



Modern B2B Methods with George Lee Sye



When you've done corporate training in person for 20 years, how does a pandemic impact it all? George Lee Sye shares his story of adapting to change.



George Lee Sye

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is Episode 816. Today, I have a special guest, George Lee Sye. Welcome, George.

George: Thank you, James. Good to see you again.

James: "You again". Yes, we say again, because we've actually met in a past life. I'm guessing it was over 10 years ago, when we were hanging around together. I think you and I were both speaking for a promoter in Australia from the platform. Back in the earlier version of my business model, I used to sell training workshops to people at events; they would pay an amount, they would come to an in-person workshop, and they would learn how to build an online business.

And back then, and this is really interesting because of what we're talking about today, I used to teach people how to build their own website and to do a lot of the things themselves. And over the years, I mean, we're talking about since 2009 or 2010, over the years, I've moved into a different position now where I really don't recommend people get too bogged down in learning how to do coding, or developing, or using Photoshop to slice up images and all of that hands-on stuff.

Adapting to change in the time of pandemic

I really recommend they find the person who can do that for them, or they use a tool that just takes care of all the messy bits. And that's what we're going to be talking about today. I'm going to be talking with you, George, about your transition when the pandemic came along, and the changes in your business model.

So I've just shared a little bit about the changes in my business model. I now don't do the speaking from stage. And I don't do as many live events. I'm pretty much doing [podcasting](#), [short social media videos](#), and dealing with people in an online scenario. Of course, when people are members, we do have local meetups, and I do run webinars for paying customers. But I don't do that as part of my free model.

Now, I think in your case, you've had a pretty significant business change in the last year or two, having to adjust to a market modality where the in-person sort of potential has been significantly reduced, obviously. And I want to hear your story around what it looked like a year ago. It was actually a year to this day that we're recording, when WHO announced a global pandemic.

So I'm really interested to get that timeline of what business looked like at the beginning of last year, and then what had to change, and what it looks like today. That's what I want to do in this episode. I'm just going to mention your website early on, because my listeners are super switched on. They're going to start looking it up already. It's [9skillsfactory.com](#), and that's nine as the number nine. I always have trouble with domains where there's a number. I've had over 2000 domains, and the ones with numbers always throw me a bit.

So 9skillsfactory.com. Funnily enough, while we're on the numbers, you're running that on a platform called 10XPRO.io, which is how we've recently been reengaged, because I'm so active in that platform with the founder, [John](#). And he told me you're using the platform, and you're using it well, and that was really interesting for me. So I wanted to reach out to you and have a chat. So firstly, what is Nine Skills Factory? And then take us through that journey.

George: To explain what Nine Skills Factory is, it's a training platform or an education platform for professionals. So we always had a market of large corporations, you know, Qantas, BHP. So it's always been big companies, and kind of traveling around the world, helping them make money by better executing their business plans.

About 10 years ago, and it was prompted by our meeting in Sydney, we started thinking, like, I took a big interest in, when we sat there and did that panel in front of all these people - because you and I sat side by side and answered questions in the panel - and I remembered, I was listening to you. So within a month of that, we started recording stuff. And we dabbled with it. It was like, you know, my way of learning is just dive in, have a go at it, and see where you go.

James: Well, just on that, my memory of us meeting back then was, you really blew me away with your health. Your physical presentation versus your historical age didn't match up, and I paid attention to that. So I've definitely been far more interested since we met, and inspired as to what's possible.

We're going to put a picture up on this post at episode 816 at SuperFastBusiness.com of you shredding around the racetrack on your performance motorcycle, and that should be inspiring to anyone, because you do not look as old as you actually are. And that's the big takeaway I remember from all that time ago as well. So we've helped each other by the sound of it.

George: It's awesome. Well, we're doing the same thing in that, we're making a lot of decisions that are lifestyle-based, including, you know, this online piece of work. Our approach was ramped up because of COVID-19. We had to make a big shift, because of that, but we had been getting ready for it for 10 years. The big thing for me was, we'd been dabbling in WordPress, and, you know, going out there and buying extensions and plugging in extensions, and then going through all the dramas of the maintenance and trying to work out how the pieces come together.

James: I call that a Frankenstein website.

George: Yeah, it was a nightmare. You know, like, I'm a quick learner. And I'd get in there, and I taught myself HTML. And, you know, I went through all those processes, but I never, ever could get all of the pieces together, because no one provider had all the parts. And about 18 months ago, I didn't even know how we came about it; I think I read something, I think I might have seen something on LinkedIn about it; I went and had a look at 10XPRO, I think it was a \$1, you know, like, run it for \$1.

James: Yeah. You can start it for \$1. And what I like about that is you can get in there, get under the hood, load up your sales page, put some content and actually have it pay for itself before the first billing. And if you can't, then stop it. So it's very low risk.

George: Yeah, well, we did that. And by the way, we learned from that too, because we've only gone to a membership model two weeks ago, costs \$1 for the first 28 days. It's the way we've set it up. So we're learning from you still. Anyway, we were basically using it as a training delivery platform to our corporate customers, but the corporate world - you know, when I say corporate, well, I'm talking large companies - they're not necessarily that onboard with online. There's a misunderstanding about what online does. They just think it's watching the video or something.

James: Well, I think, you know, even when I worked for a corporate company, big one, Daimler Chrysler, who owned Mercedes-Benz at the time, they were starting to get into GoToWebinar when I still had a job, in 2008. They were starting to say, Oh, you know, we're going to cut costs 30 percent each year, and instead of flying you down to Melbourne for a one-hour meeting in our office, we're going to just hop on this virtual conferencing software.

That was the first memory I had when I was in corporate of them starting to introduce leveraged technology. But I really think it was 2020 when most people, and I'll put my parents into that bucket, most people discovered Zoom. This whole world that I've been living in for a long time, the veil got lifted.

And, of course, like you said, you were aware of this 10 years ago, you started preparing several years ago. But I think you were forced, weren't you? Basically, the choice disappeared. And then there was only one way or no way. And I think that's what happened last year, 2020. And luckily, you were in a situation where you had somewhere to go to with this online platform.

The huge leverage you can get just by recording

George: Yeah, exactly. We've been recording stuff for 10 years. So we had a lot of content. So it gave us that big headstart.

James: Funny story, the history of this podcast is, the first podcast I actually put up on Apple was [FreedomOcean](#), which was a few years after the first episode of SuperFastBusiness. But because I'd already been recording audio interviews, I was able to retrospectively load them up to Apple. And this is why this episode goes back. This show goes back to 2009, I think, because I had already been recording. So that's a really big takeaway.

Anyone listening to this episode, if you're not leveraging what you do in the form of recordings, even if you don't currently know where you're going to publish them, or how you're going to publish them, that's probably a really good thing to start doing, because that puts you in a winning position to take advantage of the change in marketplace.

George: Yeah, I'm with you 100 percent on that. That was a big learning for me. And you know, when we were there with the promoter, doing public speaking from the stage, I never recorded any of that stuff, and I must have done over 1000 conferences and had zero content after it.

James: You know, I almost always go home back to my hotel, and I open up the same keynote that I presented to the audience, and then I record it on ScreenFlow. And then, after a short time, I was only doing that for a year or two, I just dropped off the scene. And my other friends like Kerwin Rae said, Why aren't you doing the public speaking? And I said, It's just not leveraged enough.

Like, what am I going to get? Like 500 people in a room; often 150 or even worse, like 70 people in a room. I've got to fly here and stay in a hotel and, you know, like, it's a day or a weekend or a couple of days out of my life away from my family, for this 90 minutes of intense effort. Even big events, like Traffic and Conversions; you might speak to three and a half thousand or 5000 people. The amount of leverage you can get - just this podcast episode, just as an example, will have about 2000 to 3000 listens in the next 24 to 48 hours.

George: Wow.

James: So when you think about how much more leverage is available by recording this one-time conversation we're having, then it just became no comparison. Now, I was very pleased to see Kerwin Rae go on and slingshot into the online world. I mean, he just catapulted in, went headfirst into social media, became an expert, killing it with his online stuff. And we all started around that same time.

A landscape that is irrevocably changed

And I just worry about the corporates - I actually have friends who work for corporates, and they're in a job, and they're looking for a way out, because they've actually been working from home, and they don't want to go back to the office. I think it's going to be really hard for corporates to get people back into a CBD after this.

So if you're not paying attention, what I'm saying is, I think the landscape has changed forever. It will not go back exactly as it was before, because the market forces have caused people like you, George, to change the way you do business. And it's a one-way change. You're not going to switch the membership off next year and just go back to in-person now that you know a different way, right?

George: Yeah. For the last 20 years, I've been doing, on average, 205 flights per year.

James: Wow!

George: Yeah. So basically, a platinum flyer in two airlines for 20 years. And then I was telling some friends the other day about it, because they said, you know, this is terrible, this COVID-19. I said, it's pretty good, because I've had four flights this year, and all of them were to the racetrack, to ride motorbikes. So it's a complete change, and I'm not going to go back.

The game-changing tool that makes it easy to shift

But the message I try to give to people is, technologies like 10XPRO make it easy for people to actually make that shift. Because the old days, like you say, to build that Frankenstein model, they're gone. You don't need to do that. Well, you can keep doing that if you want to, but it's the most difficult way possible. And then, you know, once I saw [10XPRO](#), the light came on, because all we now have is predominantly two platforms that talk to one another.

James: That's what, 10XPRO and [ActiveCampaign](#)?

George: Yeah.

James: And that's a question that comes up from people, you know, maybe they're even on a simpler system that does everything, including the emails, and they often say, Well, if we're going to go down that path, why don't I just have one? And I would say, I think John has deliberately steered clear of trying to be an email delivery system, because that's hard work.

I use [Ontraport](#). I see Landon Ray is very active in his community, and they do a lot of development to make sure emails get delivered, that all the tags and sequences, like that is a full-bore system you need to do. I think you leave that to the big professionals. That's a hard core business to be in.

And then the origin story of 10XPRO back when it was M10PRO was it was actually built as the perfect membership add-on for Infusionsoft. It was the extension of Infusionsoft for what they would have if they had a membership module. That's what it was built for. And I suspect, probably, John would have liked to have sold it to Infusionsoft back then when he started. But now, he discovered you can also make it work with deep integration with ActiveCampaign, which is what you use, with Ontraport, it's what I use.

So if you use any of those three tools, and a couple of others - it does integrate with others, but they're the major players - then it is the most powerful thing in terms of what it can do, and it's also the simplest thing. That is the hard balance. I was showing a client of mine yesterday, he's been getting a little bit overwhelmed with trying to go into the market, and he has been playing around with a WordPress site. And I'll tell you, I was so convinced that that is the old way that I sold my business, which was a WordPress development shop. I sold it.

Even after seven years, I saw the lifecycle of that. This is now a commoditized market. And it's now the reign of the Software as a Service. You want a cloud-based tool. You do not want to be hassling around with hosting, and servers, and security, and modules, and plugins, and hacks, and updates, and MySQL, and PHP versions. Like, if anyone's teaching that now, I feel sorry for them in a way, because like, that's archaic history. That's finished. And so these tools are the way to go.

I think we're in that era. And what I have seen, and what I was explaining to this client of mine is, I actually logged into my account, and I said, You've got a book. So I'm going to click on the book campaign. Push, I push the button, and the entire campaign deployed on the spot. He's got his book offer. He's got his cart, and he's got his thank you page. It just doesn't get easier than that.

I said, You've got no list, how about we build a list? So I build a list-building campaign. It's like your free offer. Then there's an upsell. Hey, you've got the free report, how would you like the paid thing? There's an upsell two. Would you like an audio version of that or something else? And these are optional, you can just delete them if you don't want these upsells. And then there's the thank you page. Thanks for your order. And they all actually come with the ability to make them time-limited if you want, because that can really help drive sales.

And the third thing is, I said, You want to sell an information product. So let's go with the live sale. And again, it's just sales page, offer; which is the cart; upsell, thank you page; you're done. So within a click, basically all you need is the words on the page. And you need the thing that you're actually giving away or selling, like the book, the report or the thing. Now, you have all this content. And so you switch from the Frankenstein to the one platform, you just log in. Like, once you hook up your ActiveCampaign account, it talks automatically, right? You don't have to do anything after that.

So you've loaded up your content, how does it work now in terms of delivering for corporates? And I'm really interested in this, because I have a business-to-business site as well. I don't talk about this much on my show. Only some of my audience would be aware of this. But I operate a business-to-business membership in 10XPRO, and we sell it to corporates. And I'm just really curious to know what lessons you've learned selling to corporates, and how they've adapted to it, and what features you're using in there.

And just before you say that, I'm going to say one of the features I needed and requested for 10XPRO for that market was for a manager to be able to know where their team are up to in terms of course progress. So I asked for a course progress tracker. Now, you can log in, and you can see how many of your students have gone through, at what stage of your courses, to see if they're effective or not. So that was a feature I asked for based on the B2B market.

So tell me how you've been using it, George.

How the features of 10XPRO power corporate training

George: There's a couple of different ways we found that helped us with the corporates. I'll give you an example of a South African company that was, because of COVID-19, forced into using an online model, because that's the upside for us as the customers are forced into it as well. We set up a coaching program. So there's a training program, there's a coaching program that connects on the end of it. And then we tie that in with a series of automated emails.

The biggest learnings that we took away is, corporate environment or the customers that we have react better when you give them frequent communications. So they're far better off doing micro training than sitting down and doing a full course, because they just lose momentum on it. So that's the one thing we use, so we tie that together.

James: So how long are your trainings, typically?

George: The two big programs, 26 weeks each. And then the largest program would be close to eight months, thereabouts. But the two main ones are 26-week programs.

James: And how long are the module or the sessions?

George: Well, it depends on the topic, of course. But if we're focusing on, let's just say business improvement, which is the core of what we do for the corporations, the actual training process they go through would take them around about six days of face to face.

James: Right. And so they're doing that over weeks in small bites. Like, what I want to know is how long do they sit in front of the computer for each bit?

George: Well, we've found it more successful when we tell them, You need to sit in front of the computer for less than 30 minutes a day, it might be 20 minutes in the morning.

James: That's what I was aiming for.

George: You know what we found is if we send them an email that says, Listen, here's what you do this week. Do these modules. And then the modules, they'll have some note taking and a little quiz at the end. That's less effective than if we send them an email that gives them the daily plan, and it says, On Monday, do this. Tuesday do that. So once we broke it down into micro training, we've got momentum. So we use the course tracker to talk to their managers.

The other one is we found, once we get into the coaching side of it, because we have a mechanism where we've combined coaching with automated communications, where they will go online, they'll watch a little video, they'll then do an activity, then they'll send me the activity, and then we give them coaching based on the activity. That works really well because of the face-to-face interaction, and I'm on their back, all the communication we use, and obviously technology.

James: One of the features I like is you could actually have, you know, in 10XPRO, they can mark as complete.

George: Yes.

James: Right. Well, you can fire an automation into your platform that sends you an email that lets you know that they've completed. So I can do that. If someone completes a module, then it can fire off a certificate. It could say, Here's your certificate, George. You've completed the course. It could send me, in Ontraport, there's a feature called task, but it could send me a task saying, you know, get in touch with George and congratulate him.

And I could call you. And I could say, George, well done on completing the module. That's fantastic. You're now ready for our advanced certification program, or whatever. So this is absolute dynamite. And I don't think many people are doing this, but that is behavioral-based progression. And I imagine you could apply the same things to the businesses you're helping improve. I'm sure I'm talking your language here.

George: Yeah. We actually already do that. We utilize the little tracking and the actions and adding tags when something's complete.

James: It's very powerful, it's very powerful.

George: Yeah. The one thing, just to let you know that we're getting a lot of interest from at the moment is, we've gone into that gamification part of it. Now they can score points. And what I've found in the professional environment like that, CPDs, you know, continuous professional development points, and then levels of status, serves them because what we're doing now is when they come in as a member, when they make associate, we send them every year a certificate of being an active associate. It's evidence that they're an active, you know, committed to self development, and then they get 70 points to go to fellow. So that's part of the retention strategy as well.

James: Looks to me like you've got trophies on the top of your bookshelf there, and a certificate.

George: Yeah.

James: Right?

George: Yup.

James: So what we're talking about here, of course, is that human need for recognition, like in a deep down level significance. And if you can take advantage of that to help them, then why not? And if you've got those features, I think it's a great idea.

How 10XPRO performs as a drip membership platform

And I also want to reinforce what you're saying about the daily bite size thing. On one of my 10XPRO installations, it's called [SuperFastResults.com](https://superfastresults.com), I put a 30-day challenge there. You can work less and make more in 30 days.

And I just did it because I wanted to do a drip membership. I've never done a drip course before, not for years. And of course, always the automation used to be awkward, but now it's like a dream. And over each day, it adds a new module for 30 days in this membership, and it's free. So if you're watching this or listening to this, you might want to check it out. Go to superfastresults.com/30. And it doesn't matter whether you type three zero or the word thirty, you'll still get the same page; opt in for it.

And what you'll see is each day we send people an email and a video. Now they can click on the video and go and watch it in the membership, or they can just read the email if they're text-based. So I like to cater for different modalities. And I'm wondering if you've done that too, George. Do you give people transcriptions? Do you give them resources underneath the content? Are they video? Are they audio? How have you set up your lessons or training? Because there's so many different configurations you could choose.

I've done the one-page course, which is my favorite, one-page courses are good. I've done the drip course. And I've got a membership. So I'm using it in three different ways, in that. I'm doing retail, and I'm doing B2B. So there's lots of different ways you can do it.

The kind of consumption preferred by a corporate audience

What have you found your corporate audience like in terms of consumption?

George: They get, obviously, get the online training, which is video-based. We don't have very much writing on the website. Basically they get a downloadable workbook. The advantage we had is that I've written 17 books.

James: In your spare time? Probably on the airplanes, by the sound of it.

George: Well, I've got this big body of knowledge, including an 840-page textbook I wrote over four years.

James: I'm currently going through my second and third book, and it's always a battle. The resistance of sitting down and concentrating for more than, you know, half an hour is hard work.

George: Well, what I found is by having the books there, what I do is give them a lot of content out of that. So we give them downloadable workbooks, which has a lot of written info, then it has a guided activity. So basically when they do training with us, you go in, there's a welcome video, and there's a little button that says, Click the workbook. They download the workbook, and in it, it says, Okay, welcome to the course. Now watch module 1.1.

And they watch that, and the space underneath it to make notes, and then there's my key points after it. So we're kind of combining, as you say, multiple modalities. They get a visual input, they get reading input, or auditory, which that is, they get the kinesthetic part of it, they've got to make notes because they don't get it all. And the quiz often comes from the notes that they make or references the material that they would have had to make notes on.

They like it. They tell us that they love that format. We give it to them in PDF form. And in fact, we've even gone, experimented with these Word documents, where they're form-protected. So you just have a form that they can type into.

James: So you're using a quiz feature in there.



George: All the time. And the reason we do that is reinforcement of learning. You know, so they learn something, we want to make sure that they learn it before they move on to the next piece. You know, I'm big on the end goal is to develop a skill, not to do some training.

James: That's it. I need to add quizzes to our courses. That's like, an immediate action step for my team. I'm going to ask them to go and add a quiz that relates to the piece of content someone's just consumed. And I know that's going to help people who learn differently to others.

George: Yeah. It can also be used, in 10XPRO, there's that feature where you track the quiz or the assessments. And at the end, you can give them, you know, the confetti drops down because you passed the quiz.

James: Yes, and, you know, it also might be a requirement for professional learning criterias that people have proven they understand the thing, like any certificate. Like, there's not much stopping anyone issuing a certificate, right?

George: No.

James: There is things stopping people calling themselves a university or whatever. So I do caution people be careful about that. Trump fell afoul of that one. But you definitely can issue certificates in whatever you want.

And you should perhaps do that if you're dealing with anyone who is in the game of collecting skills. I know that training and development is usually more valued by an employee than money, because it helps them get up the next rung on the ladder, it gets them into a bigger pay bracket, it gets them more significance. So if you're in a corporate market, I think those things would be critical.

And also, if you're in markets like any kind of academic market, where people have gone through university, if your audience have been through university to do what they do, whether they're a teacher, or a doctor, a lawyer, a chiropractor, anyone who's been to university is going to want to collect more pieces of paper. That's why they want to be a doctorate. That's why they have multiple degrees.

I know a guy who's got two or three degrees, and he's in his 60s, and he's doing a doctorate now because he's absolutely addicted to academia.

George: Wow.

James: So that's taking advantage of that. There is actually, when I was learning copywriting, there is a desire to collect. Now I've discovered that through my surfboards. It's true. You just want one of everything, you know, like Pokemon. If you deal with someone who likes to collect things, it's actually easy to help them consume more.

And of course, in your case, your customers are getting a result of whatever it is they're learning, so you're helping them by harnessing their natural instinct. So I think this is all very well intentioned.

The team behind a continuing professional development business

I'm interested, how have you set up in terms of team? Do you have anyone helping you with this? Do you do it all yourself? And was there an initial workload that's dissipated, or you're finding that there's still things that need doing?

George: I've basically got a team of four people. And the other three are all ladies, they work down in Brisbane on the Gold Coast. So there are two ladies that do all of the admin, they work with Hootsuite, and they automate posts and things like that. So their main focus is on administration, looking after logistics, because we still do face-to-face conferencing; we've got a couple of customers that want us to go there. But they look after all of that. So basically, I just turn up at the airport, I get on a plane, I fly there, I deliver it, and I come home. So the back end of this, there's been two people working on that, and I'm one of them.

James: Because you can with that platform, you actually can.

George: Yeah.

James: I will say, it's the first time in about eight years where I've bothered to get the logins for whatever platform we're using, because I can add a word or change something easily if I want, in the same effort it takes me to put it into [Slack](#). But that was never the case with WordPress, because there's a lot more steps and hurdles. So that's been interesting.

I'm seeing a lot of the use cases of 10XPRO where the owner is a bit hands on. But there is also, and I think it's worth pointing out, I'm helping create an army of 10XPRO jockeys. So if you don't have a team of four like George, and you don't have the inclination to even log into the thing, you don't have to.

You can just hire someone to take all your videos, take your words and put them all in there, and add your Stripe or PayPal account and turn the machine on. So there is that service available, and it's happening right now, and there's a list of recommended suppliers in the platform. So that market is growing because the tool is growing.

George: Yeah, I've got to tell you, I agree with you, because it's easy to type something and just type it straight into the website rather than me send it down to the girls and they do it's double-handling.

Environment and the human tendency to collect

James: When you say down, where are you physically located?

George: I got five acres up in the mountains behind Cannes. So it's a lifestyle choice.

James: You are right up there.

George: Yeah. I'm an hour and 40 minutes from Cannes. We've got this nice place. And the house is 20 meters from a creek with a waterfall. So we have a waterfall instead of a pool. It's a massive waterfall.

James: Is that why you're interested in butterflies?

George: Yeah, right. I can see you're looking at that.

James: Oh yeah. I'm taking it all in. I went skydiving in Cannes.

George: Yup. The reason I like it up here is bike riding, like there's no racetrack but the motorbike riding around the place is brilliant. And, you know, I'm a motorbike enthusiast.

James: Well, don't worry. There's no law enforcement watching this podcast.

George: I'm not putting any evidence out there ever anyway.

George: Suffice to say that I'm like you. How many bikes do you need? Well, the answer is n plus one.

James: N plus one; n being the number you already have.

George: That's it. You get it.

James: You know like, this has been a huge issue for me, and I recently had an episode with seven time world champion, Layne Beachley, female surfer. She literally lives across the road from me. I see her most weeks. And when I was podcasting with her, we talked about the number of surfboards that she has, versus me, and she said that I probably have too many. And so I actually listed 13 for sale, I've sold five already in the first 24 hours of listing them.

I'm pruning back. 2021 is the year where I end up with less surfboards than I started the year, but less but better. And it's in line with work less, make more. I have less surfboards, surf better, because I'm not going to be paralyzed with choice. And I'm not going to second guess which one to take. and also, I read some quote from an internet scam artist, he's a fraudster. I think his name was HushPuppi. Maybe these are just alleged at this point, but I think he scammed a whole bunch of people for some stuff.

But one of his quotes, he was always posting bling, and, you know, fancy watches and cars and clothes and stuff. And he said something along the lines of, you know, don't save your best stuff for a special occasion, every day is a special occasion. And I apply it to my surfing. I think, you know what, I'm going to surf the best board I've got every day and stop putting them in the corner there; because it's really busy, where I surf. It's a good chance you're going to get a ding here or there.

Sometimes I take a bit of a beater, just so that I'm more relaxed about it, but I'm just going to surf good boards from now on, and I'm selling the rest, and also the ones I don't fit anymore. You know, my surfing ability and my surfing preferences have changed. Have you found your motorcycle collection changes over time, where you're fond of something and then it's no longer suitable, or you weren't fond of something and then it becomes more in vogue?

George: Oh, there's motorbikes. That's exactly the same as surfboards, you know, there's no one tool for every scenario. So I have four motorbikes.

James: They try and sell it like that, though.

George: Of course they do.

James: I can't tell you how many boards they say is a one-board quiver. But I don't know anyone who's just got one. I only know one person who's got one board, and she's into sustainability, and circular economies and stuff. And so that makes sense. And it's probably, if you have the discipline to do it, you'll become really good at surfing that one board; until someone runs into it.

George: All I need is four motorbikes, right? An adventure bike, which is a combo off road...

James: All I need is four - that is a tweetable right there. All I need is four motorbikes.

George: ... a race bike, a supermotard and a motocrosser. That's it. I've covered all the bases.

James: I'm down to my sort of ideal five surfboards. I can get by on just five, you know, which is, you need a twin fin fish, you need a longboard for the small stuff when you just want to cruise, you need a really good mid length, and you need a good-wave board; so there's four, and you probably just mix it up a bit with something a little bit interesting. But yeah, I'm with you, George.

An episode summarized by leverage

But isn't it good that you're at the point where you're past struggling to find a customer or figuring out what you have to sell, and you're more into the part of repackaging, adjusting the dials and the knobs on the business, and looking at where you can find the leverage?

But I think if we were to summarize this episode, it's about leverage. You went from a more old world scenario; and you said something vitally important, vitally important, and that is, your customers have had to change, too; not just you, your customers. And there's really only the position you can take in this market is, I'm going to change and adapt to deal with the change my customers have had to encounter or not, and you have. and you've succeeded.

I think you've found the right tool for the job is what I'm hearing from you. I'd love to know what advice you would have for another business, who's got content, got some customers, and they're noticing their customers have changed or adapted, and they're thinking about whether they should try [10XPRO](#). What would you say to them?



George: You'd be familiar with the statement. You know, as an entrepreneur, you've got a choice, either you're going to be the first or you're going to be the best. And given the choice of the two, you're better off being the first. I think hesitation in this time and age is the big mistake, and I'm at the other end of the stream. I just see it, I know there's something good about it, I don't know quite what it is. So I just jump in and, you know, whole hog, give it a run and learn about it.

My advice to people is, the world is changing; technology is changing as well. So you've got to grab good technology like this, which is taking away a lot of pain, so you can put your energy into content development and the sales process, you know, and customer relationships. If you don't follow that path, if you go down all of these Frankenstein-type approaches, you end up putting all your energy there, which is still nothing, because your business is not about the process of developing a website. It's about delivering a service to someone.

I've found that 10XPRO has just ramped up tenfold in terms of what we can actually deliver and how we go about delivering it, without all the pain. I actually have more time for motorbike riding now. I'm like you. I actually work one day more than you. I think you work three days, four days off. I work four days, three days off.

James: Potato, po-tah-to.

George: Yeah.

James: There's a personal mission behind that. It's because from 1995 through to about 2006, I worked 11-day fortnights. Only in the last couple of years that I've managed to wrangle a five-day workweek. But I still had an omnipresent business, seven-day-a-week business, a motor dealership is open seven days. Only for four and a half years of that time did I work for it when it was open six days. But 11-day fortnight sucked.

I was working an extra 26 days a year compared to everyone else. But now I want to have twice as many weekends off a year, which is why I have Friday, Saturday, Sunday, Monday off, because if I do that every year from now on, then I think I'll end up ahead.

George: Yeah. I had a corporate job in BHP, and I remember the last year I worked in a corporate role, which had responsibility for assets around the world, I did a million frequent flyer points in one year. At the end of that, I just went, This is madness. And then I left the company and then I went to work for myself, but I just still didn't get it right, because I had corporate customers, so the expectation was always there.

It's more so the last two or three years. And by the way, prompted by your conversation and my introduction to you back, you know, 10 years ago in Sydney, that's where the brain went down this path.

James: I think I was actually fairly early on into the market back then. You know, I'm looking at some of the recordings I made at events in 2010, 2011, 2012; what we were talking about then is what we're at now. I was talking about protecting yourself from being demolished by the platform you're building on disappearing. And when I was talking about that, I don't think Facebook even had groups when I started talking about that, like I was way, way ahead of that curve in terms of ownership.

And then, you know, as you would be aware in a month ago, Facebook switched off news for the whole country. So here we are living the reality I've foretold. And I'm all about having that ownership. I think [building on your own platform](#) is clever. I think it's adding asset value to your business.

The subtleties that travellers recognize

It's wonderful to see you adapting and moving; and you know, for what it's worth, I pay a lot of attention. When someone's been traveling so much as you, they're more switched on than someone who's sitting in their little cocoon, hibernating. If they're not getting out and about, they're not really exposed to it, but you've seen it. You've been in the front line. People who travel a lot are just more worldly and are able to notice subtleties.

Today, my barista, who I don't recognize as new to the shop, I think she made a cappuccino instead of a flat white. And for our overseas audience, I know Starbucks now has a flat white in America, but they didn't for many times. It's just more milky, and a cappuccino has this little powder coating of chocolate powder on top, sugary chocolate. As soon as I took a sip, I could detect that difference in the taste. I knew there was sugar in it. I open the lid, there's a layer of chocolate. I could tell instantly it's different, only because I've been out and about. I've tried and tested it.

It's like I've ridden over 100 surfboards, because I want to know what they feel like. And when people ask me for advice on surfboards, my advice is actually valuable to them, versus the person that you ask who's only ever had one surfboard, they can only comment on that one surfboard. So I take your feedback very strongly, because you've been out and about. You've tried other solutions. You've done business in many ways, and you're a more mature human with a lot of miles under the belt.

So I appreciate you coming and sharing that. I've always prospered by listening to wiser people than me. And that's why I want to bring on guests on this show who can contribute to our knowledge. So I know my listener would thank you if they are here in person, and that's my job is to try and get that.

Some advice to the decade-younger entrepreneur

So why don't you just give us a little bit of advice on the way out, you know, some sage, George Lee Sye advice, you know, from the global traveler, the experienced businessmen, the guy who's seemingly found the elixir to the fountain of youth, what would you say to someone who's 10 years or 20 years back from you on their pathway?

George: There'd probably be a couple of things. The first one, and this is what come to mind when you said you've got listeners out there or friends who were sitting on the couch, not traveling to work now, who want to continue to do that; the transition to online, right, from a corporate role, is a transition from thinking about information sharing on the internet, to sales on the internet. And that's a huge transition that they have to make.



I've got to say, you know, hats off to you and [John Lint](#), [10XPRO](#) makes the transition to a sales thinking model, now that you're actually selling something, much easier for people who come from a corporate environment. The big message I would give every individual out there is, you know, if you have an idea, then you know, think about being first out there. If you wait until it's perfect that's too long, you know, and I think if you wait till it's perfect, then you've probably missed the market.

Like I always tell people, this book, you know, 840-page, a little book of mine...

James: Show us the front of that book, George. You're not really promoting it very effectively. Right, Process Mastery with Lean Six Sigma.

George: Yeah.

James: Can we get it on Amazon? Where do we buy that thing?

George: From [9skillsfactory.com](#), with a nine.

James: There you go, book funnel; you got the book funnel all in place. You've got it all dialed. You know, there's three things I'm going to do as a result of this episode. I'm just going to put it out there, because you've inspired me. One, I'm going to ask my team to set up quizzes in our existing platform, because it's there to use.

Two, I'm going to get in touch with my friend who's in the corporate, and I'm going to say, take the dollar trial of 10XPRO, buy yourself a domain for \$12 or \$14, and fill in the blanks, like, hit the campaign builder on list building, and just fill in the blanks. Give away something useful, because I've already talked to him about what his expertise can be. I think he can be an integrator, he can help business owners with his skillful project management.

And the third thing that I'm going to do is - I had it, I had the third thing, I was so excited about it.

George: Something about writing a book, another book, getting it done?

James: Yeah. That's it, thank you. I'm going to put the book funnel, I'm going to let people buy [my book](#) from [SuperFastResults.com](#). I'm going to deploy the book campaign and let them buy the book. They can get the soft copy, perhaps. They can then buy the physical copy, and then an upsell might be the audio version or something like that. I'll figure it out. But I've got the capacity with the option of using tasks, I can have my team member fulfill the book from our fulfillment center once someone purchases.

We didn't have that capability before I had that website, and I didn't know how to get the physical book to the customer. But now I do. So you've inspired me, George. There's three action steps for me. If you're listening to this show, I wonder what your action steps are. You know, now's a good time to write them down. As George said, kinesthetic, get it happening.

How does George keep his youthful looks?

This has been a surprise and a delight. You know, we've covered the most important things, George. We've covered motorbikes, surfboards, membership sites, infoproducts; the transition from offline to online. What's one secret we can have for staying looking young?



George: Well, I used to phrase it as scare yourself half to death, half the time. The adrenaline rush seems to work. But I think the big one is, find something that allows you to focus on things other than work. And for me, that's 300 kilometers an hour down the main street of Phillip Island. That keeps my attention on track, and there's only one thing in my brain. That's a form of meditation. You've done it with surfing.

James: Yeah. It's me paddling down a nine or 10-foot monster wave. I'm not thinking about much else. It's that roller coaster adrenaline rush of going from zero to 32 kilometers an hour in a microsecond. It's a hard-earned, hard-won victory that you have to do yourself. And I know Laney said, she said, Yes, you can get a jet ski to tow you in, but that's cheating.

George: Well that is how old people would think, you know, you start to ease off and do it the easy way or back off and don't do it at all. I just keep doing it.

James: And credit to her, at one point in the world, she was like, rode the biggest wave ever for a female in the world. You know, if someone's towing you into the wave, it could probably be a big wave. It's got to be scary as hell. So I don't think it's easier. But I think that's what we would call leverage; you know, you'll get more waves. But I don't have a jet ski yet. I'm just going to go the old school and build my discipline in the stoic fashion.

So, George, thanks so much for sharing. George Lee Sye, check him out over at 9skillsfactory.com. That's the number nine. And if you've got questions about 10XPRO, go and hit up the 10XPRO people. If you've got questions about optimizing your corporate business, then George is the guy; and you want to talk about motorbikes or surfboards, then you can email either of us. I'm sure we'll be very interested to engage in that conversation. Thanks, George.

George: And let me add on, any bike riders out there, just go and join the California Superbike School. That's where I work, and I do some coaching. So I'd love to see you there.

James: I've heard great things about that. That's the OG school from what I've heard. So kudos.

George: Yeah.

James: All right. Cheers, mate.

George: Thank you, mate. Catch you later.



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