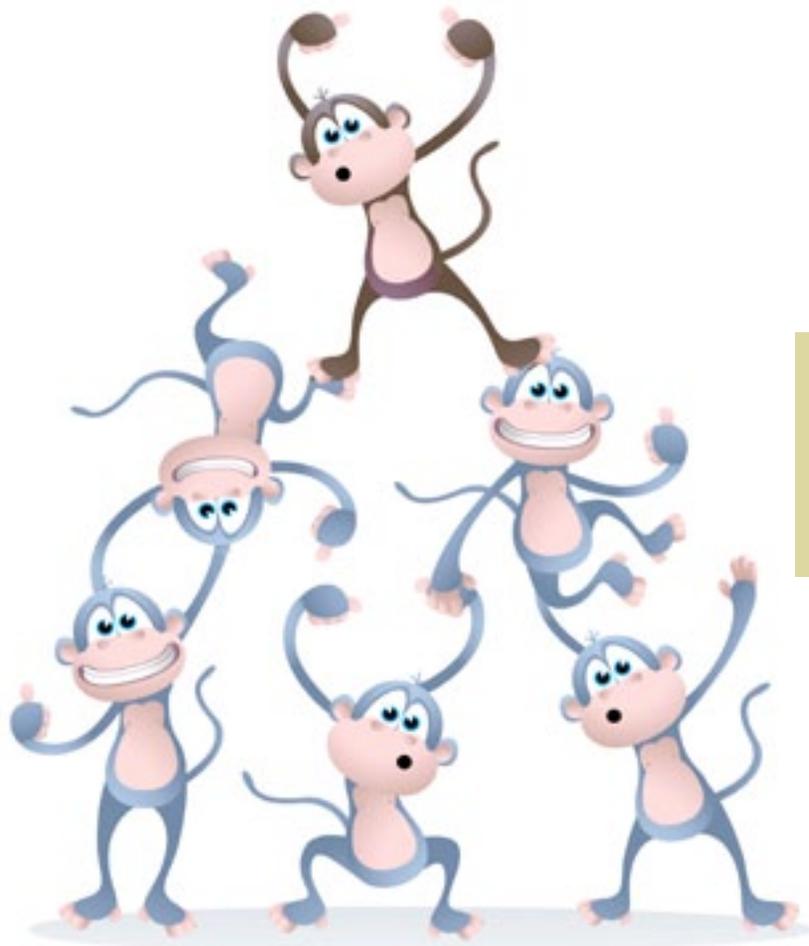


34 pages packed with
the best stuff since
fried banana
sandwiches ...



The Five Chimps Report

"How To Accelerate Your Success By Upgrading
Your Troop Of Chimps And Feasting On Bananas..."

By Bruce Muzik

The Five Chimps Report

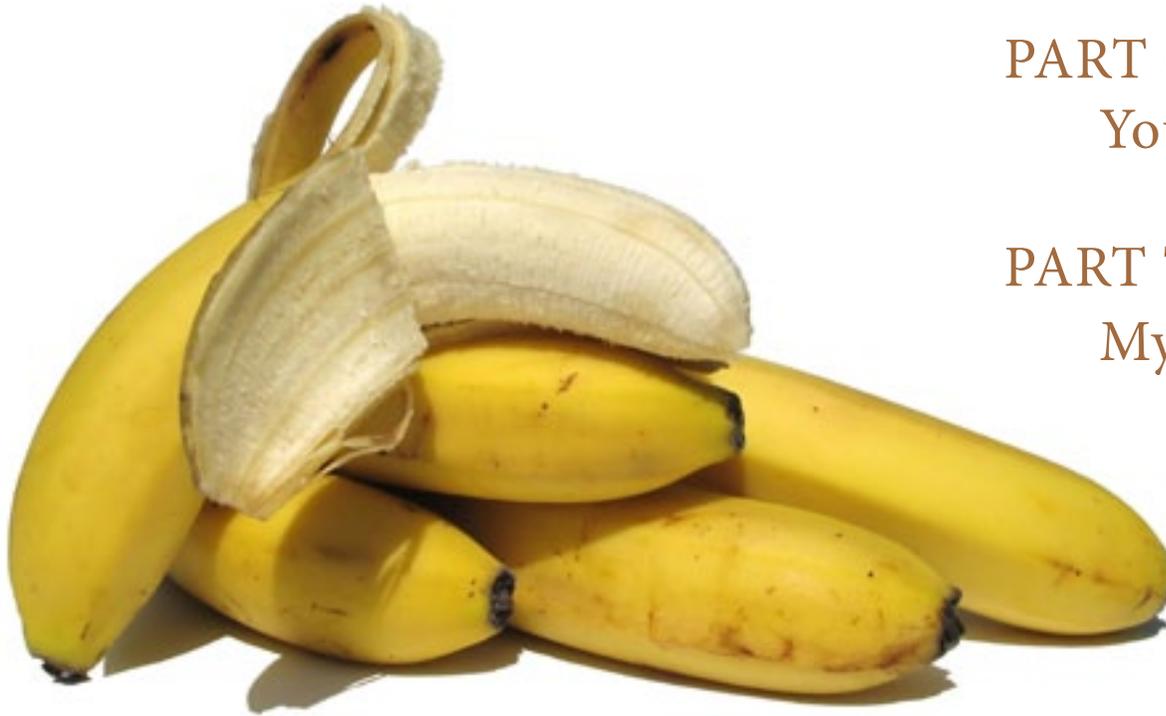
What's Inside...

PART ONE

You're Stuck... Seriously!

PART TWO

My 7-Step Method For
Finding Five New Chimps



Made by chimps for chimps. This book is freeware. Feel free to give it away, post it on your blog, or create bumper stickers with pictures of chimps on them. All I ask is that you keep this eBook in its original PDF form without altering it in any way.

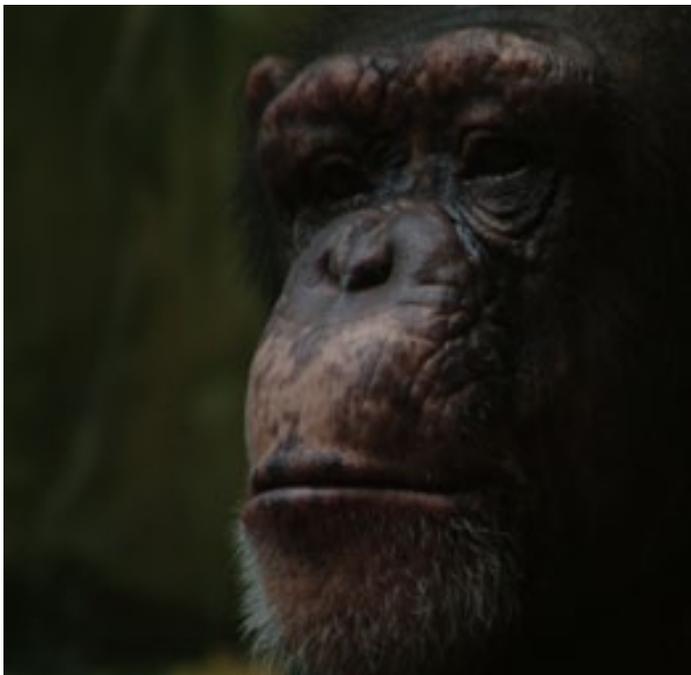
Hey there fellow success seeker...

If you've been working hard, slaving away at your business, trying to fix your tired relationship or tirelessly pursuing success without reward, and you still haven't achieved the kind of success you deserve yet, there's a reason...

And the reason has to do with Chimpanzees.

But, I'm getting ahead of myself...

Before we begin, you should know that this special report is divided into TWO sections.



IN PART 1

You'll discover exactly why you're not as successful as you could (and should) be and what to do about it.

IN PART 2

You'll learn a step-by-step formula for finding, selecting and enrolling rich, influential experts to help you succeed – for FREE.

However you define success, if you're not there yet and you're tired of spinning your wheels, keep reading because I'm going to show you my proven method to guarantee that you'll achieve success in less time and have a lot more fun doing so.

YOU'RE STUCK...
SERIOUSLY!

WARNING: This special report contains language that may offend conservative eyes. Read at your own risk.



“WHY YOU’LL PROBABLY NEVER CHANGE,
*no matter how hard you try, how many books you
read or how many courses you attend....*
AND WHAT YOU CAN DO ABOUT IT.”

Yeah, I know... that’s not what you wanted to read. Nobody really likes facing the cold, hard truth that they never change.

But if you’ve been trying to change for years and you’re still doing the same shit, over and over again, then you’ll recognize the TRUTH in my words above.

Perhaps you’ve read a few great self help books, got all inspired to change, but after reading the last page, you went right back to your old behavior?

Perhaps you’ve attended seminars that got you all pumped up? You probably made some big plans to change, but months later your life is pretty much the same.

Well, it’s time to come clean. It’s time admit it...

You’re Stuck.

If you’re reading this special report, you’re stuck... Period.

If you can’t admit that to yourself, you’re only going to stay stuck longer – and life’s too short to suffer unnecessarily.





Sure, you're probably further along the path to achieving success than most, and you may not even believe that you're stuck, but you are.

How do I know?

Because you're a human being, and staying stuck is the normal 'default' state for humans that inhabit this planet.

It's not that we have some fundamental design flaw, but rather that our brains come hard-wired with a mechanism designed specifically to help us SURVIVE and its primary strategy for ensuring our survival is making sure that things don't change.

A Chimpanzee is running your life.

Neuroscientist, Paul MacLean, is famous for having created the Triune brain theory of how our brain works.

Basically, what he discovered was that we humans have **three brains**, the most powerful of which is the Reptilian Brain, what I'm going to call your Chimpanzee Brain, because it's concerned with the same things Chimps are: reproduction and food and anything else that promotes survival.

Your Chimp Brain has a built in survival mechanism designed to keep you SAFE and ALIVE. This mechanism works using what I call Chimp Brain Equations. These are simple **A + B = C equations** that help it determine whether a situation is safe or threatening.

If a threatening situation appears, your Chimp Brain will remove you from it physically or emotionally or both... This is the mechanism that made sure you are still alive today and able to read this special report...

Make sense?



OK, let's get jiggy with this idea a little more...

As far as your Chimp Brain is concerned...

- 1. UNKNOWN = POTENTIAL THREAT**
- 2. KNOWN = SAFETY & SURVIVAL**

As the unknown inherently contains the potential to hurt you, your Chimp Brain is only interested in using known, proven strategies that kept you safe and alive in the past, whether or not they made you happy or caused you suffering.

It reasons that what worked in the past is likely to work again in the future, so why bother finding new untested (read unsafe) strategies for survival?

In other words, we're designed to repeat our past our entire lives and then die.



Here's an example from my own life:

When I was 11 years old, I was dancing with a girl at a birthday party. My younger brother came up to me and teased me about how stupid I looked when I danced. I was so embarrassed to have made such a fool of myself in front of my friends, that I immediately left the dance floor, shamed. When my little brother told me I looked stupid dancing, my brain created these two equations:

DANCING = HIGH THREAT OF REJECTION BY PEERS (rejection from the group is a huge survival threat to a young teenager)

NOT DANCING = GUARANTEED SAFETY & SURVIVAL

And so it came to pass that I didn't dance for a decade and actually believed I was bad at dancing, despite my musical background. Fortunately, I got some coaching around this issue in my twenties, and I eventually grew to absolutely love dancing.

Get how it works?

Another way your brain tries to keep you safe is by attempting to predict the future so it can predict any potential threats ahead of time and avoid coming into contact with them.

Because the future is notoriously unpredictable, your brain has to use your past experience to predict your future and keep you safe.

The problem with this is that any time you try to deviate from your past behavior; your brain perceives the change in direction as unknown AND a potential threat to your safety. It then quickly redirects you back to your past behavior which is known and safe.



And because all this happens behind the scenes, you aren't even aware that any of this is going on!

And so the following Chimp Brain Equation emerges:

3. CHANGE = UNKNOWN = POTENTIAL THREAT

4. NO CHANGE = KNOWN = SAFETY & SURVIVAL

However, **NO CHANGE soon gets boring** to us success seeking types and we eventually decide to go out into the world and create success for ourselves.

That's A Bad Idea...

When at first, things don't go as planned; we blame it on the people and circumstances around us. However, if you're smart, you soon wake up to the fact that the only person keeping you from your success is yourself.

But of course, your brain is not interested in your success, only in your survival. In fact, your success may directly threaten your survival as far as your reptilian brain is concerned.

And so your Chimp Brain Equations expand to:

5. SUCCESS = CHANGE = UNKNOWN = POTENTIAL THREAT

6. STAYING STUCK = NO CHANGE = KNOWN = SAFETY & SURVIVAL



Can you now see how your brain perceives your success as a threat to your survival? Success means change... and change means unknown... and unknown is not safe.

Pretty profound, eh?

Why You're Designed To Fail...

Does this explain why you've been failing to move forward - with one foot on the gas and the other on the brake?

Here's how come I know you're failing... You're human.

And your brain is brilliantly designed to prevent your success (and engineer your failure) and keep you safe.

If all of this sounds a little depressing, then the good news is that it's fairly easy to get unstuck if you know how and take the right advice.

You need to re-program your Chimp Brain with new Brain Equations, like...

SUCCESS = SAFETY & SURVIVAL

I've learned lots of techniques for doing this and I'm going to share them in an upcoming book.

One technique stands out head and shoulders above the rest as the fastest, easiest and most effective way to make change and reprogram your Chimp Brain Equations.

Want to know what this magic bullet is?



The Law Of FIVE CHIMPS

Try this idea on for size...

Your life is the sum total of the five people you spend the most time with.

I call this "The Law Of FIVE CHIMPS".

For example:

- If the five chimps you spend the most time with are broke, so shall it be for you.
- If the five chimps you spend the most time with are angry at the world, so shall it be for you.
- If the five chimps you spend the most time with eat unhealthy food (read 'are fat'), so shall it be for you.
- If the five chimps you spend the most time with are single and are frustrated that they cannot find a good relationship, so shall it be for you.

So, your troop of five chimps better be freakin' awesome, otherwise you're totally screwed.

On the other hand, if your troop of chimps are mostly healthy, sexy, happy, rich and loving their life – then you'll probably end up much like them too –

a happy chimp!





The 'Dirty Little Secret' of the Personal Development Industry

Picture this: You complete a self-help book or motivational seminar, feeling like a million bucks because you and everyone else there see so many exciting possibilities for the future beyond just sitting around grooming other chimps... You're making big plans to change.

Then you go back to your normal life and begin doing things differently. Bad idea again...

The five chimps you spend the most time with can't possibly see the new possibilities you see. In fact, they think you're mad, have been brainwashed at the seminar and see it as their duty to beat you up until you come back to your senses and realize that life IS about grooming the other chimps, not about lofty dreams of success and freedom.

So, very soon (usually within a week), your new possibilities wither away, and before long, you're right back where you started before you attended the seminar.

This is the 'dirty little secret' that nobody in the personal development industry talks about, and very few have figured out a solution to.

Fortunately, there is a solution – I've tried it and it works so well that I'm willing to sick my neck out and say that this is the only thing you should be focused on if you want to change fast. The ONLY thing...

The ONLY Thing To Focus On If You Want To Change Fast And Permanently.

The solution is to surround yourself with FIVE mega-successful chimps...

But how many people have a troop of FIVE healthy, sexy, happy, rich close friends, family and colleagues who love their lives?

Not many. Well, just maybe it's time to start hanging around with new chimps.



Imagine this:

Imagine what your life would be like if you added 5 mega-successful chimps to your friendship circle.

Imagine that one of them was a philanthropist chimp worth \$100m. Imagine another was a body building champion chimp. The third was a world leader in a new field of psychology. The fourth specialized in metaphysical healing and the fifth spoke 7 languages and had lived in 15 different jungles all across the globe.

What would having these 5 chimps in your life do to your level of success if you hung out with them and scratched their backs each day?

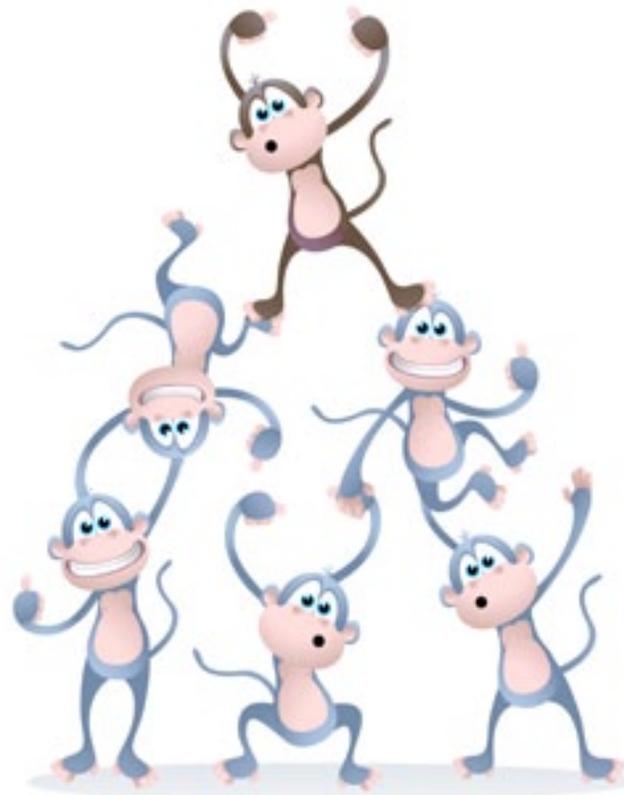
Imagine the other influential chimps they could introduce you to?

What kinds of conversations might emerge at an intimate dinner party with these five chimps?

How cool would it be to have these chimps on speed dial and be able to call them for advice anytime you had a challenge?



How would your Chimp Brain Equations change as a result of surrounding yourself with these five cool chimps?





Should I Dump My Friends?

Whenever I talk about this concept, the first question I usually get is, “But Bruce, are you suggesting I dump my friends?”

No, I’m not suggesting you dump your friends, I’m suggesting that you begin investing more time with successful NEW chimps that have already won the race you’re training to run.

Applying the Law Of Five Chimps is the single biggest reason I’ve been able to grow so fast, set myself up financially, and spend my days doing what I love, living on a beach on an island in the Caribbean.

In addition, I began befriending and taking advice from some really high powered chimps – all of whom were mega-successful and influential. Very quickly, as a direct result of spending time with these people, I got unstuck and my life took a turn for the better.

Now, imagine what would be possible if YOU befriended five trusted advisors who inspire you like that? Your life would inevitably change – inevitably.

In Part 2 of this special report, I’ll show you how to do just that, step-by-step.

The Kinds Of Chimps You Want Surround Yourself With...

You’re not going to allow just anyone into your troop. I recommend finding chimps who have already accomplished what you want to accomplish and who can act as **expert mentors**.

If you’ve read “Think And Grow Rich” by Napoleon Hill, you’ll remember that Hill studied **500** of the world’s wealthiest chimps to find out what they had in common and if there was a secret to their success...

One of the major factors that all these wealthy chimps had in common was that they ALL consulted with trusted advisors (what Hill called the mastermind).



Ask any Olympic athlete how they became so good at their chosen sport and you'll hear them speak about their rigorous training routine, their single mindedness, and then without exception they'll acknowledge their awesome coach or mentor who gives them invaluable advice and feedback...

My point is, if you're not getting first class coaching from an expert trusted mentor who has already 'been there and done it', no amount of hard work ethic is going to get you to success. In fact, hard work will only burn you out and frustrate you as you spin your wheels going nowhere fast...

In a few pages, I'm going to reveal how to find, choose and enroll an expert trusted mentor, to help guide you to success. Oh, and I'll show you how to get them to **help you for free!**

The Benefits of Choosing New Chimps

YOU GET NEW CHIMP BRAIN EQUATIONS.

Someone who has already succeeded at your game will have different Chimp Brain Equations from yours and can help you change just by exposing you to their way of thinking.

For two years, I was mentored by one of the most powerful men in the history of the human potential movement. Just being around this amazing man radically altered my worldview, my beliefs about myself and the way I went about living my life – for the better.

As a direct result of his coaching and mentorship, I'm now giving my greatest gifts to the world, working with people I love, living with my best friends on an island in the Caribbean and waking up inspired each day.

I am humbled by his contribution to my life, because almost all of my current success can be traced back to being exposed to this amazing man.



YOU LEARN On Steroids

You want to learn fast and implement faster, right? However, most people learn by trial and error, and that's a real slow and often painful way to learn. Why spend years failing, learning by trial and error when there are people who have already done that for you.

Finding the right trusted mentors can save you literally years of trial and error (read failure), not to mention millions of dollars and a potential heart attack from the stress of constantly feeling stuck, frustrated or overwhelmed.

YOU DISCOVER Insider Success Secrets

When I coach people, half of the time the reason they are stuck is NOT because they have some bad Chimp Brain Equations, but because they've been fed crappy information by a well meaning friend or coach.

Filling your brain with the wrong information is just as fatal to your success as putting gas in a diesel car. I remember the day I filled my car with gasoline instead of diesel... I got about 2 minutes down the road before it spluttered to a halt in the middle of rush hour traffic. I know... that was dumb.

However, if you choose mentors or trusted advisors that have already succeeded in the area you want to succeed, chances are that they actually know the insider secrets firsthand and can tell you what works and what won't. Priceless!

My 7 Step Method For Finding Five New Chimps

**HOW TO MAKE FRIENDS WITH
RICH, INFLUENTIAL EXPERTS AND
GUARANTEE YOUR SUCCESS, WITHOUT SPENDING A DIME.**



What I am about to present to you is a strategy for adding FIVE influential chimps to your close circle of friends. These five chimps have achieved what you're wanting or struggling to achieve and are going to transform your life more than you can imagine, just by being in it.

Their mindset, their friends, their input will all rub off on you... and after a while...

- their mindsets will feel normal to you
- the actions they take that led to their success will feel normal to you
- their successful friends will be your successful friends and you'll be considered a peer and
- if you're a hard working chimp, you'll find yourself possibly even working with them

Most importantly, you'll no longer be spinning your wheels, stuck. You'll be empowered, supported and enlivened by these five new chimps in your life.

I know of no strategy more powerful for becoming successful than this one. Period.

PLEASE NOTE: This strategy is not a get successful quick scheme – it's a long term success strategy built on the premise that one good deed leads to another.

For it to work, it needs to be executed with heart and integrity, otherwise it will backfire on you and have YOU kicked out of the troop. Use it for good, not evil, OK?

Lastly, use the steps below as a guide. If you think of better ideas than I have, by all means use them and let me know how they work.

Step 1: Choose 20 Chimps

Grab a pen and paper and brainstorm 20 potential influential chimps you'd like to add to your troop as friends, trusted advisors, coaches and mentors. These questions will help get the creative juices flowing:

- Who do I respect in the area I want to become successful in?
- Who would I like to emulate in the area I want to become successful in?
- Who is already successful in the area I want to become successful in?
- Who would I love to have as my close friend, mentor or coach?



Now, circle the names of the TEN chimps you'd most like to have in your troop. If you haven't managed to come up with ten names, call some of your friends and ask them for suggestions.

Alternatively, you can use Google, Facebook and Twitter to discover and research other influential chimps in your niche. Better still, outsource this research to a Virtual Assistant for \$50 and go do something fun.

Make sure you REALLY desire having these chimps in your life, because you're going to invest some time, effort and perhaps money in getting to know them and have them grow to like, trust and contribute to you.

STEP 2: Research Each Chimp

Choosing great chimps to add to your circle of influence is like choosing a marriage partner. The more you know about whose back you're scratch, the higher the chances of the Law Of Five Chimps working on your favor instead of against you.

Step 2 is about discovering their interests, current challenges and desires, so that you can add value to them in some interesting way later.

Research your top 20 candidates interests, current challenges and desires using the following tools:

- Google their names
- Become their friends on Facebook and read their posts and info pages and look at their photos
- Read their blog
- Watch their YouTube videos
- Read their books, research papers and biographies

STEP 3: Assess Each Chimp

Now that you know a lot more about your top 20 chimps, you're going to put each one through a series of tests or filters for determining if your chimps are a good fit as new additions to your circle of influence.

Just because someone gives the appearance of success, does not mean that they are right for you. The following three tests will separate the cool chimps from the dumb-ass ones. If they fail one of these tests, cross their name off your list.



TEST #1: He/She Has Already Succeeded At What You Want To Do

This test speaks for itself... Why would you trust advice from a chimp that has not done what you want to do? You wouldn't, right? Here are some possible indicators that a chimp has already achieved the success you are striving for:

ANSWER THIS: Has this chimp already succeeded at what I want to succeed at, or succeeded at something similar or relevant.

POSSIBLE INDICATORS: Public acknowledgment of their success. A display of mastery in their field. They hang out with other successful chimps. They are well networked with other leaders in their field.

GET OUT OF JAIL FREE CARD: If the chimp you are assessing has been publically acknowledged with an award for achieving what you want to achieve (in some form), they pass this test instantly.

INSTANT TEST FAIL: They haven't 100% successfully completed what you want to do (or something similar or relevant). Getting 90% of the way there does not count as completion. Anyone can get 90% of the way. It's the last 10% that separates the men (or women) chimps from the babies.

Test #2: He/She Values People

I don't know about you, but I don't like hanging around chimps that display self centered, asshole behavior.

Test #2 weeds these apes out of the running.

People who value other people are usually great to be around and honest too. You want a mentor who values other human beings and is not on some ego trip.



I had the pleasure of spending 2 days in the company of Sir Richard Branson (of Virgin fame). Sir Richard is one of the richest men in the world.

As we were chatting over a drink one evening, a line of people began forming next to him holding cameras and scraps of paper poised to get his photograph and autograph.

Richard could have asked his entourage to tell them to go away, but he didn't.

He patiently stood up and posed with each person for photographs and signed autographs. He never once looked annoyed or grumpy at the continuous interruptions to his conversations. In fact, he showed an active interest in the people lining up to see him.





I was impressed to say the least. This is the kind of behavior ALL great men and women display. I call it respect for fellow man. Your mentors should too...

ANSWER THIS: Does this chimp value and respect others?

POSSIBLE INDICATORS: They treat their staff well. They are polite to service staff. They talk highly of their friends and peers. They contribute in some charitable way e.g. philanthropy.

GET OUT OF JAIL FREE CARD: If you (or someone you trust) witness them being über-cool to their fellow man, they pass this test instantly.

INSTANT TEST FAIL: If they insult people or have a shady history of law suits against them, steer clear of them (after confirming your suspicions accurate to your satisfaction).

A WORD OF CAUTION: Everyone has bad days, and everyone has messed up in the past. Remember, we're all chimps here.

Don't believe everything you read or hear about people – especially on the internet.

One of my more famous mentors was accused of tax fraud many years ago. He sued the IRS, won the case and was proven innocent, but if you Google his name, people still go on and on about him being a crook because of the tax fraud case, yet I've never met a man with more integrity.

Give a chimp the benefit of the doubt, unless there's no doubt.



Test #3: He/She Talks Straight To Everyone

Truly great leaders don't need to impress you or anyone else. They know they are great and don't need to prove it. They talk directly, call a spade a spade and don't beat around the bush.

If you're messing up, they'll tell you. If you're doing great, they'll tell you.

On the other hand, chimps with low self esteem (no matter how successful) can't be trusted to tell you the truth at crunch time, because they need to impress you and have you like them more than anything, and the truth may not have them be liked.

Here's a very general rule of thumb - in my experience low self esteem and low integrity usually go hand in hand. You don't want either in your close troop of chimps.

A great friend will be honest and direct with you, ideally while being compassionate too (although not necessarily).

ANSWER THIS: Does this chimp talk straight?

POSSIBLE INDICATORS: They can admit their flaws. They say things most others would be too afraid to expose. They point out a blind spot to you or someone else with compassion. They politely send their food back to the kitchen if it's no good. They attract fiercely loyal friends and followers.

GET OUT OF JAIL FREE CARD: If your potential candidate is willing to have the 'tough' conversations with you or the people around them, they pass this test instantly.

INSTANT TEST FAIL: They sugar coat or dodge an important question that you bring up. They try to impress you by bragging.

After applying these filters, you're probably going to be left with about ten names and have eliminated ten names. If you have less than ten names left on your list, that's OK. Rather have fewer high quality chimps than many low quality ones. You can always put more through your filters later...



STEP 4: Find A Compelling Reason To Contact Them

First impressions count. I read somewhere that the average chimp sizes you up and makes their first impression of you within the first few minutes of interacting with you, and usually that impression sticks for life.

So, rather than leave our first impression to chance, we want to be prepared. Most importantly, we want to be crystal clear on the reason we are contacting our fellow chimp.

You want to create a compelling reason why you're contacting them before you contact them and then be sure to share this reason when you interact with them for the first time.

Of course, every chimp has different motivation and every circumstance is different, so it's impossible to give you a textbook reason to use when contacting an influential chimp, however here are some ideas to get your creative juices flowing.

Possible reasons to contact them:

- You'd like to show them how you can help them get what they want without it costing any of their money and time
- You want to interview them
- You want to buy them lunch and get their advice on something interesting to them
- You're really stuck and you'd really value their help because you respect them
- You're inviting them to be a guest of honor at your local business networking meeting (or any meeting)
- You have a gift you want to give them

Come up with a list of reasons for each chimp you're planning to contact.

Reasons NEVER to use:

- You have something important you need to share with them and it's a secret
- You need to meet them urgently (this may work if you're a really sexy chimp)
- They will miss out unless they meet with you

Honesty is always the best policy. Just be sure to frame your reason for contacting them in a compelling way. For example, you could say, *"I want to learn from you"* or you could say, *"I'd like to buy you lunch and interview you for some research I'm doing on xyz..."* The intention is the same, but the 2nd frame is far more compelling.

Once you've come up with your reason for contacting them, the next step is to contact them.





STEP 5: Make First Contact

When you first make contact with the chimp you want to befriend, you're going to follow the following steps:

1. Introduce yourself
2. Share your reason for contacting them
3. Request a future meeting in person or on the phone
4. Shut up and be cool and listen to their response
5. Thank them for their time

However, before you can even talk to a lot of these superstars, let alone befriend them and ask them for advice, you're going to need to cut through the noise, capture their attention and get them on the phone, get them reading your message or better still, get them talking to you face to face.

In this next step I'm going to share some tested ideas for getting on an important chimp's radar screen, even when the jungle is overcrowded with other chimps wanting to scratch their back.

Bear in mind that influential chimps can easily have hundreds of requests being made of them every week (or day), so you're most likely going to need to stand out from the crowd if you want to talk with your candidates.

Here are my top seven ways for contacting influential chimps in order of preference.

1. Be Introduced By A Mutual Friend

This is by far the easiest and most effective strategy for meeting an über-successful chimp.

If you come endorsed by someone's close friends or respected peers, you're far more likely to get to talk to someone successful.

If necessary, befriend their close friends or peers in the same way I'm describing in this special report. I've done this multiple times and it's worked more often than not. Worst case scenario, you get some other cool new friends!

2. Do Something Cool That Catches Their Attention

- Sell tons of their stuff for them. They'll very soon sit up and take notice and contact you.
- Do something generous around them e.g. donate to their favorite charity.
- Speak at an event they are attending e.g. a wedding, a seminar, a conference, a radio interview.



If you can't relate to the above examples, do something to catch attention that comes naturally to you and uses your natural gifts and talents. Brainstorm more ideas with your friends.

3. 'Bump' Into Them At A Place They Frequent

Use your research in Step 2 to find out where they hang out and go hang out there and introduce yourself to them. Here are some places I've met celebrities and influential chimps.

- Seminars they give
- Seminars they attend
- Parties they attend
- Their local beach
- Festivals they attend
- Restaurants they frequent

4. Mail Them A Letter

When was the last time you received an actual letter in the mail? For me, it's been a long, long time. However, when someone takes the time to write to me and have it delivered to my tree-house on the beach, I always respond to them.

Why?

I guess I feel that if they took the time to write and post it, I owe it to them to respond.

What do you say in your letter? You can always tell them you want to help them find more bananas and then invite them for lunch, an interview or a short phone call.

5. Facebook Message Them

You'd be surprised how many influential chimps I've contacted through Facebook. Most celebrity chimps still check their Facebook accounts and often you can send them a message on Facebook, even if you are not their Facebook friend.



6. Buy Them A Gift

I once heard a story of someone calling up the secretary of an influential chimp and asking for the person's shoe size, saying they wanted to mail the chimp a gift.

They then bought a nice pair of shoes and mailed the chimp one of the shoes with a note attached that said, "If you want the other shoe, meet me for lunch..." or something to that effect.

Here's an example of how I used the gift technique to turn my mentor chimp into a close friend.

A few years ago, I wanted to befriend one of the most successful internet marketers in the world – let's call him Ben. He's an incredibly high powered busy man who is also very private.

After attending a few of Ben's seminars, I discovered that he is a huge fan of Werner Erhard, the famous transformational teacher and creator of both EST and the Landmark Forum seminars.

I happened to have some rare recordings of Werner Erhard giving lectures back in the 70's. So... I decided to put the recordings on a CD and give them to Ben as a gift at one of his seminars.

Well, Ben was blown away and immediately reciprocated by giving me an all access pass to any of his future events (easily worth \$50,000). By the end of that day, Ben had asked to interview me on stage at his seminar.

Now, a few years later, Ben and I are great friends and he has introduced me to some incredible high level people. To date, I have spoken at four of his events.

If I ever have a challenge in my internet business, I can just ask Ben and get world class advice!

Now, you may be thinking, "Bruce... That's all good and well for you... You had those recordings..."

Well, even if I didn't have the recordings, I would have found someone who did, tracked them down and made that CD anyways...

Because I went out of my way for Ben, he has gone out of his way to help me in my business and his advice has helped to set me financially free.

7. When All Else Fails, Get On Your Knees And Beg!



Just kidding! We're never going to do that. No chimp is that important that you should sacrifice your dignity. When all else fails, try these:

- Offer to apprentice under them. Most of us love teaching what we know. It makes us feel important.
- Offer to pay for a consulting session with them. This option breaks the promise of this special report for getting free advice, but it's a very effective option if you want quick results.
- The most IMPORTANT tactic for contacting anyone in a position of power is persistence. If you persist for long enough (in a cool, respectful and fun way - not in an annoying way), they will almost certainly give you their attention, and often a lot more.

If you try calling them and they don't get back to you, keep calling. In sales and marketing, I learned that it takes an average of seven interactions with a customer before they buy from you. This is no different.

STEP 6: Before The First Meeting

Brainstorm some ideas of ways you can add value to them. Remember, adding value is your main job at this point (and for the rest of your life).

How To Add Value To Another Chimp:

This is probably the most important step to building trust and friendships with your potential new friends and mentors. You are going to look for ways to contribute to them with ZERO expectation of getting anything in return.

The idea here is to build trust and help them get what they want FIRST.

If they are mega-successful, they will have hundreds or thousands of people competing for their time and attention. Fortunately for you, 99% of these people will be TAKERS wanting to GET something.

Not you! You're going to GIVE. And, you're not going to give in order to get. You're going to give with zero expectation of receiving anything in return – purely for the joy of being able to contribute to helping someone else get what they want. If your candidate reciprocates - great. If not - great! You have no idea what can come from such acts for generosity.

I have had miracles happen to me from adopting this giving attitude towards the influential mentors in my life. Mostly, they become close friends – and that's what you want, remember?



Here are some way's I've added value to the influential experts in my life:

- I taught something valuable for free. I made a video for one of the wealthiest men in South Africa. I knew he was about to embark on a speaking tour, so in the video I taught him how to sell from the stage. Three days after sending him the video, he called me gushing with praise for the video and could not stop thanking me. Turned out, he agreed to speak at one of my seminars and we have now become great friends.

Obviously it's got to be something they really want to learn and you've got to be an expert in that area or know an expert in that area. Your research in Step 2 will help you know what they want to learn about.

- I introduced them to someone else of influence
- I worked and apprenticed for them
- I helped their friends succeed
- I helped them make more money
- I helped one save their relationship
- I helped one build a massive tent in the middle of the Nevada desert
- I applied their teaching and became their success story
- I helped them get through a tough time

Now, of course, these examples are things that utilize my skill sets as a teacher, coach and entrepreneur. You'll think of ways to add value using your unique skill sets.

Here's a great example of how someone added massive value to me:

I always wanted 6 pack abs. One day I met this guy, Todd, who is a fitness coach with 6 pack abs and is in incredible shape. I asked him to help me. Well, he offered to coach me for free until I had 6 pack abs. We spoke every week for the next year until I got my 6 pack abs. Now we speak every day, because he decided to move to the island I live on and subsequently has become my neighbor and one of my best friends in the world.



How Not To Add Value

On the other hand, one of my readers once emailed me asking me to give her my product for free for no compelling reason. I replied asking for a reason and challenging her to add some value. She replied offering to knit me a scarf. While this was a nice gesture, I live on a tropical island and do not need a scarf!

Compare the difference between Todd's approach and the reader's approach. Todd added massive value and has now become one of my best friends. The reader showed little interest in adding any real value to me, and I can no longer remember her name.

So, make sure you do your research on the chimp you're going to meet with - before the first meeting. If you have no idea how to add value to the other chimp, ask them at your first meeting about where they are heading or what they are working on.

Then if it's still not obvious how you can contribute to them, say something like, *"I'd love to help you in some way. I'm skilled in xyz. How can I support you getting closer to your goal of abc?"*

As long as you have an authentic desire to contribute, the way to do it will become apparent.

STEP 7: The First Meeting

Assuming you catch their attention and successfully request a meeting or phone call, here are some ideas for what to do when you actually meet with them.

Remember that the main reason we're meeting with them is so we create an opportunity to add value to them in some way, without expecting anything in return.

Starting The First Conversation

I find that the hardest part of striking up a conversation with a stranger is what to say first. Just like trying to chat someone up at a bar, you don't want to say, "So, you come here often?"

Here are two questions I've found to work every time to get a conversation started.



- “What’s most exciting in your world right now?” – Thanks to Michael Ellsberg for sharing this one with me.
- “I’d love your opinion on this thing I’m working on... What do you think?” – Thanks to David DeAngelo for sharing this one with me.

During Your First Meeting With Them

Here are some do’s and don’ts:

- Look them in the eye when you introduce yourself to them or first meet them.
- Be different. I don’t mean weird, I mean be unique, casual, fun or interesting.
- Treat them as you would treat someone you care deeply about. Be cool with them. Don’t treat them like they are a star or celebrity (this takes practice), and don’t be overly familiar and treat them like your best buddy either. No ass kissing.
- Listen to them without interrupting.
- Ask intelligent questions that show you understand their area of expertise. People love talking about themselves and if you ask lots of interested questions, they’ll be far more likely to take a liking to you. Don’t talk about yourself excessively.
- Discuss how you can help them. Ask lots of questions about them and show a genuine interest in them. Take notes of what they say. This shows you value their input and can be flattering to them, and the notes will come in handy later.
- Reveal who you are. In particular show your potential. Chimps like to hang around other chimps that are of the same status or show potential of achieving future status. This is not a green light to brag. On the contrary. You’re going to very matter of factly slip some of the following information into the conversation:
 - Where you’re going
 - What you’ve accomplished so far in that regard
 - How you’ve implemented what you learned from them or their work or products
 - The impact their advice will have on you and your community
- Be authentic and real. The biggest barrier standing between you and the chimp you want to befriend is trust. You’re not going to instill trust if you’re bragging and trying to pretend you’re some super successful superstar. Be human, down to earth and casual.
- Giving the other chimp the gift of acceptance. Allow them to be themselves and relax around you.



At The End Of The First Meeting

At the end of the meeting or phone call, pick up the bill, thank them, ask them how you can stay in touch.

After The First Meeting

Follow up with them the next day and thank them again for their time. Take it slow. Great friendships are built, not manufactured. Most importantly, focus on adding more and value to them in some way.



Closing Remarks

So there you have it! My 7 step formula for adding FIVE influential new chimps to your troop.

I give you my word, that if you follow these seven steps over and over again with influential people in your field, you'll wake up a year from now in a very cool place, surrounded by people you admire, respect and love and who admire, respect and love you.

Not only that, you'll be so much more successful in your chosen game than you are now and you'll most likely be making a LOT more money than you are now too.

Here's a resource to help you build your people skills if you're not all that comfortable with people yet.

It's a famous book called "How To Win Friend And Influence Chimps" by Dale 'über-chimp' Carnegie. I read it at 12 years of age and it changed my life.

Another wonderful seminar you can attend is the Landmark Forum (<http://www.landmarkeducation.com>). It's a 3 day transformational experience, after which I increased my income 10x within 6 months. However, the financial reward is the least important benefit I received from Landmark. My confidence and people skills grew through the roof, so much so that I chose to be an inspirational speaker soon afterwards. When people ask me what the most beneficial thing I've ever done is, I always reply – The Landmark Forum.

This book is freeware. If you liked it, please forward it to everyone you feel needs to read it. If you feel the need to thank me, FedEx me some bananas to my tree house in the Caribbean.

If you'd like some personal coaching from me, please visit me at www.virtualonlinecoaching.com. Thanks for reading and letting me add value to my fellow chimps.



P.S. If you're not yet on my mailing list, visit www.designer-life.com and sign up. I promise only to send you cool stuff that will make you more successful.

P.P.S. If you liked this report, please [click here](#) to let me know by leaving me a comment.