven Matrix Manifesto

To start off the 50 Shades series, this shade's focus is centered around self-evaluation. You are urged to do some deeply reflective soul-searching to see if you are really restricting your market from seeing you as the voice, force, and source of your business in a more powerful light.

1. *Maven Matrix PowerPoint – How to be the Most Trusted Advisor, Go-To Source, and Thought Leader*

Shade 2: Preeminence

This shade's focus is on what, why, and how being preeminent outperforms just about every/any other business or competitive strategy you could embrace. Upon immersing yourself in this content, you will find it offers multi-dimensional, multi-scenario, and multi-industry education on how to become preeminent.

1. *Preeminence for Executive and Business Coaches PowerPoint*
2. *Preeminence for Financial Services Pt. 1 & 2*
3. *Transcriptions at Preston Estate Planning*
4. *Preeminent Business*
5. *5 hours of specific situational videos, audios, transcripts, articles, and talking points on being a preeminent business*
6. *Business Breakthroughs Strategy of Preeminence PDF*
7. *Advanced Strategy of Preeminence PDF*
8. *30-minute segment of Mastermind Marketing Programs*
9. *Keynote at Fitness Business Summit*
10. *Preeminence Transcript with Chet Holmes*
11. *“Cliff Notes” version of the Strategy of Preeminence*

Shade 3: Out with the Old, in with the New

Within this shade I've included 2 separate interviews of myself done about 4 years apart from one another. This is done in order to show you which philosophical views I've vastly expanded AND which concepts I've perhaps abandoned. See what new (and I believe powerful)

distinctions I've discovered from my sphere of worldwide activities. In the end, it drives home the point that no matter where in your journey you may be, your growth never ends. Keeping an open mind to new views, philosophies, and possibilities is essential to adapting and succeeding within this world.

1. *Interview with David Goldsmith, Video*
2. *Interview with Tony Robbins, Video*

Shade 3.2: Shaded Shade

This shade is a derivative of the previous one, expanding upon the content I had provided. This second Tony Robbins Business Mastery Video showcases both a deeper and richer representation of my latest thinking and strategic beliefs.

1. *Jay and Tony Robbins from Different Angles*

Shade 4: CEO Who Sees Around Corners

This shade provides access to a book in which my partner Carlos Dias and I invested painstaking time, effort and passionate commitment. It is intended for a large-sized business owner, however there is still enormous value for anyone reading to take away. The purpose of this book is creating a "Master Business Game Plan" for a thriving, outsized, and high-performance/percent business.

1. *The full book of "The CEO Who Sees Around Corners"*

Shade 5: Unlocking Your Inner Greatness

This is a shade dedicated to greatness – your greatness. It dives into how to become a great entrepreneur, a great marketer, a great multiplier of other people's greatness, a great contributor/value creator to your marketplace, a great husband, wife, friend or lover. Overall, just being a great human being.

1. *Discovering the Greatness Within You – Interview of Jay by Nightingale-Conant (audio and transcript).*

2. *You Are Richer than You Think* -- The last chapter from my book, "Getting Everything You Can Out Of All You've Got"
3. *It's About Everyone Else* -- A chapter I did for the best-selling book, called "The Passion Test."

Shade 6: The Doctor is "IN"

This is a shade that explores Dr. Ned Hallowell's most advanced and relevant thinking on how an entrepreneur in your situation can transform your results, can slow down your mind so you can run faster and more effective – how you can have a happier, more fulfilling, more balanced, and more prosperous overall life. My role in this is to be an advocate of the distracted, diffused, confused, stressed out, and underperforming entrepreneur.

1. *Jay interviews Dr. Ned Hallowell*

Shade 7: Paid To Think

Within this shade you will gain insight into thinking differently. Shifting the way you look at problems and opportunities is probably more critical in YOUR "fiercely competitive" business situation than even a larger company. David Goldsmith's book covers just about everything from business model, to brand position, to distribution channels, to marketing, and to market competitive business strategy.

2. *Paid to Think (Full Book)*

Shade 8: Oldie but Forgotten Goodies

This is a shade devoted to exploring how much hidden opportunity, undervalued assets, underutilized potential, and under recognized possibilities exist in your life, career, business, or profession. Furthermore, it explores your ability to think inventively, innovatively, and incomparably to others.

1. *Your Secret Wealth Program*
2. *The Creativity Switch Transcripts*

Shade 9: Bedtime Stories for Business Owners

My hope in putting out this shade is that it inspires, animates, motivates, and even reinvigorates your ENTIRE business worldview. This delightful, 94-page bedtime story is more than worth reading to yourself every night before bedtime.

1. *Find the Motherlode of Wealth in Your Business (Full Book)*

Shade 10: New Slant the Strategy of Preeminence

Dream Bigger, Reimagine Your Business, and Disrupt the Status Quo. My good friend and a partner, Robert Hargrove – known as a “CEO whisperer” to the Fortune 500 CEOs and leaders at the highest levels – has been thinking deeply about my Strategy of Preeminence for years. When he started following our 50 Shades Campaign, Robert thought it would be a good chance to give back. He called and said he had some good “builds” on my Strategy of Preeminence idea and I invited Robert to collaborate with what I had done—with complete creative license. This shade is the result of that.

1. *The Seven Secrets of a Strategy of Preeminence by Robert Hargrove*

Shade 11: Jay’s Grab Bag

This shade takes a rather different. I’ve bundled together a thought-provoking amalgam of components – each intended to move your thinking a bit more to the “right.” I want to stretch and raise your standards of possibility. This pot full of provocative perspectives will cover mentorships, worldview mistakes, your limits in the business world, and the overall process of thinking differently.

1. *Colossal Bootstrapping by Robert Hargrove*
2. *Forbes article on Mentoring*
3. *Jay’s Interview from Titans of Direct Response*
4. *Presentation on “Thinking Differently”*
5. *Notes from presentation on “Thinking Differently”*
6. *Thought Provoking Emails*

Shade 12: Jay's Theme Song and Classic Music Video

This one's a treat. In the spirit of bringing smiles to your faces, I give you two separate "Abraham Musical Treats." On the surface they both entertain wildly, bringing laughter and uplifting spirit galore, but keep in mind that they are secretly/subliminally and explicitly embedded with a hauntingly relevant message you'll now never forget. Enjoy!

1. *Jay's Theme Song*
2. *Marketing Stairway to Heaven*

Shade 13: Off-The-Record & Raw (& Private)

The message behind this shade is that if you operate at a far more evolved, elevated level of thinking, doing, and being – you gain profound competitive business (and lifestyle) advantages. In this interview we dive deep into the head of Jay Abraham, where I answer quite private and personal questions – - most of which were shockingly different than the standard questions I'm asked in a typical interview chain. If I stand for integrity and high ethics, then I need to be open, vulnerable and transparent to all of you, who I am truly devoted and committed to. I share this interview with you because I believe it might deeply affect the thinking of all those who "get" what I openly share about my own, very personal life.

1. *Jay's Interview with Jon Benson*

Shade 14: Hot Seats Galore!

We've spent weeks going through hundreds of really powerful 90-Minute Hot Seats, enormously stimulating lightning rounds, situation-specific Q&A sessions, problem-solving clinics, opportunity-strategizing sessions — and have distilled them down to a wonderful collection of fast-paced, highly provocative demonstrable examples of dozens and dozens of ways to think, act, and transact business differently. What this shade will give you is an illustrative example/case study value viewing experience.

1. *Executive Summary (16 Videos)*

Shade 15: Overall Performance Enhancers

Within this shade we deeply explain and explore all the different leverage or impact factors that either positively or negatively affect your sales, marketing, positioning, and competitive results. I've never approached this topic this way before – slowly, methodically, very linearly and pragmatically. I think you'll find my exploration of factors and forces that produce breakdowns or breakthroughs extremely relevant.

1. *Recorded Call from RYBF*

Shade 16: The “Swiss Army Knife” Shade

Each shade aims to out-do the last. This one delivers 11 different tools, functions, distinctions, and capabilities that, if carried on your iPad or computer, arms you with the ability to extricate yourself from almost every imaginable business challenge or dilemma. Each interview within spotlights mammoth thinkers who are out-of-the-park experts in a vertical category – which you personally need to master greater understanding. Topics covered range from increasing business performance, SEO mastery, bootstrapping, sales letters, online marketing, ethically exploiting social media, marketing myths, and much more.

1. *Video Interview with Greg Link*
2. *Video Interview with Stephan Spencer*
3. *Video Interview with Robert Hargrove*
4. *Video Interview with Jon Benson*
5. *Video Interview with Rich Schefren*
6. *Video Interview with Dan Roitman*
7. *Video Interview with Anthony Mink*
8. *Video Interview with Perry Marshall*
9. *Video Interview with Marylou Tyler*
10. *Video Interview with Carlos Dias*
11. *Video Interview with Jeremiah Desmarais*

Shade 17: The Connection, Connection Shade

Larry Benet is a man with an uncanny ability to make high-level connections well above and beyond the level most people operate at. In this shade we explore the mind of this

extraordinary man. Listen for yourself to see how it impacts and shifts your thinking on this topic; you'll understand that the sky REALLY is the limit.

1. *Jay and Larry Benet Video*

Shade 18: Crazy Eights

In this shade we venture into eight interesting, provocative, loosely connected — although, everything in life has relevancy to one another, as you'll someday realize — resources that (I believe) you will find intellectually, conceptually, financially and philosophically/ideologically stimulating. These are eight interesting items from my body of work that most anyone would gain perspective, possibility, passion and purpose from. In fact, many are resources we typically reserve for current or high-probability prospects. I believe they will add incredible value to your business and your life.

1. *Jay on Ethical Persuasion Videos*
2. *Jay's "Back to Basics" Video Series*
3. *Jay at the "Titans of Direct Response" event Video*
4. *Jay's Unfinished Keynote on "Reshaping Your Business" Video*
5. *Jay's keynote speech on "Preemptive Marketing"*
6. *Jay's ten-minute talk on "Thinking Differently"*
7. *Jay's Amsterdam Connection Video*
8. *Jay on the "Meaning of Life" Video*

Shade 19: Readers' Choice "BOOK LIST"

In this shade you will find a combination of book recommendations/explanations we received from subscribers eager to contribute and share the book titles that helped transform or forge THEIR business or life philosophies. Due to the mass amount of submissions, only titles that received multiple recommendations made this list. Despite all the cuts, I'm pleased to present you with over 500 unique and spectacular titles! My staff took time and effort to organize these submissions into a format that helps you gain maximum selection advantage. The list is organized alphabetically by book title. And, there are notations by book titles if they fall in the top 10-20-30% based on how many recommendations they received. I give you this list hoping it gives you a great springboard to multiply your dynamic knowledge base (and thus your competitive superiority as well as interpersonal growth) by orders of magnitude.

1. *List of Over 500 Incredible Books with Quotes*

Shade 20: ABRAHAM 101 – The British Point of View

I thought you might thoroughly enjoy, appreciate, and benefit from seeing the rather impressive, well-structured, thoroughly well-reasoned, and exceptionally well-presented way my London partner explained my ABRAHAM 101. This shade offers a presentation that was given to a group of 800+ quality entrepreneurs where Dan Bradbury – who is a partner and coach to everyone all over the UK – offers an excellent new dynamic and approach to the delivery of my principles. He is very structured and presents my ideas in a wonderfully cogent, thoroughly graspable, relatable, and integrated way. If you think you grasp all my basic belief systems, watching Dan Bradbury deliver his “British version” of ABRAHAM 101 will provide an enjoyable (and enriching) reality check.

1. *UK Global Mastermind 2015- Abraham 101 and Q&A Video*

Shade 21: Crashing Weddings in the Puerto Rican Sun

The recording within this shade is very laid back yet powerful and concentrated. Laid back (in a good way) in the sense that the environment and setting created an interesting yet different atmosphere than how most people see me speak. We cover plenty of key points, including polarization, referrals, preeminence, value creation, quality questions, and much more. Overall, I think this is a great video for anyone looking to get an overview on thinking differently in a way that prevents you from becoming a commodity.

1. *Video of Jay in Puerto Rico: A Laid-Back” overview on thinking differently*
2. *Jay’s speech at the Inner Circle Experience Event*

Shade 22: A Chinese Dossier for Your Eyes Only

One of my translators for my work in China, Fiona Freeman, is the woman who actually sells the Hotseat Experience to entrepreneurs throughout China. By the way, SHE got nearly 350 entrepreneurs to pay \$5,000 each just to come watch, take notes, and mastermind together

with me. She has taken comprehensive notes for each Hotseat and put together a wonderful summarization of the “Big Impact” distinction as well as more powerful methods I devised on these Hotseats. I asked Fiona to put her biggest “impact” thoughts down in English and send them to me, which is just what you will find within this shade.

1. *Hot Seat Transcript (China November 14-16th, 2015)*

Shade 23: Nine Drivers – Upside Leverage At Its Finest, 9X

In this shade we tackle the Nine Drivers of Exponential Growth. In case you are unfamiliar with “The 9 Drivers,” I spent a year thinking about what were the specific drivers of astronomical revenue/sales growth, profit explosion, and market dominance – universally – for ANY business. Once recognized and maximized, these factors can and will separately catapult tremendous improvement in your performance and results, even if you mis-executed implementing them!

1. *Nine Drivers of Upside Leverage and Exponential Business Growth*

Shade 24: Your Secret Wealth

Years ago, I created an enormously popular course with Nightingale-Conant, titled “Your Secret Wealth.” It explored, examined, explained, and educated people to look deeply within themselves and their circumstances for hidden jackpots – both financial and personal. This is a very different slant than anything I’d done before or since. It is geared for any entrepreneur, employee, manager, retired housewife or stay-at-home husband alike. This program-turned-to-book that we offer in this shade has relevant thought-provoking meaning to old or young, owner or employee, father, son, mother, and daughter alike.

1. *Your Secret Wealth (Full Book)*

Shade 25: London Broil (#1)

These next three shades are called the “London Broil” series due to the fact that I tend to be direct, highly-focused, non-theoretical, no-nonsense, and somewhat “attitudinally aggressive” when I’m in makeover mode. It resulted from my travels to 9 different countries, where I engaged a wide spectrum of audiences – from extremely large enterprises in China, mid-sized

in Italy, specialty services in Puerto Rico, and small to medium sized enterprises in London. The accumulation of all these experiences led to these 5+ hours of strategic perspectives and Q&A – which you will explore, and (I hope) greatly enjoy.

1. *1 hour of highly-focused, non-theoretical, no-nonsense Q&A*

Shade 26: London Broil (#2)

Part 2 of the “London Broil” series.

1. *1.5 more hours of highly-focused, non-theoretical, no-nonsense Q&A*

Shade 27: London Broil (#3)

Part 3 of the “London Broil” series.

1. *The final 1 hour of highly-focused, non-theoretical, no-nonsense Q&A*

Shade 28: A Different Side of Jay

With this shade I thought it might be fun – and frankly, show me in a light that’s more than a little bit vulnerable – to put myself out there and share whatever came out of my mind (and mouth) in an interview I did with Kute Blackson. Just for you: unabridged, unhedged, unedited. Kute Blackson is a very well-reasoned, thoughtful person who has assembled a quality spectrum of prominent people from the genre to speak. Hopefully, it’s provocative – if not utterly enjoyable.

1. *A Side of Jay You Haven’t Seen – Warts and All! An Interview with Kute Blackson*

Shade 29: Direct Response Greatness + Famous Sales Letters

This shade is simple and to the point. It features a key chapter from a legendary book by one of the greatest direct responses minds that ever lived – along with one of the greatest direct

response sales letters ever written. The book's title is "Secrets of Successful Direct Mail" by Richard Benson. This chapter is one of the most innovative and personalized ways to promote an unorthodox trip around the world. The information and concepts you will learn are absolutely rock solid.

1. *Chapter 6 of The Admiral Byrd Society (Book)*

Shade 30: Happy Chinese New Year!

In this shade you will find a session from my conference-based consulting sessions I do every month for/with about 40 entrepreneurs throughout China. This session was squarely focused on how entrepreneurs in a country suffering ruthless on-line and off-line competition, enduring a beleaguered economy – with limited financial resources of their own to sell/market with – could smash their generic competition into the ground. I thought this session was useful enough that I had our editor cut out the Chinese translation portions and create a new, shorter, edited audio-only version of JUST my instructions, recommendations, and action-based advice. I think you can benefit meaningfully from listening too.

1. *Audio from China Conference Call Sessions*

Shade 31: The Super Shade

Since we've started the Fifty Shades of Jay Project, we've attracted an enormous number of new enthusiasts, none of which were ever asked to opt-in to get anything. Along the way, my staff and I put enormous focus on having fun creating new content and doing some good for entrepreneurs. My team has just realized that few of you new loyalists even realized that our site contains not one, or two – but something like 43 additional and unprecedented resources – some being hours long, others hundreds of richly instructional pages. A few are duplicates to the shades page, most aren't. It's shameful on our part NOT to alert (and expose) you to all the additional "cool stuff" lying-in-wait to help you monetize your business – bigger and better – on the other resource page. This shade is merely a no-brainer link on the shades page that takes you over to those other great resources.

1. *Links to Other Resource on Our Website*

Shade 32: Billionaire Success Principles

Ray Dalio is #29 on the Forbes 400 list. He is the founder of the world's biggest hedge fund firm, Bridgewater Associates, which now manages \$155 billion. He's a wildly interesting man, and the guiding principles he's developed to drive and manage the custodianship of \$155 billion are, well, they're exquisitely impressive. He has compiled 210 principles articulated in an unimaginably thought-provoking, 123-page document he made publicly available. I'm choosing to share that document within this shade so you can spend deeply reflective time examining one of the most powerfully disciplined, perceptive, insightful, mammothly successful, and super-logical business minds today.

1. *Principles (Full Document)*

Shade 33: Mechanics of Reputation Management

Most business owners and professionals don't look at technology and the internet as their worst enemy – but undeservedly, unknowingly, and intangibly, it can be dangerous to your business health and wealth. So too can be voicemail, auto-responses, and customer service departments in faraway places, or under-performance on service calls, or lateness of appointments, or poor, late, or non-responses to buyer questions, requests, or complaints. Your business reputation is exposed and threatened daily – no, make that hourly – no actually, minute by minute by an unimaginable spectrum of actions, inactions, people or happenings that occur in every phase in every iteration of communication or transaction, not only you personally, but to everybody associated with you. This addition to the shades family was created both to shine light upon and combat these issues. It includes the complete PDF version of a rather thought-provoking new book by one of our own trusted providers, Tyler Collins, titled: *Mechanics of Online Reputation Management: Repair & Control Your Name or Brand Reputation Online*. Also included is a two-hour audio and transcript of the interview I conducted with Stephen M.R. Covey – world's leading authority on business trust building.

1. *Mechanics of Online Reputation Management: Repair & Control Your Name or Brand Reputation Online (Full Book)*
2. *Two-hour audio and transcript of the interview I conducted with Stephen M.R. Covey – world's leading authority on business trust building*

Shade 34: Blog-athon – “When the Mood Strikes”

This shade is a fun one. I just finished tying up arrangements with a rarefied collection of mammoth and complex thinkers to each do collaborative blogs with me, for me, or for my perspective. I'm calling the umbrella MEGA blog “When The Mood Strikes” because there will

be different types of posts, different versions from different perspectives, that won't be published at pre-set intervals. One version is going to be a fast-paced review of all the fun and diverse activities going on in my life at different intervals, always with big ideas, insights, and lessons that emanated from each of my zany and outrageous business adventures. Another is a separate collaboration I'm doing with one of direct marketing's richest, masterful and most articulate perspectives on the intersection of the offline/online world and what nobody still gets that needs to be understood and acted on. I hope you thoroughly enjoy this one!

1. *Compilation of 6 Different Blog Posts*

Shade 35: Attack of the 600+ Slide PowerPoint(s)

With this shade I thought it might be fun – as well as enlightening – if I shared the PowerPoint presentations from some of my more thought-provoking programs. My PowerPoints are NOT abstract, as a matter of fact the average set runs 500-650 slides (and some have over 1,000 slides) of crystal clear (hopefully) thought-provoking information. Although there are some undeniable similarities across a few of these PowerPoints, rest assured. We have painstakingly assembled each to convey a powerfully unique concept – making each well worth your time to peruse.

1. *Billion Dollar Summit PowerPoint*
2. *Power Partnering PowerPoint*
3. *Relational Capital PowerPoint*
4. *Super Seminar PowerPoint*

Shade 36: Discover Your Biggest Opponent

I love unconventional, nonlinear, contrarian thinkers whose perspectives prove out, time and time again. Many, if not every one of us, can learn from by studying these mammoth minds, whose ideology and philosophy is usually unimaginably simple. In this shade I share with you two of those fine minds: Tony Robbins and coach John Wooden. Coach John Wooden is among the finest minds in the world of quality high, sustainable performance – as well as someone renowned for building better character, ethical compasses, and collaborative mindsets in his team than any coach before (or after)! Tony Robbins does one of the finest, most penetrating, stimulating, and thought-provoking two-hour long deep-dive interviews on personal values with John Wooden. It is considered a legendary classic.

1. *Interview with Tony Robbins and John Wooden Pt 1 (Audio - 50 minutes)*
2. *Interview with Tony Robbins and John Wooden Pt 2 (Audio - 48 minutes)*

Shade 37: The Mentor-list

Something like 500 famous iconic figures — representing everything from business greatness, technological might, political fame, religious/cultural/ sports/entertainment/arts — famous legends — ALL had wise, worldly, mammoth older mentors acting as THEIR “Masterful Thinking Partners.” Here on Shade #37 is a link to a web site that lists a huge number of THOSE icons — and the mentors behind their greatness. It will confirm the unknowing limitations and performance constraints entrepreneurs unintentionally/unknowingly impose on themselves by trying to go it alone — when so much rich knowledge and wealth of guidance is so readily available through the right mentors.

1. *A link to famous legends and their masterful thinking partners*

Shade 38: The Non-Shade, Shade

In honor of contributing to your business betterment, I’ve had my research team put together some of the more thought-provoking contributions I’ve made over the last year and compiled them below for shade #38. They are a labor of love that I truly hope you’ll be inspired by as you review and re-review them whenever you need a boost in mental stimulation and inspiration.

1. *70 Powerful Resources Gathered for You*
 - a. *6 Inaugural Speeches That Compelling the Masses to Action*
 - b. *15 World-Class Commencement Speeches*
 - c. *10 Mind-Expanding Business Speeches*
 - d. *13 Riveting Articles from Around the Web*
 - e. *8 Powerful Interviews*
 - f. *30 Insightful Song Lyrics*
 - g. *Keynotes, Excerpts from Books, and More*

Shade 39: Critical Thinking And Socratic Interviewing Shade

I’ve put together a collection of resources for shade #39 that are designed to install and instill within you the power of critical thinking and Socratic interviewing. Grasping the concepts of critical thinking and Socratic interviewing will recalibrate the way you think/transact which can

result in growth your business in orders of magnitude. Enjoy the following resources and dedicate as much time as possible to master these fine skills, your rewards will be exponential.

1. *Part 1 – Critical Thinking & Socratic Interviewing*
 - a. *Half-Hour Seminar Audio*
 - b. *PowerPoint Presentation*
2. *Part 2 – Provocative Questions*
 - a. *19 High-Level Questions to Ask Yourself*
3. *Part 3 – Asking Critical Business Questions*
 - a. *7-Minute Video and PDF on Asking Critical Questions*
4. *Part 4 – The Strategy of Preeminence*
 - a. *2 Video Presentations on Preeminence (2 Hours Total)*
 - b. *Preeminence Workbook*

Shade 40: The Many Faces of Jay: A Virtual Exhibition

I hope you are ready because you're about to see OVER 60 full-length presentations, sessions, interviews, and special examinations into the progressive phases and stages of my life as a strategic marketing business builder. I've chosen a wide array of resources to share: including a video segment from a full-sized, 3-day, \$5,000 program we did in the 90's, interviews of me that became legendary, 60-240 minutes of unedited presentations I've done for a rather eclectic array of industry groups, interviews of me from vantage points and iconic celebrities, different specialty groups, the classic proprietary methodology I first introduced, or at least reintroduced, to the business world.

1. *Over 60 full-length presentations, sessions, interviews, and special examinations:*
 - a. *13 Interviews*
 - b. *7 Books and Articles*
 - c. *5 Presentations from Carlos Dias*
 - d. *17 Audios from a Collaboration Course w/ Dave Asprey*
 - e. *6 Expert Resources on Crowdfunding*
 - f. *10 Audios and Videos*
 - g. *3 Resources on Barter*
 - h. *3 Leadership Interviews from Robert Hargrove*
 - i. *6 Presentations from Tony Robbins' Business Mastery*

Shade 41: Preeminence or Bust!

In honor of the Thanksgiving spirit, I won't be letting you off without giving you my thanks. What I'm thankful for is each-and-every one of you – growth minded entrepreneurs – who follow and apply my strategies, methodologies, and wisdom to reach unbounded business growth, increase performance in all areas of your life, and most importantly – have the prowess to provide peerless value to become the most trusted advisor in your realm. But saying thanks with words just isn't enough. I've created a wonderfully MASSIVE Thanksgiving Week 41st Shade of Jay in honor of the Preeminence theme, which features a compilation of some of the most powerful content I've done on Preeminence throughout the past year — called Preeminence or Bust!

1. *5 Full-Length and Individually Unique Presentations on Preeminence (7.5 Hours Total)*
2. *2 Interesting New Interviews of Me*

Shade 42: The Non-Shade Shade – Take 2

Yet again, and in honor of contributing to your business betterment, I had my research team put together an additional 90+ thought-provoking contributions. I truly hope you will be inspired by as you review and re-review them whenever you need a boost in mental stimulation and inspiration.

1. *21 Unique Interviews*
2. *6 Articles from Around the Web*
3. *10 Pieces on Self-Esteem and Self-Worth*
4. *18 Collections of Blog Posts*
5. *17 Programs and Presentations*
6. *13 Additional Resources*
7. *4 Programs from Carlos Dias*
8. *Episodes from our Ultimate Entrepreneur Podcast*

Shade 43: Millennial Meanings of Life: A Cat Scan Montage of Perspectives

I have been reflecting deeply about this generation and the issues, challenges, and opportunities they represent. In that process, I've become unstoppably focused on the

millennials lately — both how to meaningfully impact them, as well as how to hire, motivate, maximize and manage millennial talent. The result is I've now done a wide spectrum of interviews with prominent millennial influencers and have been moderator of deep discussions on the subject. I've become enthralled with contributing enormous perspective to help millennial fulfill their maximum potential. So, here is the collection of some of the more interesting and provocative discussions I have had along with the interviews, articles, and videos they have spawned. Millennials and Gen X are a huge facet of our changing business dynamics. You'll either own that dynamic— or it will control you. You choose.

1. *19 Interviews and Presentations with Me*

- a. *Gerard Adams Interview*
- b. *Matyniyahu Goren Interview*
- c. *Jay's Interview with Lewis Howes*
- d. *How to Fix the Emerging Leadership Crisis with Jay Abraham – Tayo Rockson, UYD Media*
- e. *How to Get Investors, Co-founders, Resource Providers-galore – Listen to Jay's presentation for the Thiel Fellowship, and/or download the transcript*
- f. *Executive Coach Jay Abraham Discusses Turning Other People's Challenges into Your Own Opportunities, Forbes, Daymond John*
- g. *Interview of Jay from Ramit Sethi's Brain Trust*
- h. *Meet My Mentor, Jay Abraham – I Will Teach You to Be Rich – Ramit Sethi*
- i. *Brink of Midnight Podcast – #22 Jay Abraham – John Brenkus*
- j. *Ashley Stahl video interview of Jay*
- k. *The Keys to Achieving Greatness – Episode #218 – Niyi Sobo*
- l. *Best Business Advice from Jay Abraham – Oliver Talamayan*
- m. *How You Can Massively Shift Your Mindset, Business and Impact the World – Joe Polish, Daymond John & Jay Abraham*
- n. *What Makes A Business Successful – Bold Biz TV: Jay Abraham – Founder and CEO Of The Abraham Group, Inc., New York Interview, November 14, 2017 – With David Grasso and Sara Hill*
- o. *The Single Secret to Preeminence, According to Jay Abraham: Think Differently Forbes Magazine, Cheryl Conner*
- p. *Billionaire Mentor Jay Abraham on How to Be the Ultimate Entrepreneur Inc. Magazine, Tracy Hazzard*
- q. *A Q&A with Jay Abraham: Advice from Creating \$21.7 Billion In Growth Huffington Post, Adam Siddiq*
- r. *7 Time-Tested Rules for Marketing and Growing Your Business, Entrepreneur Magazine*
- s. *Funnel Magazine and Hawk Interview*

Elite Shade

Two of the biggest thinkers on the entire planet, two of the biggest doers, game-changers, iconic people who have impacted hundreds of millions (conceivably nearly a billion people together) are Anthony Robbins and Peter Diamandis. Within this special shade lies an interview where Joe Polish brings forth the genius of these two exceptional men. Joe is the conductor/maestro of this fast-paced, nonstop exchange of outsize ideas, insights, implications, and entirely new slants on what your worldview should be. I commend you to watch it – twice. First, view it by yourself, and deeply reflect on the insights and epiphanies you experience. The second time view it with staff, young adult children, valued friends, and of course, your significant others. I promise this video WILL rock your boat, animate your sense of what's really possible, and eradicate totally any ambivalence, apathy, or complacency you may be unknowingly harboring. This double-interview is guaranteed to get your mind going and growing at warp speed!

1. *Interview with Joe Polish, Tony Robbins, and Peter Diamandis*

Patron Shade

John Paul DeJoria Billionaire Owner of Paul Mitchell/Patron Tequila shares his secrets of success in business and in life with Joe Polish at Genius Network's 2015 Annual Event.

1. *Interview with Joe Polish and John Paul DeJoria*