



## 6 Valuable Life and Business Lessons Learned by Jay Abraham Over A Lifetime

### 1. How to brag (without really bragging):

- **Defuse the enemy, in this case arrogance or hyperbole.** This is similar to an insulation technique. Put it straight out there, then push it to the side.

**Example:** “What I’m about to say may sound arrogant, brash, audacious. I don't mean for it to be, and it's not my intent. But facts are facts, it’s well-documented. And if I don't establish this, you won't appreciate the rest of what I'm going to say.”

- **Have a third party extol you.** Proclaiming your own greatness will quickly get you labelled a prick. Praise from someone else will be better received by your audience, especially if the third party has credibility of their own.

- **Simply establish achievements.**

Example: “Before I tell you my story, I should probably tell you a little bit about my background.” And then you list: “I was involved in this (either company or product). I went from (this to that). I was involved in (this that went from that to that). I'm considered the progenitor of (this or that). These prominent people were mentees of mine, etc. And I'm telling you that...”

Then you draw a reason why and tone it down with humility. “I'm telling you this not to sound arrogant. I'm telling it just to establish the credibility and substance of what I bring to the discussion we're about to have.”

### 2. How to be precise in your communication:

Precision in language has impact. You needn't be highly educated to develop your vocabulary. Set out to learn five or six unique words daily. Look them up, then use them in conversation throughout the day.

Try also using words in triads. There is science to support that threes are more powerful than twos or fives or ones. Also, when you express something in three different ways, chances are one will resonate with the person you are speaking to.

**Example:** "My products and services were much more what I'd call holistic and global and strategic."



Beware of being generic, superficial or general, especially in sales copy. You're putting on the reader the burden of understanding your message, when you should be making it easy for them to see in three dimensions what you want to convey.

### **3. On note-free consultation:**

The ability to address question after question on the fly without visible references is a gift that often comes with experience. When you've been in numerous and varied industry scenarios, you achieve "a form of universal intelligence", a depth and breadth of understanding that your subconscious can tap and pattern recognize easily to provide clear and appropriate answers to the query at hand.

### **4. The importance of numbers:**

Numbers are immensely important. If you can understand correlations, implications and allocations, you can decide the best use of time, effort and money. If you understand allowable costs as it refers to different products, media, etc., you have an unlimited budget. And if you can prove the lifetime value of an acquisition, even without cashflow, you can find someone to finance it, something you can't do without knowing your numbers.

### **5. Advice on revenue share deals:**

A long-term revenue share deal is much more lucrative and sustainable than being paid fees, for several reasons:

- You're being paid on a continuum for the enhanced results you produce, with none of the compensation denominated in time.
- You'll earn a hundred times more for the time you put in.
- You'll be entitled to your compensation for long periods, if not forever.
- You have to work hard in the beginning, but later you have momentum working for you and need just to adjust when things get stale or competition comes in.

The caveat of a revenue share deal is that you need the right partner. Align yourself with companies that have the capacity, the resources and the willingness to really deploy things, roll things out, reinvest.

Have a portfolio of very diverse relationships. It's not only profitable but stimulating.

If clients reject projects and applications you propose, consider buying the



rights and giving them a percentage. You'll make a lot of money when your projections prove correct.

When, as sometimes happens, clients grow stale on paying you, offer to let them buy you out. Be vigilant, as some owners end up abdicating once their business has grown.

6. On giving your best:

“If you have the ability to go far beyond exponential, then you should never be satisfied with linear. Plus, you should operate your business and your personal life always in the exponential zone, not in the incremental zone. And everything you do should be done with the highest current and residual yield.”

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