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COURSE WORKBOOK
MILLION DOLLAR
BUSINESS SECRETS



MILLION DOLLAR BUSINESS SECRETS

MODULE 1 GUERRILLA WEALTH TACTICS



Guerilla Wealth Tactics

What are the three most dangerous words in business?

Guerilla Wealth Tactic #1

1. Rich business people have

2. Poor business people have

3. The 3 financial intentions are:

1.

2.

3.

4. What is your working income from your business 5 years from now?

5. What is your passive income from your business?

6. What is the value of your company? If you were to sell it, what would somebody pay for it?

7. I earn an excellent

8. I create a massive

9. **Declaration:** I build the of my company.

Guerilla Wealth Tactic #2

1. Rich people understand business is about

2. Poor people put most of their energy into

3. The 3 steps to business are:

1. a product or service.
2. for a profit.
3. the buying and selling process.

Guerilla Wealth Tactic #3

1. Rich people put their attention on that determine the success of a business.

2. Poor people put their attention only on

3. The 4 Factors of Finance are (up/down):

1. Revenue

2. Cash Flow

3. Profits

4. Expenses

4. What's the premise of the 80/20 Rule?

of profits come from of your actions.

of income comes from of your expenses.

5. Write 3 actions you can take to cut overhead and/or expenses in your business.

6. Declaration: I keep HIGH, and LOW.

Guerilla Wealth Tactic #4

1. Rich business people tend to offer

2. Poor business people tend to offer

3. What are some high ticket products, services, or packages that you could offer in your business?

4. Declaration: I offer

items.

Guerilla Wealth Tactic #5

1. Find
2. Who could purchase a large amount of your product or service at once or over time?

3. Declaration: I deal with

Guerilla Wealth Tactic #6

1. Customer financing means your product before you
2. List several ways you can presell your product or service in advance.

3. Declaration: I always

Guerilla Wealth Tactic #7

1. Rich people are most other people are

2. Where do you need to focus your energy more to take you to the next level in your business?

3. Declaration: I , I , I

Guerilla Wealth Tactic #8

1. Rich people utilize , most other people figure they can do it by

2. List two ways you can get good in your business

1.

2.

3. What actions do you need to take to create the right team around you?

4. Declaration: I create an awesome around me.

Guerilla Wealth Tactic #9

1. Rich people set up their business to eventually work them.

2. Poor people set up their business so they always

3. Write the definition of a business system.

4. A business system is a process that

5. In the four quadrants of business, what's the definition of an employee?

6. In the four quadrants of business, what's the definition of someone who's self-employed?

7. In the four quadrants of business, what's the definition of someone who's a business owner?

8. In the four quadrants of business, what's the definition of an investor?

9. Declaration: I my business so it works without me.

Guerilla Wealth Tactic #10

1. Rich people have an from the very beginning.
2. Poor people barely have an and never consider their exit.
3. Write the definition of a business system.

1.
2.
3.

4. The fastest way to wealth is to: a business.
 it. it.

5. What do you need to do to set your business up so it can be sold?

6. Declaration: I my business to
business and

MODULE 2

NEGOTIATIONS



Negotiations

In business, you don't get what you deserve, you get what you

The 2 big myths about negotiations are:

1.

2.

Negotiation Tactic #1

1. To get what you want, you must

2. **Declaration:** I'm willing to

for a better

Negotiation Tactic #2

1. Create

2. What are two ways to create affinity in your negotiations?

1.

2.

3. **Declaration:** I create

with my

4. How do you get someone to negotiate?

Negotiation Tactic #3

1. Create or
2. What are the 5 examples of rationale in negotiations that Harv mentions?
 1.
 2.
 3.
 4.
 5.
3. **Declaration:** I create myself to be a

Negotiation Tactic #4

1. Don't go
2. The biggest mistake people make is in the offering situation.
3. **Declaration:** I let the other party

Negotiation Tactic #5

1. Have an in mind.
2. **Declaration:** I negotiate with an in mind.

Negotiation Tactic #6

1. Use as a strength.
2. **Declaration:** I ask people to

Negotiation Tactic #7

1. Create
2. If you're buying, they're for your
and
3. If you're selling, create
4. **Declaration:** I create

Negotiation Tactic #8

1. Use authority.
2. **Declaration:** I utilize
I create myself to be a

Negotiation Tactic #9

1. Use the guy, guy.
2. **Declaration:** I use the

Negotiation Tactic #10

1. Use vs.
2. What are blue chips?
3. What are bargaining chips?
4. **Declaration:** I and end up with the

Negotiation Tactic #11

1. Use
2. Write out the 8 elements of sale below:

1. <input type="text"/>	5. <input type="text"/>
2. <input type="text"/>	6. <input type="text"/>
3. <input type="text"/>	7. <input type="text"/>
4. <input type="text"/>	8. <input type="text"/>
3. Declaration: I juggle at once.

Negotiation Tactic #12

1. Create a or environment.
2. Declaration: I create a

Negotiation Tactic #13

1. Use the power of the
2. Declaration: I use the

Negotiation Tactic #14

1. Don't split the pie, create a
2. Negotiation is about a and
3. Declaration: When I negotiate,

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MODULE 3

THE ULTIMATE MARKETING STRATEGY



The Ultimate Marketing Strategy

1. How much time and energy (%) are you focused on each of marketing, production, and operations?

2. What do you have to do to put more focus on sales and marketing in your company or company to be?

3. **Declaration:** I focus most of my business's energy on
- and

Key #1

1. The
2. What are the two ways of identifying your target market?

1.

2.

3. Define your best customer in terms of demographics and psychographics?

4. **Declaration:** I clearly identify my

Key #2

1. The
2. What does USP stand for?

3. Why is having a USP important for your business?

4. Write, revise, or improve a USP for your current, prospective or model business, and include the big benefit to your target group

4. Declaration: My USP is and a to my customers.

Key #3

1. The

2. What is the first most effective medium for your marketing?

3. The most credible promotion is

4. What are the key elements of a referral program for your business?

5. Have a for your program.

6. Be able to describe

7. Have a

8. Have to help.

9. Have

10. Design a starting point for your referral program name, how it works, rewards to referrer, materials provided, coaching, etc.

11. Declaration: I have a that works.

12. What is the second most effective medium for your marketing?

12. Create a list of 5-10 names of people and companies who have a similar target database as you that you might approach to do an endorsed mailing for you.

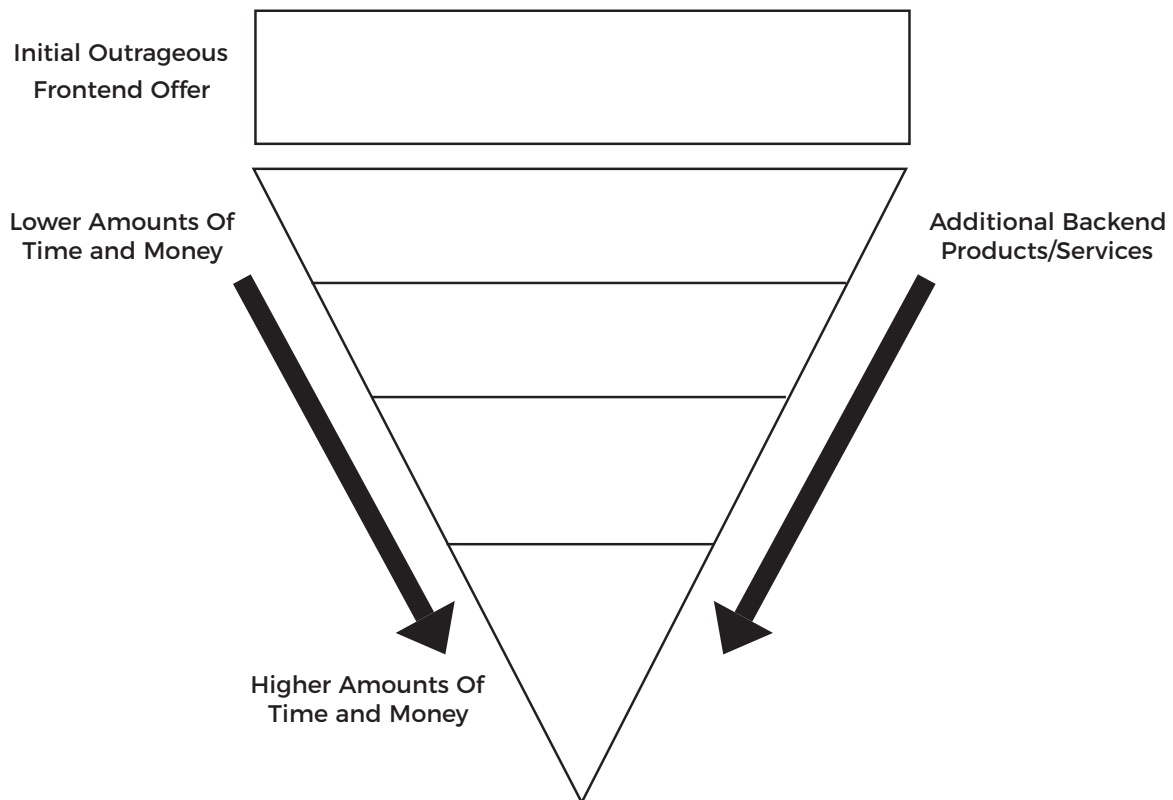
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

14. Declaration: I have an that works.

Key #4

1. The strategy.
2. What is the number one asset in your business?

3. Create a to consistently support your current customers with more
 = BACKEND
4. First get them = FRONTEND
5. Draw your FEBE funnel and fill in the blanks.



6. Declaration: I create a and a and get rich!

MODULE 4 MILLION DOLLAR IDEAS



Million Dollar Ideas

The Business Success Formula:

The right + the right + the right

The Two Primary Motivators

1.
2.

The Definition of an Entrepreneur

A person who for people at a

Million Dollar Ideas Technique #1

1. Look for
2. Where there are , there are
3. I look for and make a fortune

Million Dollar Ideas Technique #2

1. Improve
2. It's better to a product, than create one from
3. I can make a fortune by

Million Dollar Ideas Technique #3

1. Capitalize on
2. Think back to a time where you identified a key trend after it became popular. Can you think of any signs you saw beforehand that you may have ignored?

Million Dollar Ideas Technique #4

1. Model a
2. Lag time is the time it takes for a to go from
geographic to
3. Name three ways you can find great ideas and opportunities for your business.
 1. Look for like Entrepreneur Magazine, Fast Company, Inc, etc.
 2. Look for
 3. Look for on TV, Radio or the Internet.
4. I model

Million Dollar Ideas Technique #5

1. Piggyback /
2. What are four ways you can use to piggyback or affiliate?
 1.
 2.
 3.
 4.
3. Find a great that's
4. I or with companies that already have a hot or in place.

Million Dollar Ideas Technique #6

1. Change the
2. A niche is a that's to you.
3. How can you change the niche?
 1. Change the
 2. Change the
4. I get by changing the