



Key Points and Actions Summary

of Jim Bunch's interview with:

John Assaraf and Murray Smith, the Co-Founders of OneCoach and the bestselling authors of their new book, "*The Answer*"

Interview Title:

'The Answer' to Your Ultimate Business!

This document is designed to save you time and create greater learning from the masters who were interviewed. We give you the salient points from the interview plus simple actions you can immediately take to achieve faster and more meaningful results in your life. When you combine hearing the interview, seeing and digesting this document, and doing the simple recommended actions, you can more fully live The Secrets of the Masters.

- **The Question** – “Is it possible for me . . . to ever live a meaningful, purposeful life, to make enough money to do what I want and really live financially free. . . to do what I want, when I want to do it, with whom I want to do it?”
- **The Answer** – The answer is unequivocally, ‘Yes, it’s possible.’ And it’s not just possible it’s probable when you have the right information in the right order with the right instruction of what to do. *The Answer* was written for entrepreneurs who have a dream of achieving financial freedom. *The Answer* removes the doubt that most people have about their ability to achieve that dream and gives them the exact steps to take. The American Dream is alive and well and it’s within reach of everyone who’s prepared to do what it takes to achieve it.
- **Results can be predictable** – Like the combination to a safe, if you know the numbers, the order in which to turn them, and you follow that sequence. . . you can access that safe *every* time. The safe is an analogy for whatever you’re looking for in life whether it’s more spirituality, more health, more relationships, more wealth or business. *The Answer* is ‘the code’ for building a successful business, both initially and for sustainability.
- **Why most people fail in business** is simply because they don’t know what they don’t know or they’re not doing what they know they should be doing. The first half of *The Answer* deals with why you don’t do the things that you know you should be doing. . . because of past conditioning, thoughts, beliefs, and behaviors, which all control the results. Business owners must learn the laws of the universe and the power of the brain, then take action on specific business steps.
- **Law of Resonance** - The Law of Attraction should really be renamed the Law of Resonance. So many think of the Law of Attraction as a magnet. What the Law of Resonance really decrees is that wavelengths on the same frequency will make themselves known to each other. For example, when you hit a certain key on the piano, then a chandelier or tuning fork will then vibrate at the same frequency as the piano. You must also incorporate the Law of Gestation and the Law of Action (see below), *while ensuring your brain is sending out the right conscious and unconscious signals to the universe*. Just thinking positive thoughts doesn’t work. The force needed to send out to the universe is formed when your positive conscious thoughts are in *resonance* with your unconscious thoughts. So, is your vibration a \$100,000 a year vibration? A million-dollar a year business? A healthy body? A

phenomenal relationship? When you combine your *cohesive* conscious and unconscious signals with the right strategies and tactics, then take action, you can build a business of any size.

- **Law of GOYA (Get Off Your Ass)!** Taking action—that’s the one law that will supersede just about every other law.
- **Law of Gestation**— Everything has a timing to grow—a potato, giraffe, orange, a business. With *The Answer*, you can shorten your business gestation period when you apply the right strategies and tactics for your specific business. Believing (having faith with the absence of facts) and receiving are key components that allow the Law of Gestation, the natural growth pattern, to work. As with plants, you must give your business everything it needs to grow.
- **Rewiring Your Brain** – Scientists used to believe that we were hardwired at birth and that’s just the way we were going to be. With the last six years of research, scientists now say that you can actually rewire the brain. This is called neuroplasticity—the brain’s ability to create new neural networks or ‘new software.’ New thoughts repeated over and over and over again create new neural networks. Negative thoughts can be eliminated from our brain circuitry. *The Answer’s* Neural Reconditioning Process (NRP) of affirmations, visualizations, meditations, neurotechnology. . . about 6 to 7 different ways with specific processes, can retrain your brain to be different than your current brain. We call this “innercise.” You can reinforce the new vision for your business and what your beliefs are about your worth in the marketplace—which is really what drives how much money you will make.
- **Strategies and Tactics to GROW Your Business** – *The Answer* focuses on the science of business growth: how to grow and increase your revenues, your profits and your value, and attaining financial freedom through business growth. Simply: 1) Identify your ideal client to make it easy to find those individuals; 2) Generate leads; 3) Qualify prospects; 4) Present to and interact with these qualified prospects; 5) Convert them into customers; and 6) Service customers and follow up with them.
- **Finding Your Business’s DNA** – Your DNA or unique selling proposition (USP) is what your business is about and how you would go about communicating it in such a way that people understand it whether you use one of the 20 different marketing strategies. The USP forms the very fabric and foundation for how your business is structured. This sets the tone for your brand image in the marketplace. You will then be capable of articulating your business in such a way that everybody ‘gets’ your product in the shortest period of time possible, understands its benefits related to them, and thus, allows them to go through the natural progression of making a decision.

ACTIONS to improve your business IMMEDIATELY:

1. **Part 1 – Mindset and Vision:** Get your mindset right. Get your vision clear, your dreams identified. Change from the inside out because the outside is merely a reflection of the inside. Invest 6 to 8 minutes a day on the Neural Reconditioning Process (NRP)—“ innercise.”
 2. **Part 2 – Begin to employ specific business and marketing strategies and tactics:** Begin immediately to read and do the exercises in *The Answer*. It is also a workbook with critical processes, including how to find your business’s DNA/develop your USP and craft more effective marketing messages.
 3. **Collective Thought of Team:** Get your team into alignment. Have your team read *The Answer* so that you’re ‘on the same page,’ speak the same language, are headed in the same direction, and save enormous amounts of time, effort and resources on unnecessary business tactics.
- The most significant thing to **remember** is: Do the few critical things that yield huge results. (You don’t have to do 4,000 things one time to be a master, but rather one or two things 4,000 times.) *The Answer* is about the few things that you can do personally to explode your life in a positive way and a few things in business that’ll explode your business income and revenues. ***That’s The Answer.***

The podcast audio recording is rich with details and additional tips. We encourage you to download and listen to it by ‘Registering for the Podcast’ at www.SecretsoftheMasters.com.

*For links to John and Murray’s book, *The Answer*, their OneCoach programs, and for more Secrets of the Masters interviews, go to www.SecretsoftheMasters.com.*