

Lisa Sasevich:

Here's the thing, every single person that's here with us now, here's what I know, you are sitting on a gold mine. There are things that you have overcome, there's things that you know that other people would love to be helped with. And you don't need any additional education so however much you have is great because this is tapping into not just formal education but also life education.

Announcer:

Bulletproof Radio, a state of high performance.

Dave:

You are listening to Bulletproof radio with Dave Asprey. Today's cool fact, I just found out because we have better statistics is that, not that many people listen to the cool fact of the day. So, if you're one of the loyal listeners who do listen to it, thank you. And if you're one of the people already skipped past this, go screw yourself buddy. Okay, just kidding. I'm going to work on my ungratefulness and forgiveness and all that kind of stuff.

Dave:

But seriously, I'm not going to do a cool fact of the day anymore because more people are skipping it than not even though I got great feedback from the people who listen to it. So if you're feeling sad that you're not going to get the latest and greatest of that cool stuff going on, that's okay. I'm going to take that time and give it back to you in more interviews that are more useful for you. So this was officially the last cool fact of the day that the cool fact of the day used data to eat itself.

Dave:

The show today is going in a different direction. I've done a bunch of stuff on the Covid virus and I'm really interested in that. I'm going to do some more because there's some stuff that I feel we're not talking about, about the biology of it and what we can do to make ourselves more resilient, but something else has happened that's a side effect of Covid and that is economic destruction for lack of a better word.

Dave:

So there are a good number of people listening to the show from all walks of life who may not have jobs or who are working from home or who got pay cuts and things like that. And I wanted to find someone for you who was scrappy and someone who is in a position to really talk from experience and authority on what do you do if you want to make it go.

Dave:

This is someone who's grown her business to be on the Inc 500 list actually has been on Inc 500 list for a couple of years, and decided that what's really going on after writing multiple books that inside every person there's this idea that you are meant for more. And she has used that in her own mindset and in her own life to create some very meaningful companies that have helped hundreds and hundreds of entrepreneurs grow their businesses.

Dave:

And she went from being fired from a dream job the night before Christmas Eve to creating a home based business that generated more than \$40 million in sales. She's going to offer you some stuff today about her experience and what you can take from that to learn for you. So whether you have a job, whether you don't have a job or whether you feel secure in your job or you don't, figuring out whether or not you're meant for more is going to be valuable to you. So this is a show to figure out, all right, what do you do next? And if you're wondering who could he possibly be talking about? I'm talking about Lisa Sasevich who's been a friend for many years. Lisa, welcome to the show.

Lisa:

Super happy to be here. And yeah, I want to give some people some steps to take today.

Dave:

Before we get into the cool stuff here, I mentioned a little bit about your story. You basically got fired, you had a couple of young kids. Walk me through what happened there and how those are forcing factor for you to step it up.

Lisa:

It was a little over a decade ago, which interestingly was right in the middle of the recession so there were a lot of things happening that are similar to what we're feeling right now with a financial uncertainty you're talking about and then to layer on top of that, I had a newborn and a three year old they're now 13 and 16 homeschooling downstairs. But there I was.

Lisa:

And also my then husband was on the path to become a heart surgeon so he was in fellowship, which meant we were moving every year and a half with only two years we didn't know anyone. At that time we were living in Tucson, Arizona. So I've got the babies, he's working all the time. And I was working for a small personal development company. I had left corporate to pursue my dream job of making money and making a difference at a personal growth company.

Lisa:

And the night before Christmas Eve and I'm Jewish, but it still hurts, I get the phone call from the owner who was also a very influential female mentor for me, letting me know that the company had changed directions and I was fired. And I didn't know how I was going to pull it up just personally, even if it were normal times, but it was times a lot like what we're experiencing now where a little bit of money we did have was taking the house that we owned had dropped in value a ton.

Lisa:

And so this something happened inside me where I was like, I know I have a gift, I know that everywhere I go I make a difference. I just need more specifics on what that difference is. How would I talk about it? What would I call it? Maybe there's some kind of a giftedness, it's wrapped in sandpaper for sure but if I unwrapped the sand paper maybe this is a chance to do something different.

Lisa:

And I am seeing this similar dynamic with a lot of people in my life, friends, family, clients that are looking and saying, well, maybe it's time to take a breath and see what matters, pause of the hustle and

we're being forced to anyway, and maybe it's time to evolve. It's just, how? Is the question I know that I had then and that I see a lot of people asking. If I did use this time to grow, how would I do it?

Dave:

Now, somehow you got this happy attitude, you do that because you're just telling a story about that now. I mean, I feel like you were shitting your pants.

Lisa:

Yeah. Well, I mean there is just having had a baby, so that is all happening for sure. Oh yeah, I probably fast forward forwarded a little bit too much. I mean, there was definitely like the dark night of the soul for sure. And what am I going to do? And having already been a child of personal development, I mean, I was working for a personal growth company, that's where I turned just listening to mentors that had lifted me up before, getting coaching. Nowadays we can listen to great shows like this, so what was it back then? Tracks or cassettes?

Dave:

So you were listening to Deepak Chopra and Wayne Dyer and people like that and you were already plugged in on this, your mindset matters. Okay. So, that was how you were able to flip it, but I'm imagining that you felt some pain and you're certainly capable of that but you're someone who finds a way to bounce back, which is I think partly a learned skill from what I can tell from talking with you. I'm off the show just because I've known you for a while.

Dave:

Now you decided to write a new book called, Meant for More which it's got a salesy on proven formula to turn knowledge into profits, is your big subtitle. I can also tell you that the Bulletproof diet subtitle was how to lose a pound a day for seven to... and some sort of cheese ball thing. Because believe it or not, if you're listening to the show I've talked about being an author sometimes, that's what people buy. This is what you buy.

Dave:

I don't know any author who likes putting themselves on the title but we all do it because it helps people who don't know us figure out, should I pick up this book? Is it worth my attention? But turning knowledge into profits like, oh God, this is mercenary Lisa. Is that what people really want to do?

Lisa:

Well, I'm looking at right now and people that are locked in their homes at the time that we are recording this and what do you got? I mean, you can't go drive an Uber so you can't go do labor, what do you got? What are you going to turn into profits? Look around, let's take some inventory-

Dave:

That's why you're on the show. To be perfectly honest, is because of that knowledge and profits. Because like you said, you're not going to go out and pick up a shovel because you're not supposed to go out and all that kind of stuff. And you said pick up a shovel, I just talked to a friend, one of the attorneys I work with, she's like, "Dave, I got a call today from five people who I've worked with for 15 years at my last law firm and they all got laid off today." And it's happening not to people who are driving an Uber

for living, which is there's a lot of people listen to podcasts all day and elevate themselves as Uber drivers, it's a good flexible thing to do despite the fact that Uber continuously screws the drivers.

Dave:

So, knowledge is actually a gift and most people have more knowledge than they think. And you figured that out and you felt like 15,000 companies in your business figure out how to do this so you've got the goods to talk about this. And it's the number one asset people have. And before we go into the details on how to do it for people, are you worried? There's now 20 million unemployed people, if they all decide they're going to go start an online program and share their knowledge, are we going to just be inundated? Kind of growth with podcasts.

Dave:

When I started this show, I mean I don't know how many podcasts they were, they weren't that many. And so I went out there but over the course of time, I think it's 800,000 podcasts now and Bulletproof radio is in the top 0.1% and it gets solicitors and all, but for every one of those there's podcasts with a hundred downloads, right? And we don't want that to happen. Do you really think that this knowledge thing is scalable for people?

Lisa:

Well, I think it's a great point because there are people that would think, I want to... Let's talk about what profits means, right? So, it means money to us in business, right? The money left over after we pay our expenses. But I want to expand it because I think for a lot of people and not like when I look at the money that my company makes, the profits, I see a bunch of humans that we helped. That's what it looks like to me.

Lisa:

So, when we say we did \$40 million of sales from my home based business you know how many human beings are out there now who've turned their knowledge, their expertise, their service, that thing that they do... In fact, we had a song produced called make money with your thing because that's another... That probably should've been the subtitle instead of the proven formula to turn your knowledge into profits. I would have liked to say make money with your thing, but God knows what people would expect in those pages. So-

Dave:

There is a certain website for that.

Lisa:

Yes, there is and it's funny. My brand for the last decade has been called the invisible close. I always have to tell people it's C.L.O.S.E, like close sale-

Dave:

Not clothes? I've never even thought of that.

Lisa:

Yeah. That's not my site. Maybe in my next life. So, turning your knowledge into profits, I really want to expand it from income, yes great. And the kind of income we're talking about is the kind of income that uses your ability to help people with what you already know. So, there's a profit in the feeling of fulfillment, the knowing that you're making a difference. And my personal quest was really to figure out how could I change my double life that I used to have where I did something for money from 9:00 to 5:00 and then I did something that made a difference nights and weekends. What if I could feel like I'm making a difference all the time and be paid for that?

Lisa:

So, if I could add another line to turn your knowledge into profits, it would be, and make the difference you know you were meant to make. But they wouldn't let me, it was too long of a tagline. So, yeah.

Dave:

Okay. Look, you got to get paid because, oh, I want to help other people but I have no place to live, you're going to be reliant on other people. So, you're talking about creating self-sufficiency and making a difference with what you do.

Lisa:

Exactly. And the worry about too many people flooding in with their digital courses or what you talked about with podcasts, listen, you can go start a podcast and share your information for sure. I don't know that, that's necessarily going to get you to the knowledge into profits place. You'd have to take some additional steps which is really where there's a formula inside called the Meant for More formula that's really like, okay even if you already are spreading the word about your knowledge and helping people through a venue like a podcast, there's more to it if you want to turn that into profits.

Dave:

Let's talk about the formula so people listening can just tune in. Meant for More is the name of the book so you run this formula on yourself you're going to step us through, what do you get at the end of this? What does the formula generate?

Lisa:

Yeah. From going through the formula, a lot of the things you mentioned, creating personal freedom, doing work that makes a difference that you love, your own evolution, being able to... Here's the thing, every single person that's here with us now, here's what I know, you are sitting on a gold mine. There are things that you have overcome, those things that you know that other people would love to be helped with. And you don't need any additional education. So however much you have is great because this is tapping into not just formal education but also life education. Shitty things that have happened to you that you may have wished didn't happen, but they made you the person you are today. Spiritual school, relationship school, all the ways we get schooled count.

Lisa:

So at the end of this you really get to make sense of everything that made you who you are and look and see, okay Lisa, you say I'm sitting on a gold mine but here's the thing, some people are going to do the work to mine that gold. And that's the steps I put into the Meant for More formula because we've helped so many people do it. Some people are going to go, no, I'm not, or what are you talking about? And just go on their merry way. My hope is that today a bunch of you can see or start to see the gold

mine that you are sitting on and you actually feel like, there's a plan. If I want to mine that gold and create freedom and creating common independence there is a way and I can do it, and you can.

Dave:

Okay. So, if you learn the formula and all this at the end of it you're will be in a position to probably make ends meet if your ends aren't too big and make a big difference people's lives and maybe grow a business beyond that. Okay. Give me step one. What's the first part this formula?

Lisa:

Yeah, well it's so fun because the book just got here the other day and my daughter picked it up, she's 13, so she dove in and it was fun to have her be one of our first readers just finishing eighth grade. She'll be graduating in our kitchen, I guess will not be a middle school graduation. And she got into the first step which is called making peace with sales. And there's two parts... And it was so great I took her over to our Facebook page @Lisa Sasevich and for the first time in 10 years that I've had my business while she was alive, we went live together and she shared these things, blew my mind. One of the blessings of this quarantine.

Lisa:

And she said... Well here, let me pick up the book right here. So she said, "Mom, I was reading the first part that says wake up my friend, we're all selling something," so this is right under the first chapter. And she said, "I realized that trip I want to go on to Tahoe with my friends in the summer, we are in a major sales process getting one of the parents to agree to drive." Right?

Dave:

Why do people feel dirty around selling stuff? Why is that considered almost like low class?

Lisa:

Yeah. Well it's funny, I was just looking at this before we talked and I'm going to read right out of the book so you guys get a sense of it, it says, the tape most people have playing in their head about sales revolves around the idea that sales is a battle and the person who is doing the selling is seeking to win which means that if you say yes, you what?

Dave:

You lose. It's funny because that's... I look at comments and stuff and probably the most common criticism that I get aside from that, I'm just too good looking, just kidding-

Lisa:

It's distracting, seriously Dave, if we could just do this on audio only I'd be able to think a lot straighter.

Dave:

But people say, oh, he's always selling something. I'm like, screw you. That's my perspective on that. Of course. I cared about it enough to actually invest my time and money into making it and of course I'm going to sell it because I think it's going to help you. But if you don't sell it, no one's ever going to hear about it, no one's going to do it. So people are critical that you're saying they have that tape playing, which is that if they buy something, even something that's good for them and that was worth the

money, that still they somehow felt like they lost and that's where they feel like they want to be critical little trolls.

Lisa:

We don't actually use the words critical little trolls in the book, but yeah-

Dave:

Yeah, I'm paraphrasing. Is douche bag a better word? What's the right word for those people, Lisa, help to educate me.

Lisa:

I think that the right word is scared. They don't know the hidden beliefs. I'm a Jewish mother-

Dave:

Such a personal development, you're so nice.

Lisa:

It's the Jewish mother coming through. Everybody wins, chicken soup for all. If you're not comfortable, I can't relax. I mean, I can't get away from that. But really-

Dave:

All right. I think you're right. It's a trauma thing. It's a bad programming, right?

Lisa:

Yeah. Like someone's going to... It's a trust issue we could say. Someone's going to get something overrun me and what you're saying is actually pointing to the... So, in Meant for More what I did is I put a bunch of exercises that we've used with our clients for years and this particular one that speaks right to what you're asking is called uncover your hidden beliefs about selling. And it asks you things about your family's general attitude about sales. And if I told you had to get in front of people and sell something, what would be your first thought? What would be your first feeling? Because there are things that working through this part and Meant for More it's not a passive read, it's got exercises.

Lisa:

Not knowing what's going on in your head and making peace with sales, it actually affects you in both directions, it affects you with the buyer. You may be holding back on things that could really help you like Bulletproof products, who knows? And also when you're the person that could really help people and you go to make your invitation you may hold back on that.

Lisa:

So there's a couple parts. Making peace with sales is about that peace realizing that we're always selling and there's a million ways we're selling every day. And like my 13 year old realized I might as well get good at it, it changed my life, right? And next chapter is the first person you need to sell is yourself. And I think this is an even bigger piece of the equation is realizing that you actually do have some stuff that could make a difference, you have some knowledge, you have some advice that has a ton of value, but

you probably can't see it. And I'll explain why in a minute. But you've got to sell yourself that what you have has value in the first place. So, kind of walk through all that before we can get into any of the rest.

Dave:

It seems like there might be a little bit of danger in this, Lisa, because there is a type of selling that can be not good. And I'm talking about the vast majority of multilevel marketing schemes. And yes, there are some that do billions of dollars then yes, a few people made a lot of money and yes, they've wrecked millions of people's lives because people fall into this mindset around, everyone I see is a prospect. And the people at the very bottom of the pyramid they buy \$2,000 worth of toothpaste, whatever the heck the multiple thing is. And then they just run out and they just pummel everyone with poorly targeted sales. And that's one of the fears people have about selling is like, how do I know that I'm not inconveniencing or bothering other people with this? How do you know that you're not pissing someone off when you're trying to sell something to them? Especially if you're new to selling something.

Lisa:

We're talking here about... Like when you say I've helped over 15,000 companies, I've helped over 15,000 individuals. They've become companies like B2B with a little B, right? Like solopreneurs many of them. So, we're talking about for example, Doreen who was a high school college counselor, right? She was the count that one person in the whole high school that helps kids transition into picking and getting into college. Never enough time to go around, she always felt like she wanted to give more. Families would come to her all the time, is there any way I could get additional help? So, she goes through the Meant for More formula, she sees that, wow, 25 years, I know a thing or two about helping kids get into college and she starts to see that there is value. She didn't even realize it. Do you know that the maximum pay after 25 years of her job, she said I could share this was \$48,000. So she-

Dave:

We don't treat our teachers or people as part of our kids very well. It's been an embarrassment.

Lisa:

No. But I mean this is an example. We're not talking about multi-levels taking advantage of people, we're talking about Doreen seeing that what she has value, that people want more of what she have and then taking the time to really organize what she knew into a way that she could help more families. So, she follows the formula, she does it like a test run and gets 12 moms around her kitchen table. She teaches them things she never has time to teach about the college application. And then at the end she says, look, I'm looking to take on a few people to help more, it's going to be \$1,000 and I'll walk you from a to z she expected maybe nothing. It was her test run. She followed all the steps, all 12 got their money out on the right on the table. I would've paid five times that honestly-

Dave:

Did she get Olivia Jade into school?

Lisa:

I don't know who that is.

Dave:

That's one of those YouTube celebrity. One of the... Is it Lori Loughlin's kid? Anyway, that big scheme where people are paying to get into college-

Lisa:

Oh, the ones that were paying? I was so bummed that I missed that. It would have been so much easier to do than the shit we're going through with my son in high school. I mean, I got in too late. But in all seriousness, look at this all 12 moms were like... Here's the difference. When it's your gift it's something you're good at and you learn how to make an offer, which is the fourth step in the formula. We call it an irresistible offer, just like a Doreen's kitchen table, the people who need you, they'll thank you for it.

Dave:

So you taught Doreen how to do that, before she would have just helped them as it was like, oh, let me give you my money because it's worth it.

Lisa:

Well, that is exactly leading into what we call discovering your unique value. So Doreen had this value exactly the same way all of us do. She couldn't see it because of a few reasons. One is, it was easy for her. So, like if you're listening, there's things that are easy for you that baffle other people. The college process is a great example, right? It just seems overwhelming and we don't really know what they're looking for. So, look for the places that are easy for you, but hard for others or things that are obvious to you, you see it but other people don't see it. This is one of the places to start looking for your own unique value.

Lisa:

Some of you have been doing something in corporate for so many years you could do it with your eyes closed, if you took that out and helped small business owners or other people, some people call this consulting, but being able to do it in a niche with your unique value is really what we're talking about.

Lisa:

By the way, the end of the story on Doreen, she ended up retiring. The school was so happy to have someone to send all these people to that they send her constant parents and now the course is \$2,000. She takes a group of 12 through every quarter so what is that? 24,000. So, she's doing six figures, loves it, works way less. When you're doing your meant for more, your unique value, like Doreen, you have the feeling of like, am I really getting paid for this? You can't believe you're getting paid for it because it's generally in an area that you're good at it.

Dave:

And it's something that other people aren't good at but you're blind to it. So because I'm game, so step one, the reframe of the game is stop being afraid of selling, realize it's helping. And step two, figure out what's easy for you but it's hard for other people.

Lisa:

Yeah. We call step two, discover your unique value. That's the formal name. I like to call it getting on your dime. So, like what is that little spot in the universe that is just your place to give. I think a really good example by the way, on step two of someone who really publicly was on her dime for years, then

she got that meant for more feeling and we watched her let go, which a lot of times part of the journey is you got to let go of some stuff that either wasn't working or it's working and you know you're done with it. So this collective pause might be that chance. And that's Oprah.

Lisa:

We watched her on her dime, man, doing exactly what she was made for. All the things that happened to her as a kid, the woman she was, having been a reporter, all of that made her so perfect for the 25 year run with the show. And then I would say in my terms, she got the meant for more feeling like there was something she couldn't see yet, but she needed to make space for it. I went through this last year in my own life, just I don't know why, but I'm downshifting, I'm clearing the decks. It took some courage, it took some financial management, it took getting support, but we watched her take her show off the air and then we watched her start to move toward the own network. And she's still like crafting into that. Right? She's on the journey. So, that's a big public example. But Doreen is an example too, right? 25 years, same thing with her job at the school, and then she went through the transition following these steps and discovering your unique value. That's what you said about, it's easy for you and hard for others.

Lisa:

Here's one more place. In fact, we've got five different exercises that help you find it. But here's another one you guys can just start to take a look at. Where is it that people... And this is how it sounds, they come up to you like this, they say, Dave, can I just have five minutes of your time? I want to pick your brain. Like how many times that hurts. That sounds painful. See now with Dave's case, because he's such a beautiful example of someone living there meant for more, he picked his brain for you, right? You want to pick Dave's brain, listen to this podcast, right? And he picked it for you, he put it into all these products that you can take. It's in his books.

Lisa:

So where do people always want to pick your brain? Because what it is, is you let them. You meet them at one of the Bulletproof Coffee shops, you let them pick your brain. And here's the problem with that plan, is it generous? Yes. Does it really help them? Probably not. Most people who sit and pick your brain, they'll pick it for hours and you're a giver so you give and guess what happens? They do nothing with it. Every time you give like that and the person does nothing with it, you think it has no value.

Dave:

Why is that?

Lisa:

There's two reasons. One of them is, and you've heard this before, when people pay, they pay attention, right? If you ever picked your brain and they got that same information but you had charged them \$1,000, they would be out there doing the pushups in the sit-ups, following your advice, asking you how. One reason is they don't have any skin in the game. It's interesting. It's like watching a TV show but they're not necessarily going to act.

Lisa:

But here's the other reason that nobody talks about. It's because when we let people pick our brain but we haven't gone through the process of organizing what we know so that they actually could succeed

with it, we brain dump, right? They say, can I pick your brain? And we go, sure, we open the lid and we brain dump. And when we brain dump it doesn't necessarily give it to them in a way they can succeed with it. It usually sounds overwhelming. We give them too many things to do. They want to know how did you lose the weight and keep it off or how did you revive your 25 year marriage or how did you manage your money in a downmarket? Like how'd you flip houses? How'd you get your kid into college? Whatever it is, we brain dump.

Lisa:

So, part of the Meant for More formula is organizing, figuring out what your unique value is, and then picking your own brain. Organizing your knowledge into a way that somebody else actually could take the steps and succeed with what you know. And you've done that in all of your best sellers. We can pick up those books. You picked your brain and we can go through them in an organized fashion and we can upgrade our life.

Dave:

That's a lot of work Lisa. I mean, I taught for five years at the university level, I taught postgraduate people. It was engineering. But to learn how to organize my thoughts to teach people, is that something though that you think that the average person who reads your book, or actually... I think you're going to give away part of this. I don't remember what it was, by the way I'm not making a nickel off of that. You just had a gift for people. But is this something that a normal person who's not maybe obsessive about that and hasn't been a teacher, can you do that? How hard is it?

Lisa:

I love the question. We're not asking you to organize everything. What we're asking you to do and walking you through it, we actually have a little system to help walk you through this inside the book. And we call it your unique branded system. Sounds a little technical but what's the unique steps you took to get that result? The thing people want to pick your brain about. Branded means we're just going to name it. It's going to be called the Jennifer's online shopping with success system. I have a sister in-law, right now I called her I'm like, okay, where can they get food delivered? Who's got it? How do you get the appointments? I mean her unique value, she is always the person getting the miles, the free flights, the shopping stuff, I'm like she's the perfect example-

Dave:

I love people like that.

Lisa:

I know.

Dave:

They do all the thinking. I'm not going to do that. I'd rather stick a pen in my eye.

Lisa:

This is exactly what I'm talking about. It's easy for her. Baffles you, I'm the same. But if she were to take what she knew, hey first I do this, then I do this, then I click here, then I buy this and you realized... She told me the other day, I get my Whole Foods delivery by going in at midnight and then you take the one

for three days out and it's okay if you only have three things in your cart because you could keep adding all the way up to the appointment. You know what it would take me to ever figure out something like that? Well, people want that right now and so if she organizes what she knows, then guess what? Our whole family can benefit and if she wanted to turn it into profit a lot more people than are-

Dave:

She could be a food concierge for you where there's a lot of friction between whatever food delivery systems there are, not where I live though. I'm like, there's a sheep walking around right out there and you look like a lamb chop, lamb chops are right here. Kidding. We have a freezer.

Dave:

But I do know, I've talked to people in Seattle, San Francisco, New York and places and it's getting a little bit weird there. So, would a lot of people be in a position to pay a little bit more to get help? Hell yeah. And it's not like having someone just do the delivery it's someone to do the thinking about the delivery. Right? Which is not something that is currently done.

Lisa:

Here's another example of where you're meant for more journey could live is, maybe you've been a service provider, a travel agent like Scott for all these years and you can keep doing that and help me, Dave and 20 other people, but maybe in this time there's some things you figured out about what people are supposed to do about all of these. I mean, I've got 40 tickets for me, my kids that we've got to keep track of and some are refunding and some are credits and there's just a big shit show going on around our travel at my house.

Lisa:

So, what if somebody like Scott, I mean for him I'm just going to have him do it for me, that's one idea. But there's also the whole group of people that are like, just tell me the 12 things I need to do to get a grip on all my travel right now. Rebook, take advantage of some of the deals I can get for summer and the end of the year. Can I get more for my travel miles right now? I keep thinking those first-class tickets that take all these miles, I bet you could get them for a fraction right now to Europe and all over the world.

Lisa:

So, he could package that knowledge. He could put it into some step by step. So there's some people that'll pay to have him do it for him for sure and for any service that's true, but then there's a whole bunch of people that would be like, hey, I'd love to pay you 49 bucks and just tell me the 12 things I need to do and it'll bring me way more than 49 bucks back. Right?

Lisa:

There's a book that many entrepreneurs have heard of called, Think and Grow Rich. Right?

Dave:

It's of the most important books I've ever read. Yeah.

Lisa:

Same with me. And so much of what I'm saying comes from this one part that Napoleon Hill talks about in the book and what he says is this, "It's not the quantity of knowledge that you have that will bring you a great fortune, it's organized knowledge." So many people listening that do want to make a change right now, do you want to up-level or evolve or thinking, well, maybe I'll go get another degree, maybe I need to add to my knowledge, I should go back to school, I should get a certification. But what if like Napoleon Hill says, it's not quantity, it's not about having more, that's not what's going to make you a great fortune. It's organizing the knowledge that you already have.

Lisa:

And that's really what we're doing in the Meant for More formula. What is the thing you would organize? What's the unique value? How do you organize that in a way? What are the actionable steps to really do that? And then how do we turn that into what we call an irresistible offer? Meaning instead of pursuing people, you would invite pursuit. People would be like, oh, you have that? You could help with that? Thank you. People would thank you for it.

Dave:

Do you know why Think and Grow Rich has been such an enduring amazing book.

Lisa:

Why?

Dave:

Well, Napoleon Hill was hired by Andrew Carnegie to go out and study people who'd been phenomenally successful and he did this for like 10 years or something. And there's some thought that he might've been at least a little bit of a con artist because he might not have really done all that, but he at least did most of it. I went in and I looked at the history of the book because it was such a big thing. And what he did is he organized the knowledge very effectively. So, the advice in the book about organized knowledge, the book itself has endured the test of time for almost a hundred years now because specifically it's so well organized, it's a high value high organization.

Dave:

And now I'm going to criticize people are listening to our episode here. You spent an hour of time listening to Lisa Sasevich and me talk to each other about what she's learned. Okay. So she's giving you a brain dump for free, right? And I like this. I've had 700 brain dumps on Bulletproof radio and I do my best. I take about eight hours ahead of one of these episodes and I organize the questions and the thoughts so we know or at least I know what I want us to talk about then I'm guiding our conversation to make it to structures I know how.

Dave:

However, how many hours did you spend writing your book, Lisa?

Lisa:

A lot.

Dave:

Yeah. Probably most world-class books at least 2000 go into it.

Lisa:

It was definitely two years and taking what I have learned from the people we've helped all over the world and saying, how can I put this into some steps that someone could pick it up at the airport and change their life. So, it took a long time to organize my own knowledge. Yeah.

Dave:

Now how long is the audio book version of Meant for More?

Lisa:

That is a great question. I don't know. It just came out. I know it took me two days to read it. I tell all the stories and everything. Yeah.

Dave:

If it took you two days to read it, mine is supposed to take four. So that means you're probably looking at something like six or eight hours would be my guess.

Lisa:

Okay, yeah. It's not a long book. Under 200 pages.

Dave:

So it might only be a five hours, whatever. For a business book it could be in there. So, I'm just going to... As you're listening to us right now, well, you just took 20% of what it would have taken you to get the distilled couple 1000 hours. And this is why books are such a great deal, that they're the highest ROI things you can do with your time because unless they're the crappy book where someone just pasted together a bunch of podcast transcripts or like, hey, I'll write a book for you for five bucks, like garbage books. When it's a well thought out book it is the highest invest the author can bring to you about a topic just militantly and painfully organized, so that you can get the value that Napoleon Hill talks about that you just talked about.

Dave:

And so I just have to say, if you're not listening to Lisa's audio book, my audio book, some other audio books or just reading the books, you're probably not getting the point that Lisa just made there that organization is the key. But in your book, you're teaching people how to organize their expertise enough that they can turn it into, hey, this is how I'm going to pay my rent this month because you don't have to go to the thousands of hours to write a book you might only have to spend six hours organizing your stuff, eight hours. How long does it take to do that step for most people who read your book?

Lisa:

I would say to listening or reading the book, there's the six or eight hours there. And then again, it's not a passive read so I really want you guys to add a few hours on to do the actual exercises of figuring out your unique value. We walk you through it and it's simple and some people say even fun because hey, it's about your favorite subject, you. And then going through to say, okay, if I have some value in that, let's pick my own brain and organize my knowledge.

Lisa:

So, let's say you invest a dozen hours total for a possibility of really creating something that could feed you and pay you and make a difference, not just right now but for the rest of your life. My daughter says she wants to take over my business. She's got a few years to go, but this is me organizing my knowledge. With the value that Dave provides in his book and on his show that is him organizing his knowledge. Learning this muscle is really the biggest thing that you can do to create abundance for yourself and the people that you love for the rest of your life.

Dave:

So, you go through these steps and as I mentioned your audio book and you're giving your audio book away or something? I'm not that organized because you called and said, "Hey, this is what's going on." The universe does this, I was looking like how to interview someone about what do you do during a downtime to figure out what you got and there you popped up. So, what are you doing for people with your audio book? I know you had a special, but I just saw text about it.

Lisa:

Well, it's funny. One of the next steps in the formula is we teach you how to make an irresistible offer. So I figured I'd better be walking my own talk and when the book is launching here, we didn't know we could go with it, be shipping or not, how can I make this irresistible and help people get the info now. And I went to my publisher and said, "Look, I know this is never done," they never released the audio book to like a month out. I said, "can I give it free right now when people buy the physical book?" So, they because it's Hay House and they're awesome, they said, "Yeah, we think people need this now."

Lisa:

And so the way it works is if you go and buy the physical book wherever you are in the world, you'd go to your favorite online bookseller and then you go to Lisasasevich.com and you enter your order number you will get the audio book. Right now you could be listening today completely free the whole thing. I will be whispering the Meant for More sweet nothings into your ear and starting your learning journey.

Lisa:

And the other thing that I want to share is really for you guys that our listeners here and really on this journey to better everything, really that's what we're doing here with Dave, right? You can go to Meantformoregift.com/Dave, they'll know you're from Dave. And we have a little page up there where you can enter your email and we will give you access to a digital course that will help you to discover what your unique value is, what is that thing that I could help people with that it's so close to me, I can't even see it. And this is how you claim your value.

Dave:

Wait a minute Lisa, after they put their email address in there, are you going to try to sell them stuff?

Lisa:

Eventually.

Dave:

Oh my goodness.

Lisa:

There will be a point. Yeah. We are going to do all the things that you see in the book-

Dave:

You should feel terrible.

Lisa:

We're going to walk our own talk.

Dave:

It's cool though because you're giving your... And we talked about this ahead of time. Not in all the details because I forgot them, but basically-

Lisa:

I got some good stuff for your brain you might want to take if you're forgetting things like that. Yeah.

Dave:

There's a course that you were going to sell for like 500 bucks or something which is a pretty common price for online courses. But you said, no, we're just going to give this away with the book. So I'm like, okay, people watching the show that's great. And Lisa's probably going to tell you that you should do something else, but here's the deal, you're only going to give it if the first one was worth it. So, there you go. And that's how it is and there's always the unsubscribe button if the first one wasn't worth it.

Dave:

I would encourage you if you're listening to this going, I'm always skeptical when someone wants my email. Yeah. It's okay to be skeptical. It's also though, okay to say, hey, if they're going to deliver more value than I got for sharing my email, I can always turn it off. So, that's my mindset on those things.

Lisa:

Yeah. I don't really know how else to help you further than today if I can't be in touch with you. But we just decided, if people are in their home for a while, who knows? But, we were going to sell the course actually when you bought the book and then, we'd say, "Hey, do you want the course?" And one of the things that we're teaching in the book is, to make an offer irresistible you want to have, what's the outcome they'll get.

Lisa:

And the outcome of really coming on over to meantformoregift.com/Dave and going through the discover your unique value mini course, it'll take you maybe an hour and a half. We'll ask you some questions about yourself and you watch some videos and download a worksheet. But the outcome is you're going to see some things that are super valuable about the difference you could make and the money you could make doing it that you just really may not have noticed before.

Lisa:

And then beyond that I'm going to be offering some calls that you can jump on where I'll be coaching people through it. So real life examples of real people. Do the mini course, being able to come on complimentary and talk to me and ask questions, what about this? How would this work? How could this turn into an offer? So, it's a time for a pivot. My philosophy and how I'm approaching this time is, I could wake up and be like, what do I want to do today? Focus on right now. And I do that. But a lot of times that can lead me down going, was is my day really the day it could have been?

Lisa:

What I'm doing is standing out a month and looking back, you know we're three months. Looking back and saying, what will I be happy to have done during that time? How will I be happy to have evolved or grown? And then doing that today. And I'm offering this up so that if this is a way that you've been thinking, oh, I'd love to grow and being able to more financial freedom, make more of a difference. Most people want that but they don't have a plan. They just don't know the steps. And that's my expertise, is the steps.

Dave:

The final step in Meant for More is put structures in place. And people don't know this, I used to scoop ice cream at Baskin Robbins for 4.25 an hour, and I used to weld Toyota truck frames. And by the way, if it's like an early 90s Toyota truck, I'm sorry. I probably should not have been welding that truck. That was not my superpower to be perfectly honest.

Dave:

I've shared a one bedroom cheapest apartment thing and paid my way through my undergrad. So, I've lived that economic [inaudible 00:48:18] like I really don't know pretty sure I have enough money for rent this month and I actually photocopied my textbooks because I couldn't afford them. That was actually an incredibly high ROI thing to do.

Dave:

Anyway, when I go through all this stuff and I see this put structures in place, I started a company back when I was in college and I had zero money and it ended up being the first company to sell anything online. And I paid my entire year's tuition in one month of selling Halloween T-shirts believe it or not. But putting structures in place, I didn't have a nickel to put a structure in place Lisa, when I started doing this. And you've been really scrappy in your life as well. So, how scrappy can people be? Because now it's a pandemic. You may not have a job, you may not be paying your rent right now. What is a structure you put in place and how much is it going to cost? I'm just being real mercenary about that because that's scary.

Lisa:

Yeah. I basically share about what I did because I grew my company but never took any investment. We like I said, we were sharing the car and backwards on our mortgage and had babies that needed more of my attention. I couldn't afford help. So I'm trying to coach people in the wee hours. And we have a saying that capsulates what I did and it's what we show you. It's called, build the plane as you fly it. It's what you did with the T-shirts. What it means is that you actually can start getting paid as you're discovering this stuff. You don't have to get this whole thing all built and have a website and colors and even a name.

Lisa:

You can start to notice, I've got expertise in this area, let's take the online shopping example, there's some people that are asking me about it, I wonder if I could organize what I know about it and see if they'd be willing to make a little investment so I can put together a little class. It could be at your kitchen table like Doreen, it could be on a free zoom platform or online platform. We even had people using a free conference lines and teaching one person or more some of the steps that they know to get a particular result.

Lisa:

So, you don't need a team, a company a logo, a lot of the things that people think they need to do first a website, to be able to start helping people. What you do need is to figure out what is your unique value then to organize what you know about that and then to turn that into an offer that's irresistible. That's the steps.

Lisa:

Structure gives you freedom. You don't need to learn to sell. There's a twist ending to this book. You don't need to learn to sell when you've got a structure. So that when you get into the part about, how do you make an offer that people would thank you for you find out, oh, it's not about me learning to sell it, it's just about structuring it in a way that they hear it, like, oh, I need that. You're communicating in that way and giving them what they need to be able to say yes and feel good about it.

Dave:

Well Lisa, you're a uniquely qualified person in order to talk about doing this because you've done it yourself and you've helped enough people do this over time. And so you've been building that expertise over the last 10 years and all of a sudden now there's oh, 20 30 million people who are sitting there going, oh my God, how do I add enough value to make rent? And the mindset may be very different. Whereas before it was, how do I do the minimum necessary to make rent, which is not an uncommon thing. Look, my job sucks so just going to do what's necessary to get my paycheck. And you're like, oh crap, I don't have a job. And all of a sudden now you can pivot and you can say, all right, I'm going to do something that actually people want to know about. So, it's a very different mindset.

Dave:

I think you do a good job of describing that. And that real entrepreneurs do. Like, oh, there's a problem that needs solving, it's going to help people. I'm going to start a company, I'm going to put it online, I'm going to do it. And there's the wantrepreneurs who are saying, I'm just going to copy someone else and probably do a crappier job because I'm afraid, but I'm going to try to steal market share.

Dave:

If you're one of those people, you're probably not going to like your life, even if you do make some money doing it. But if you sit here and be like, oh wow, I actually know something and it doesn't matter just like you're saying, I've talked to so many entrepreneurs, it doesn't matter.

Dave:

Look, I'm a tech guy and I have all these skills in computer security and all this crazy stuff and where can I add value? Let me turn your brain back on. Let me teach you how to make coffee. Seriously it is

completely... I didn't have to have any of my tech background to do what I did. I just noticed something in Tibet and it started like that and it was how do I help people? In fact, I wasn't even going to start a company for Bulletproof, it was just going to be a blog because I already had a job.

Dave:

So all of that stuff. How do you help other people with the knowledge you have and the structure in your book is worth people's time. So, that's why you're on the show. That's why I appreciate you. Give me your URL one more time so people can get the course that you've got, the book and the free audio book and all that stuff so they can see your structure.

Lisa:

Cool. So the first step I would say is to grab Meant for More the physical book and then head on over to Lisasasevich.com and enter order quarter number. Hit the meant for more tab, scroll down so that we can get you the free audio book and a bunch of other training and support to help you on your meant for more journey.

Lisa:

The thing I also want to give as a gift today for all of you here, thank you Dave so much, for helping me to even see that which I can't see about what we're offering, you're brilliant, is if you go over to meantformoregift.com/Dave. I want to give you guys immediate access into our course, the \$500 course Dave's talking about. Call discover your unique value so that you can really see what is the gold mine I'm sitting on. I mean, if I want to harvest the gold, you better find out what it is. And so both of those things will get you well on your journey. It'll take a very little investment of time, money and energy and likely set you up with something that's you're going to be grateful for, to yourself for a long time.

Dave:

If I distill all that down, Lisasasevich.com S.A.S.E.V.I.C.H, I was like, there's no T in there, and find Meant for More, which you can Google for and pick up a copy of it and then all shall become clear.

Lisa:

Perfect.

Dave:

Cool. All right. Thank you Lisa and thank you for listening to Bulletproof radio. I hope this was a valuable episode for you, that mindset to break through the resistance most people have, this is golden in that having been an entrepreneur for most of my life, having had to overcome that icky thought that, oh, if I'm going to sell something to someone, what if I'm rejected? All that stuff. The psychologists in here that Lisa dealt with it herself, she helped enough people deal with it that I would say she's a qualified expert

Dave:

It is hard to hit the Inc list two years in a row because they measure fastest growing companies. So, she knows how to pour gas on a company because she did it and she did it publicly. And then she knows how to take people who have never done any of this stuff and say, hey, we're going to replace your salary and then some in a way that feels good for you and probably takes less time.

Dave:

So, if that sounds like your thing, I think it might because, hey, we are in the middle of a pandemic, you may be stuck at home. I don't know of a more relevant thing to tell you about than this right now other than, hey, here's how to not get sick from the coronavirus. That's a different topic. But you need this skill set too so that you can keep eating the good stuff. See you on the next episode. And we'll probably get deep in science on that one.