



# Millionaire Mentors



What if  
**MAKING MILLIONS**  
was easier than you think?

"Formal education will make you a living; self-education will make you a fortune."

**Jim Rohn**



**Fiona Jones & Pauline Martin-Brooks**

Foreword by John Gray, Ph.D. *Men are from Mars, Women are from Venus.*

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# Foreword

## Foreword

By John Gray, Ph.D.

It is hard to believe that not that long ago I was jobless and at a very low point in my life. I came to realise that to help make positive changes in the world I had to start with myself. So I worked hard and saved enough money to pursue my dream of teaching others through seminars. After a short time, I was making money doing what I loved to do. 30 years later, I am still teaching and love what I do.



I travel the world with Mars Venus Coaches and help thousands of individuals to improve their lives, build wealth, and create the lifestyle they truly desire. That's exactly what the people in this book have done - turned their skills and passion into successful businesses while mentoring others to do the same. This book teaches you how to think like the most successful entrepreneurs in the world so you can make your dreams come true.

Success is the process of getting what we want and wanting what we have. True success is recognising that you are not only in the process of achieving new goals but also being grateful and appreciative for what you have now.

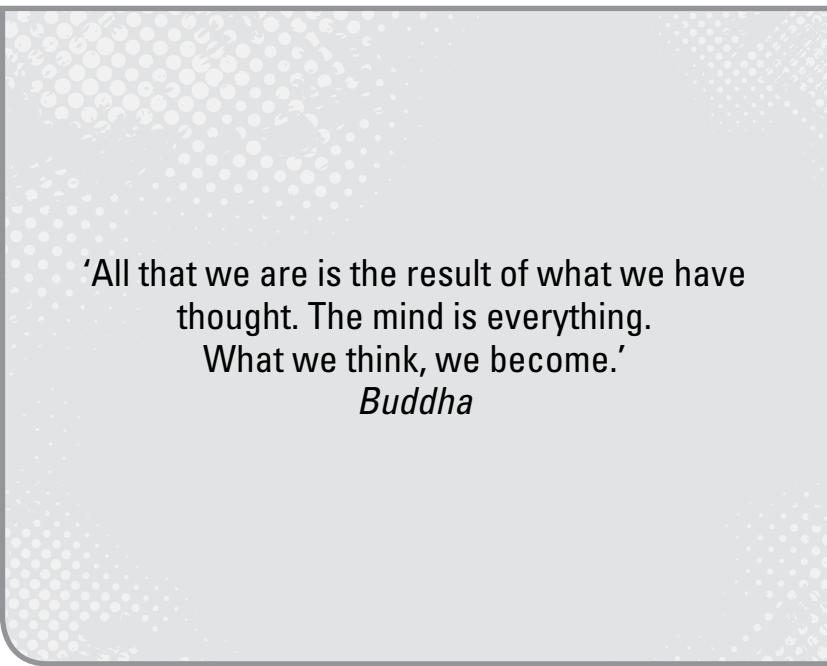
Living an extraordinary life is achieved by having support and standing on the shoulders of others. A Coach is designed to help you make changes to your life, to achieve your dream relationships, health and wealth and to bring you success and happiness. Coaching techniques are designed to help you identify, understand, and overcome the things that are holding you back in life. Coaching brings progress. Coaching brings success.

It is within your reach to take charge of your own personal destiny and, regardless of past mistakes or limitations, begin today creating lasting love, increasing success and vibrant health.

You have the potential to choose the extraordinary and to become the person you were meant to be. Dare to dream.

**John Gray, Ph.D. - Founder, Mars Venus Coaching**

John Gray, Ph.D. is the leading relationship expert in the world and best-selling relationship author of all time. His groundbreaking book Men Are from Mars, Women Are from Venus, forever changed the way men and women view their relationships.



'All that we are is the result of what we have  
thought. The mind is everything.  
What we think, we become.'

*Buddha*

## Chapter 11

# Aaron Parsons Millionaire Commando



*Aaron Parsons*

'Who you associate with is  
who you will become!'

It is 2002 and after 10 years of being stuck in a rut, feeling trapped in a job he hated in the family business, Aaron Parsons received a seminar ticket from a stranger at a social gathering. He attended the event and for the first time in his life sees there is a smarter, better and easier way to make money, but it requires doing things totally different to everyone else.

The first step is not easy for Aaron as he has to borrow \$21,000 to invest in the program and there are no guarantees. He is scared, but the thought of living his dream life and the person he'll become through the process is more appealing than giving into the fear trying to hold him back.

Aaron made \$106,000 in the next three months as a result of what he learned in the program (four times his yearly wage back then). He went on to make a significant amount of money in several business ventures.

Being from the country he was very trusting of people and got ripped off by an unethical operator- the pressure mounted as he lost all his money, leading to Aaron's wife having a nervous breakdown. This was his darkest moment as his family insisted he give up his entrepreneurial dreams and go back to work. Determined not to take a backward step, he was only willing to take a job that accelerated his personal development.

With things heating up around the world after 9/11, Aaron discovered that the Australian Special Forces were looking to recruit more soldiers. This is a childhood dream Aaron couldn't resist and was an opportunity to put him in an elite group of people to raise his standards. Every day he was tested in the most extreme ways.

The turning point for Aaron was at a commando function attended by past and present commandos. Here he met his mentor, a super successful entrepreneur making over \$30 million a year from his businesses. They hit it off and Aaron's mentor shared the secret to his success, applying commando principles and strategy in business.

Aaron went back to his family's multi-million dollar business to test this business success formula; the results are phenomenal. He increased the bottom line profits by a massive 361 per cent in just five months.

He then took on a coaching client and five months later had exploded

their business profits by a whopping 504 per cent, transforming their six-figure business into a million-dollar business.

Aaron founded The Business Commandos to transform people into strategic entrepreneurs with the business success formula. He loves giving back to social causes and is passionate about the ripple effect of entrepreneurship.

At the time of writing Aaron has five companies and only works in one of them. The others operate on auto-pilot.

### **What beliefs around money did you grow up with as a child?**

I was fortunate growing up to have entrepreneurial parents. My Dad taught me as a kid that good debt is GOOD. Wealthy people know that everything goes up with inflation except for one thing – DEBT. For example, if you buy a \$1million property today, historically property prices have doubled every 10 years. So if you put down a 10 per cent deposit (\$100k) to buy the property and don't pay anything off the loan, 10 years later you'll have a \$2million property.

Take out the \$900k debt you owe and the \$100k you put into the property, you have just made \$1million out of thin air by leveraging off this wealth-building principle. I bought my first property at 18 years of age, I'm grateful for the great advice and lessons around money from my parents.

### **Who was your mentor growing up?**

Mum and Dad taught me a lot growing up in the family business. Both taught me valuable life and business lessons that have served me well. Firstly the value of money, whenever my brother, sister or myself wanted something growing up we had to earn the money mostly from working in the family business. Mum trained me how to be a leader and take charge when required and also to help others less fortunate than me. Dad drilled into me, to respect everyone and treat people well regardless of who they are.

I remember when I was managing one of the units in the family business as a 20-year-old and we needed to invest into a \$30,000 machine for the business. Dad and I attended a trade show for me to see what

machine I wanted to buy for the business. We walked up to a stand that was selling these particular machines and the sales rep totally ignored me, walked straight past me without even acknowledging me or saying hello. He walked straight up to Dad who let the sales rep know I was the one who knew about this machine and who would be making the buying decision. Funny thing he came back to me very friendly this time, but the damage was done: I bought the machine from his competitor next door. Arrogance is expensive; all of the successful people I know and associate with are extremely humble people.

### **What made you get into the field of mentoring, coaching and educating others?**

Growing up in business, I always said that when I get older there is no way I'm going to play that insane slaves game in business; then I met my wife Michelle and there was one thing she wanted to do right or wrong: yep you guessed it, go into business.

The best thing that we did was invest in our own education first. I remember the first investment in my education was \$21,000 and back then I was only earning \$25,000 a year... three months later, however, we made \$106,000 from applying the strategies I learnt. That's more than four years pay in just three months, I was excited to say the least.

Finally I found a better, quicker, easier way to make money and the rewards were so much greater.

As I continued with my entrepreneurial ventures I saw that most business-owners were struggling to make ends meet, as they lacked the all important entrepreneurial training to build a business that serves them rather than being a slave to it. Most entrepreneurs sacrifice family, friends and fun for very little reward and the dream of owning their own business soon turns into a nightmare; without the right training the entrepreneur's workload goes through the roof and the rewards are diminished; I started The Business Commandos to transform people into strategic entrepreneurs.



**'Your level of successes will seldom exceed your level of personal development.' Jim Rohn**

### What was your first childhood entrepreneurial experience?

I was 12 years old working in the family business after school, on weekends and every chance I could, getting paid \$4 per hour. I remember saving up for a motorbike that was \$600 and thinking how could I raise this money faster, which led to my first entrepreneurial venture; I started selling stuff from around the house that we no longer wanted at the local market.

My first market, I made \$110 in three hours; I was stoked and more importantly this experience taught me how much faster you can achieve your goals as an entrepreneur compared to working for someone else.

### Do you have a coach or mentor yourself?

Of course: I've had many great people to whom I am extremely grateful guide me throughout the years. I joined the Special Forces to raise my standards and to fulfil a childhood dream. Never in my wildest dreams would I have thought that is where I would meet my mentor who has had a significant impact on my life. He's an older guy in his late 60s. I met him at a Commando function where past and present Commandos attended, he's a former Commando and highly successful entrepreneur who makes over \$33 million a year.

We hit it off and he took me under his wing and showed the biggest key to his business success, applying strategy and the commando principles to business.

I tested these principles on our multi-million dollar business first and grew the net profit by 361 per cent in five months; then the first client I worked with in The Business Commandos achieved 504 per cent profit growth in five months, which transformed a six-figure business into a multi-million dollar business.

More recently I've been mentored by Paul Dunn who's helped me to be a better communicator. Paul is the chairman of the philanthropic organisation, [www.b1g1.com](http://www.b1g1.com) that helps entrepreneurs make a positive impact to causes they care about as they grow their business. Apart from being a great person who I am grateful to have in my life as a friend and mentor, some of the pure gold he has shared with me has easily shaved 10 years off my learning curve.

That's the big benefit of learning from a mentor who has already walked the path before you.

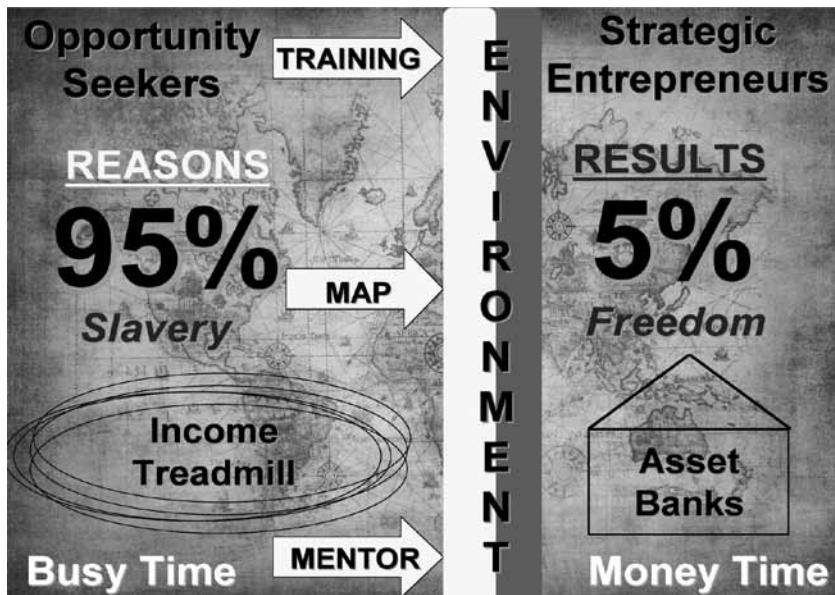


## Do you think everyone should seek a mentor or coach?

Absolutely! Why on earth would you struggle through the school of hard knocks when you can plug into the school of prior learning by getting a mentor who already knows the path and can guide you every step of the way.

Just ensure you seek out the right mentor for what you want. Do your homework and make sure they have a successful track record and aren't a self-proclaimed five-minute expert with no tangible runs on the board.

## What are the biggest lessons you have learnt around money?



If you look at the statistics, only five per cent of our population is financially independent and the remaining 95 per cent get stuck on the income treadmill; when they stop working the income stops flowing in.

Walt Disney said, 'Most people spend their life mowing grass. They start at the top on Monday and by the time Friday comes around it's time to start all over again.' In other words, they remain stuck on the income treadmill. They think that if you want more you have to work

harder; and if you're stuck on a treadmill, working harder doesn't get you any further.

So many business-owners wake up to this when it's too late and the very time when they want to cash out they learn they don't have a business at all, they really have a job and without them it's worthless.

Business is the best vehicle in the world for generating large cash flows, but when done wrong it is also the worst vehicle that can draw you in and suck the life right out of you.

The big difference with what the wealthy five per cent do is build Asset Banks; Asset Banks are Golden Gooses that continue to lay golden eggs on auto-pilot without you even being there.

Another key distinction is that 95 per cent are opportunity seekers, looking for that once-in-a-lifetime opportunity that is going to make them \$1million overnight.

The wealthy five per cent are strategic entrepreneurs who focus on earning \$100 or \$1000, but every minute of everyday. Wealthy people build money-making systems, do it once and get paid forever.

Your environment plays a crucial role: choose your peer group carefully; there are too many sceptics out there today that have all the reasons why 'it can't be done'; sceptics are in the gold mine digging for dirt while you're in the mine to *Dig for Gold!*

Put yourself in a peak performer peer group to accelerate your results. There are four keys to making the shift into the five per cent and being a successful entrepreneur – these are covered in detail on my free DVD that you can get at: [www.TheBusinessCommandos.com/dvd](http://www.TheBusinessCommandos.com/dvd) Use promo code 'Mentor' and we will mail you the free DVD.

### **What has been your most inspiring story from one of your clients?**

One of my clients was a business coach struggling to attract new clients who said he'd been to all the seminars, tried many different tactics and he was working long hours; when he came to me he was within weeks of closing the doors for good and giving up on his dreams.

We sat down and looked at his business to map out a strategy to generate fast results; I asked how he was getting new clients; I was told mostly through cold calling and some print advertisements that were not profitable; I asked how much a client was worth to their business:

they charged \$1295 per month and on average a client stayed with them for 10 months, so each client on average was worth \$12,950.

The strategy I used here was a joint venture: Who else has the same type of client you work with that is not a direct competitor of yours, I asked; we then worked through a list of potential joint-venture partners; next we looked at what he brought to the table to offer the joint-venture partners in order to promote his coaching service to their database; as with any transaction in business, joint ventures must be a win-win for both parties.

If he had a sizeable database we would have offered to do a reciprocal promotion for the joint-venture partner to his database of clients, but in this case the business coach had a database of only 1200.

Our first partner who agreed to our offer was a seminar promoter who had a large list of people who were in this business coach's target market; the deal was that the promoter emailed his list with a free coaching consultation and for every new client that my client (the business coach) got, the promoter received \$500.

The result: My client got 39 leads for the free coaching consult and 21 of them signed up as clients; the promoter received \$10,500 for sending one email;

the lifetime value to my client was:

$$21 \text{ new clients} \times \$1295 \text{ per month} \times 10 \text{ months} = \$271,950$$

$$\begin{aligned} &\text{Less } \$10,500 \text{ commission paid to the joint venture partner} \\ &= \$261,450 \end{aligned}$$

This strategy not only changed his business, it significantly changed his quality of life.

With the guidance of a mentor and an effective strategy any business can be totally transformed in a very short period of time.



**'The difference between ordinary and extraordinary  
is that little extra.' Jimmy Johnson**

### What challenges have you experienced in life or business and how did you overcome them?

The biggest challenge was in the early days when I made a bad decision investing too much money and trust in someone who lacked integrity. Growing up in the country I was used to people sticking to their word and doing business on a handshake. This experience taught me a valuable, albeit painful lesson at the time.

The pressure mounted as we lost all of our money and were \$330,000 in debt, within one month of losing our house, and my wife had a nervous breakdown. This was my darkest moment as my family insisted I give up my entrepreneurial dreams and go back to working a job. Determined not to take a backward step, I was only willing to take a job that accelerated my personal development.

With things heating up around the world after 9/11, I discovered the Australian Special Forces were looking to recruit more soldiers; this was a childhood dream I could not resist and the opportunity to put me in a group of peak performers to raise my standards; every day I would be tested in the most extreme ways.

The turning point for me was at a commando function attended by past and present commandos; that was where I met my mentor: a super-successful entrepreneur making over \$33 million a year from his businesses; we hit it off and he shared the secret to his success, using commando principles and strategy in business.

Since then, I've never looked back. In the past three years I've generated over \$30 million in a range of different businesses.

### What important lessons have you learnt from this experience that have helped you?

Welcome frustration: as it builds you're getting closer to your snap point, when enough is enough and you DECIDE to make it happen; sometimes we get stuck in our comfort zone and it takes something serious to take action.

Your comfort zone is the enemy of growth: so many times in the Commandos I was faced with challenges out of my comfort zone that at the time I would have preferred not to take and the big lesson I learned each time was that each time something is outside your comfort zone, then welcome that feeling of fear as it's a growth opportunity in

disguise; and the bigger the challenge, the more uncomfortable it is, the bigger the growth opportunity and the reward at the end.

If you stay in your comfort zone your success will be limited financially and in any field you're in; a shift in thinking and behaviour will change your life.

### **What makes you or your business stand out from your competitors?**

We bring commando principles and strategy to business; no B.S hype or magic pill in a box, but proven Business Commando strategies that deliver rapid results when implemented.

We transform people into strategic entrepreneurs. The Australian Special Forces have a unique way of bringing the best out of people to say the least and that's exactly what we do. We're certainly not for everyone; we're not into airy, fairy stuff, we help you cut through the clutter, get clear on your target, map your strategy and take aggressive action to make it happen faster than you ever thought possible. The truth is in the results.

### **What is the most common question you get asked by your clients?**

The most common question I get asked is: what is the one thing I need to do to turn my business around and make it a big success? Everyone is looking for the magic pill, but there is no one-step solution.

Success in business comes from doing multiple things in the right order. Just like baking a cake, the right ingredients need to be added at the right time and then managed the right way to achieve the optimum result. Some say our business success formula is the 'magic pill': it still requires implementation before the profits start flooding in.

### **How does one in your opinion keep motivated and inspired on a daily basis?**

Do what you love and focus on your cause; the line between work and play should be blurred; put yourself in an environment of great people and continue pouring in the all important personal development fuel. Consciously choose who you associate with; naturally your environment influences you; whether you associate with negative people or positive people who want to see you succeed will have a major impact on your results.

**'People often say that motivation doesn't last.  
Well, neither does bathing - that's why we  
recommend it daily.' Zig Ziglar.**

**What are your tips for getting through a difficult time in your life or business?**

Focus on a cause that you care about that is much bigger than you; find your reason why, that thing that reaches down and rips your heart out; you will do more for others than you will ever do for yourself.

When you connect with that big thing that you really care about and want to make a positive impact, that's when the magic happens; that is what will get you to smash through those obstacles when they appear and what will get you to take the necessary actions to achieve your strategic objective.

**What do you believe holds most people back from achieving the financial success they so much desire?**

Using an ineffective vehicle, ineffective tools, ineffective information and not having an open mind to try a 'New Strategy'. Too many people who are struggling financially would rather be right than rich and most focus on working harder rather than working effectively.

For example, if I wanted to chop down a tree with a hammer, that would certainly be working hard, but if I stopped and thought about it first and used a chainsaw it would be both faster and easier, as well as so much more effective; with the right vehicle, tools and information, you can have it all.

Most of us have been conditioned for failure at a young age and then go through school being taught the exact-opposite strategies that are required to be a successful entrepreneur. For instance at school we were taught it is bad to make mistakes and not being afraid of making a few mistakes has been a major key to my success as an entrepreneur. Get over your fear of failing, it's all a part of success.

And the other big thing we were taught not to do in school was not to copy others – and the fastest way to get any specific result you want in life is to find someone else who has already achieved what you want and copy or model what they did. Modelling success totally fast tracks your results as an entrepreneur.

### **What techniques do you use to achieve your goals?**

Get clear on my target, create my strategic Gap Map and take massive decisive action; constantly review my results and adjust my aim on the move forward.

**'The path to success is to take massive, determined action.' *Tony Robbins.***

### **Is there a significant quote or saying that you live by?**

Don't say 'no' to yourself, let someone else say 'no' to you (If you don't ask, the answer is always no);

and...

Strike swiftly!

(Most people play the game of life on defence trying to not lose; you must attack to win the game)

### **What is one of the most effective ways to double a business's profits in the next 12 months or less?**

This strategy is called targeting your PROFIT VEIN or DREAM CLIENTS; most clients in your business may be worth \$1000 a year to you, whereas your dream clients are worth \$1 million a year to you; I'm sure you've heard of the 80/20 rule, or Pareto principle, where 80 per cent of your profits comes from 20 per cent of your clients: well this is more 95/5 and you must target the five per cent who make the biggest impact to your bottom line.

The first step involves creating a dream 100-client list so you end up with 100 dream clients to target; now you have your hit list it's time to

send in the long-range bombs and a great way to convert your dream clients is lumpy mail; I refer to it as long-range bombing as the first few are effectively softening up the resistance to send in the infantry.

The latest research states that you need to be prepared to hit your prospects at least nine times to convert them.

So I normally set up a 10-step system and when I'm working with sales teams I train them to expect rejection nine times; this way the sales team are more immune to the rejection as it's all part of the process.

Remember your dream clients are worth a lot more money to your business than normal clients so it's worth investing more money in marketing to get their attention and attract them to your business.

It is crucial you create a plan for consistent marketing efforts and stick to it; send your marketing pieces about two weeks apart and you can follow up with a phone call; most businesses stop after one or two rejections and leave most of the money on the table.

People's lives change frequently and the key for you is to be there when they are ready to buy. They might not be ready today or tomorrow, but if you're consistent in your follow-up, they may be ready five months later.

Plus, your marketing material may land on their desk the very day one of your competitors, who they are currently dealing with, has given them a poor experience and BINGO! you're in!

When using lumpy mail I recommend you send pieces that they won't throw out; stuff they will keep because it's cool or it may be something like a little Rubik's Cube they like playing with while sitting at their desk; and over time they have a bunch of your stuff sitting on their desk in front of them giving you the all important top of mind awareness.

Here are 10 lumpy mail examples you can use;

1. One red sock with an invite to an event where they will get the second red sock to make the pair
2. A bar of soap with a letter saying, 'You don't know me from a bar of soap, so here it is,' and then lead on to why you have contacted them

3. You can get special bottles to send with your message inside the bottle
4. Coconuts that unzip with your message inside
5. A gift box with chocolates inside and your sales letter
6. Send a torch with the opening message saying, 'Don't be left out in the dark about \_\_\_\_\_', and your message flows on from that
7. Mail a Rubik's Cube saying, 'Are you puzzled by\_\_\_\_\_?'
8. A compass, 'Have you lost direction on your company when it comes to \_\_\_\_\_ today?'
9. A tape measure: 'Do you measure up to today's standards in \_\_\_\_\_?'
10. 'Get our free report on the three biggest mistakes made by \_\_\_\_\_ today.'
11. Or even a thermometer with a lead-in message like, 'Are you feeling the heat with \_\_\_\_\_?'

The list is endless of how you can use lumpy mail; all it takes is a bit of creativity.

Remember to be educational with your marketing too, so that you're giving them something of value and they look forward to opening and reading your material.

Here's an example of how one of my clients employed this strategy:

I sat down with him and worked out the lifetime value of his dream clients; they're worth \$12,000 a year and on average this business holds on to their clients for 10 years, so  $10 \times \$12,000$  gives us a lifetime client value of \$120,000.

Next I got him to sit down and write out a list of 100 new dream clients we could target; we then mapped out a dream client marketing campaign to hit them every month with the next piece of our 10-step marketing system.

Before we launched the campaign I showed him how the odds were massively stacked in our favor:

Each marketing piece to mail costs \$5 and we are hitting 100 people a month, which equates to a \$500 a month spend. Worst case scenario: we do this for 10 months to all 100 dream clients, which equals \$5000;

I pointed out to him that we only need one new dream client to be in profit.

We launched the campaign and six months later we had landed 21 of the 100 dream clients; that's worth \$2,520,000 over the next 10 years in lifetime client value and adds an extra \$252,000 a year in sales for the business.

Plus, the business is implementing some new strategies that we share in our members' Boot Camps that will significantly increase the lifetime client value and what each dream client is worth to the business each year.

If you've read some of the testimonials on our website you will have seen how we've grown business profits in a whole range of industries by hundreds of percent in less than 12 months and, in a lot of cases just six months.

And bear in mind the dream-client strategy is only one strategy; when you start combining multiple strategies together they compound and your business profits skyrocket.

Small hinges swing big doors and a few small adjustments in a couple of key areas of your business make a massive impact to your bottom line.

### **If you had to start again, would you do anything differently?**

Definitely: hindsight is a wonderful thing isn't it? If I had to start all over again I would ask for help sooner and surround myself with a great team of well-developed resourceful people. I would also focus on developing more key partnerships and strategic alliances.

### **As a millionaire, what is the most common question you get asked and what is your answer to it?**

People are always asking me for the magic pill, asking 'what is the one thing I need to do to become a millionaire?'

My response is I do not know of one thing that will make you a millionaire, but I do know multiple things that will make you a

millionaire if you commit to doing them. The steps are laid out for you on my DVD you can get for free at: [www.TheBusinessCommandos.com/dvd](http://www.TheBusinessCommandos.com/dvd)

Use promo code 'Mentor' and we will mail you the free DVD.

**What do you think holds people back from becoming successful and living their dreams?**

- a. Lack of desire to take massive decisive action
- b. No strategic plan
- c. Lack of knowledge
- d. Surrounded by negative, unresourceful people
- e. No mentor

I remember reading a story about an old lady on her deathbed: her family were all around her in her last moments when she said, 'You know I've gone through life careful not to take any risks; I look back now and what on earth was I so afraid of; I regret not taking more risks and doing more with my life. Please don't make the same mistake as me.'

**THE BIGGEST RISK OF ALL IS TO DO NOTHING!!**

**What are the keys to becoming a successful entrepreneur?**

- 1. Training: you don't know what you don't know; training is crucial to gaining the all-important knowledge and also the tools to get you operating at peak performance.
- 2. Environment: put yourself in an environment of elite entrepreneurs who are playing the game the way you want to play. At my seminars I talk about when I joined the Special Forces as an example: the Commandos is a group of elite soldiers with high standards and very soon my standards were raised to their level. It happens by default. Fortunately, this principle is applicable in any environment: if you want to be successful, be careful who you associate with; who you associate with is who you will become.
- 3. A mentor: you need someone who is already successful who will support you, guide you and hold you accountable.

4. Map: having your own Strategic Gap Map is an absolute must; not only does it get you crystal clear on your target, it also chunks the steps right down to what needs to be done on a daily basis to achieve everything you want faster than you ever thought possible; this is the key that lifts your performance to your potential.

### What are the four most common mistakes you see entrepreneurs make when trying to achieve their goals?

The majority of people have poor thinking and think they are saving money doing it ALL themselves, working flat out with their head down and bum up day in, day out getting nowhere; and they continue doing the same thing hoping they will get a different result; they're trying to win the Melbourne Cup on a donkey.

Every successful person who has achieved greatness has done so by seeking the help of others; rather than take the ineffective path of going it alone, successful people seek help from a business mentor who has already been successful in business and can show them the fast track to business success.

'Poor people spend time to save money; wealthy people spend money to save time.' They waste their day in reactive mode, reacting to all the chaos within their business and spend their time each day putting out fires. To be a successful entrepreneur you must be proactive and the key to being proactive is having a Strategic GAP MAP and to work on your business, rather than in it.

They fall in love with the wrong thing. Like themselves, their ideas or a product – they go into business based on that only to learn several painful broke years later that nobody else cared about what they had to offer.

'Successful entrepreneurs fall in love with their clients and continue to tailor their business to suit what their clients want, always thinking 'market first, product second'. Just like a waiter at a restaurant, you need to simply ask what your client wants and give it to them.'

And finally, they don't embrace mastery and training; they may be great at what they do like a great coach, mechanic, hairdresser or a range of other technicians, so they go into business for themselves and don't have a clue about business. 'Ignorance is far more expensive than education'.



One of the most valuable things I learnt as a Special Forces soldier was the power of *Mastery*. This is achieved from repetition and consistent training in specific skills; as Zig Ziglar said, 'You can't get somebody else to do your push-ups for you'.

I get people approach me at events and ask me, 'What is the one thing you did that made you a multi-millionaire'. They're looking for the one off 'Magic Pill'; training is critical for success and until they embrace Mastery, they will remain broke. Whether we're talking about business, sport, acting or any other field, all of the BIG rewards are received by the top five per cent in the field. All masters embrace the all important ongoing personal development and training, or 'sharpening the saw', as Stephen Covey, author of *The Seven Habits of Highly Effective People*, would put it.

The Woodcutter story is a great example:

Woodcutter 1 works non-stop all day, whereas Woodcutter 2 stops four times throughout the day; at day's end woodcutter 2 has cut a lot more wood than woodcutter 1. Woodcutter 1 looks at woodcutter 2's bigger pile of wood and says, 'I don't understand, I worked hard non-stop all day and you took four breaks and you still got more wood than me'; to which Woodcutter 2 replied, 'No. I wasn't stopping for breaks, I was sharpening my saw'.

### What area pays the biggest dividends in business that entrepreneurs should focus on?

Working on your business strategy is the highest pay-off there is in business, followed by marketing and innovation. The amount of time you invest in strategy will have a major impact on the size of your profits.

'Most people get obsessed about tactical details before they embrace a strategy, and as a result, when the tactic fails, they begin to question the strategy that they never embraced in the first place.'

The information age is well and truly upon us and thanks to the internet it has never been easier to arm yourself with information on whatever your heart desires. This can be both good and bad...

Where a lot of people fail is they attend seminar after seminar, read book after book and load up with all these new tactics, which raises their potential, but their performance doesn't change. You see, tactics

are important, but by themselves they are useless; when you wrap the tactics up in a strategy is when they become powerful and your performance meets your potential.

'If you're happy about your last five years, don't change a thing and your next five will be the same.'



Aaron Parsons is offering readers of *Millionaire Mentors* the fantastic gift of a DVD revealing Aaron's business success system he's used to generate over \$30 million in the last 3 years in a range of different businesses.

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