

## FYS 167

Welcome back in my friends I am so excited to have you with us again on the podcast today, we are talking about education, self-education personal development, and I believe that you are here because you are someone who likes to invest in yourself. So whether you're listening to this on our audio podcast, whether you're watching on one of our video outlets I would love to know from you what your favorite business book is because we're going to be sharing several of mine today. Now, these are business books that I believe everyone in business should read and learn from, but especially for those of us who are believers in business, these are going to not only help you with your business they're also going to feed your soul. And so strap in, and if you're listening to this on the go be sure and check the show notes for all the links to the books that we're mentioning today, as well as a special invitation to a masterclass by one of the authors.

So, first off, we're going to start with one of my favorite business books ever and I got turned on to this particular author, and the business person probably in 2017, 2018 ish. I got the book read the book tried to put some of this stuff into practice, but it didn't really click until I took a class with the author and I'm so excited that he's got another class coming up soon. So you also will be able to do that what am I talking about? I'm talking about the book launch by Jeff Walker. And now if you're watching the video, I've got the old book in my hand because the physical book has not reached me here in Mexico yet, but he's got a brand new book, a brand new cover, an updated edition with additions to his templates, with additional stories of successes and all different kinds of niches.

But Jeff Walker and the book Launch has been significantly instrumental in the growth of our business over the last 2 to 3 years alright that workshop that I went to in 2019 and heard him in person totally, totally is a pivot point and a change in the life and the history of our business and the people that we're impacting. Because over the next few years, since then, we have not only been able to double our business and then triple our business and then quadruple our business. Like that's really the pivotal point where we began to see our business grow into what is now multiple 6 figures, and so I want to recommend to you this book launched by Jeff Walker as well as the link to his upcoming masterclass in our show notes you need to register for that free class and at least give yourself the benefit of hearing what he has to say.

Twenty (20) plus years of launching in the online space this man knows what he's talking about the principles that he teaches, apply just as much today as they ever did and you're going to love it's full of information, full of incredible stuff. But the book, especially the book launch you want to dive into chapters about six, seven, and eight, where he's got actual templates of things that you can send to your people when you are getting ready to launch. So he's got something called the shot across the bow email that goes out to let people know that this is coming and ask for their questions so that you can be sure you're covering them. And the things that you're teaching as

you launch your product or service or coaching program or high ticket offer. And, he's got the templates for what to send out in the emails and templates for how to position those, those classes or that content, whatever. If you choose to do classes, if you choose to do emails, if you choose to do it some other way, the framework is all there in the book launch by Jeff Walker I highly, highly recommend it. Seriously, get the book sign up for the masterclass you don't want to miss if you don't know Jeff already, you don't want to miss learning what he has to teach.

The second book that's more tactical, right and you know believe it or not it works. And so the tactical part of the launching process for your course or your program, the next book that I'm going to talk about it has to do more with perspective alright, and when your perspective changes everything can change. And that is the premise of the book called *The Noticer* by Andy Andrews and I read this for the first time several years ago and it totally, totally changed my perspective. What's the premise of the book? It's a fictional book and it's all about a traveling guy with a suitcase, right? Who goes around to different places and has instrumental conversations with people who need to change a perspective in their life. What did it do for me in my business? It taught me more about doing business with people. Business is about the people we're in business with because of people we're in business to serve people.

It's people who purchase our services and products. There's a person on the end of every single one of those financial transactions, and the more perspective we can have about the other person's situation the better we can serve them. And this book really, really opened up my eyes, not only to the story that may be playing out on the other side of what I'm doing but also about my legacy. And there's a quote that he says here at the end of one of these conversations that I just love “ There are generations yet unborn whose very lives will be shifted and shaped by the moves you make and the actions you take tonight and tomorrow and tomorrow night and the next day and the next”. And he's talking about that long-term legacy perspective that what you do now, doesn't just affect you what you do affects the people you serve absolutely the people that you touch, but not only does it touch them, it touches the people they touch, and that has an impact on the people they touch.

And this ripple effect of what you do, the actions you take, the words that you speak, the classes, and the courses that you create right now can have an impact on future generations that you can't even imagine. And so that book was hugely instrumental in opening up my vision in opening up my perspective about the people that I'm serving and it's a great one for really getting that new perspective on what is possible through your business into future generations. An honorable mention here in the perspective part would be the book *know what you're for* by Jeff Henderson and this is also been hugely instrumental in targeting our marketing and our languaging towards the people that we serve right. They don't want to know what you're selling they want to know how you can help them and that book was really, really helpful for us to be able to hone our languaging in more towards what our people are looking for and how we can be right there when they need it and serve them. So *know what you're for* by Jeff

Henderson I don't have that book physically it's on my Kindle so I don't have one to show you if you're on video check that one out as well.

And again all the links to these are going to be in the show notes for you so head on over to For Your Success Podcast.com and claim those and register for that masterclass with Jeff Walker. Alright, the next one I want to talk about has to do with the mindset of the main book that has been instrumental in the mindset shift in our business and the way that we serve our people. I don't like the word sell, but the way that we serve our people and make invitations to our programs has come through a little tiny, tiny book called the greatest salesman in the world by Og Mandino. It doesn't look like much it doesn't feel like much if you get it in your hand it's only like half an inch thick. Right? It's incredible even if you get it on audiobook, I have both of them incredible, incredible read.

Again it's a fictional story with life-applicable lessons that you can apply right now to your business one of the things that I love most about this is that there's a series of readings that this man recommends that you do every day for a month. And then you move on to the second one and you read that one every day for a month. And each of them has to do with renewing your mind around a certain area of your business. And the greatest salesman in the world is the title and so, you know it has to do with sales but it's all about how we serve our people how you think about how we serve our people what we're believing when we serve our people.

And so in chapter 15, it starts with today I will multiply my value a hundredfold, a Mulberry leaf touched with the genius of man becomes silk. A field of clay touched with the genius of man becomes a castle. A Cypress tree touched when the genius of man becomes a shrine, a cut of sheep's hair touched with the genius of man becomes raiment for a king, if leaves and clay and wood and hair can have their value multiplied a hundred yet even a thousandfold by man, can I not do the same with the clay which bears my name? Today I will multiply my value a hundredfold so that chapter is talking about the value that we give to our people.

I do not preach discount, discount I think you should sell your products based on the value you can provide not on the price comparison that you can give alright those who compete on price always lose and usually end up going out of business. Those who compete on value can continue to increase not only their prices but also their audience and their clientele. And their impact on future generations and check this out the greatest salesman in the world by Og Mandino I highly, highly recommend it. I have read it probably twice a year for the last three to four years and it's super, super impactful I go back to it all the time.

Alright so then the last two that I'm going to mention here I guess we had six, not five I've got two special mentions or highlights here. Bonus mentions if you will at the end and one of them is called The Marketplace Christian by Darren Sheer. And the reason that I love The Marketplace Christian, by Darren sheer especially for those of you listening, who are believers in business is that it goes through the spiritual gifts and

how they can be applied in your business. Alright and so he walks us out how to know what your spiritual gifts are and what those translate to in terms of the business world, in terms of the things that you are good at in terms of knowing what you're not good at. And being okay with that and being okay with finding people who can complement your weaknesses with their strengths to build an even stronger business and stronger testimony in the marketplace.

So, special mention *The Marketplace Christian* by Darren Shearer and then last, and finally I have to mention my book *Faith Like Flamingos the Christian Business Guide To Walking Out Your Faith In Bold Color* I was never a Flamingo freak. I didn't even have an interest in knowing anything about smelly stinky birds until I saw flamingos in the wild and God gave me a huge lesson on how Christians are so much like the Flamingo. We don't realize how fabulous we are we don't realize how unique and how special we are in this whole ecosystem in which God has placed us. And if we could realize that which I hope you will through reading this book *Faith Like Flamingos* if you could realize how special and unique you are and the amazing plan God has for you in this world.

You would shine brighter and you would be bolder about doing what he's created you to do because doing what God has created you to do is your best worship.

So those are my book recommendations for the Christian in business. I hope you'll check them out at the show notes and sign up for that free master class with Jeff Walker so that you can have an amazing next launch for your course or program.

We'll talk to you soon. Bye-bye.