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Presented by Bill White
<http://www.synchronicity-expert.com>

Intro: Synchronicity expert Bill White brings you Success Radio 11:11.

Bill White: Hello, everybody and welcome. This is Bill White, synchronicity expert for Success Radio 11:11. It gives me great pleasure today to tell you that my special guest is Jeffery Combs of GoldenMastermind.com. Jeffery is an internationally recognized trainer, speaker, and author in the Network Marketing and Direct Sales Industry. Jeffery specializes in Prospecting, Leadership, Teleconference Presentations, Personal Breakthroughs, Prosperity Consciousness, Scripts, Mindset Training, and all levels of effective marketing. I would like to talk with Jeffery today about something he is awesome at explaining and that is prosperity consciousness and how it relates to the entrepreneurial endeavor. Jeffery, welcome. It is great to have you on the show today.

Jeffery Combs: Bill, it is absolutely my privilege and pleasure to be able to share this opportunity to connect with you this afternoon.

Bill White: To begin Jeff, you have quite a story of triumph. Can you tell us a bit about your past struggles and how they shaped you into the man you are today?

Jeffery Combs: I would love to do that, Bill. I have been an entrepreneur for many years and early in my life I decided that I was psychologically unemployable. I had bought the recipe that most of society suggested and that is to get a good education and get a job; however, after working for three different millionaires by the time I was 25, I realized I was psychologically unemployable. I started my first business venture in my mid 20's, but in the midst of all this, I had a problem called alcoholism and drug addiction. I spent 14 years battling those addictions until finally at the age of 32 I ended up homeless and on the streets of Los Angeles. I had nowhere to turn, but to move in with my parents and this was quite a humbling experience and even that was not enough to get me clean and sober. I finally hit absolute rock bottom at the age of 32 years old and ended up in a treatment center for drug and alcohol and that was really the beginning of starting to understand not only what it takes to be an entrepreneur, but the challenges, the ups and downs we go through. No matter how successful we are, we still encounter some of those challenges and obstacles. The 14 years that I went through gave me a lot of character and also gave me a lot of awareness. So when I got clean and sober, I re-dedicated myself to becoming an entrepreneur. I attempted a few business ventures and most of the time that I attempted them, what I was really doing was treating them like a hobby and they cost me money, but around 34 years old, I got serious about becoming an entrepreneur and I quit my jobs that I was doing and I really was never good at the jobs I had. I went full time in Direct Sales and Network Marketing. The first couple of years as a full time entrepreneur, I went up the down staircase. Fortunately for me, I found a niche where I was in the right place at the right time and I attracted one really good person into my life, a gentleman named Jerry Clark. I had a six-figure year in my second year full time in that business, but as so many situations that have happened to me, the foundation of that business was shaky and quite quickly, I found myself out of business. I spent several years going up that down staircase and those were great character-building years. I was not an overnight success. It actually took me almost 10 years to ever achieve a seven-figure

income in a calendar year. I tell you what, Bill, it has absolutely been worth it because it was not a sacrifice, it was a privilege to go through that process.

Bill White: Absolutely. Jeff, you talk about poverty consciousness. Can you tell us a little bit about that concept?

Jeffery Combs: Absolutely. In the law of Compensation, there are two aspects that we can look at and there is a poverty consciousness and then there is a prosperity consciousness. A poverty consciousness, it does not just mean money, it means lack. A prosperity consciousness would mean a plenty or a flow. Typically, a poverty consciousness is some individual who feels there is not enough and oftentimes there is not enough because this person is not enough and that means their self-esteem is low. The telepathic message they send is that, "I'm a victim. I've been deprived. I'm a saboteur and I'm not just good enough" and this creates a scarcity. As children, we are taught a lot of this because a lot of our parents and grandparents grew up during the Depression and World War II and then the Korean war and before the 70's and 80's really hit where prosperity started to boom a lot more in our country, the United States here, a lot of our relatives got conditioned to this lack mentality and then through the 20,000 meals that we spend with a set of parents, most of our conditioning about plenty or lack gets set in place. Even though we still have dreams, you know, many of us go to college, get the education or attempt to climb the ladder, but we do that with a lack mentality and we end up putting our dreams on the shelf and tiptoeing quietly through life. That would be my definition of a scarcity or a poverty mentality. It really means not enough.

Bill White: Then how do we erase that poverty consciousness? How do we make the shift?

Jeffery Combs: Well, first of all, the shift begins with awareness. Now, anyone who has done personal development or self-growth or personal growth or any kind of spiritual enlightenment understands the word consciousness. Consciousness really is synonymous with the word called awareness. To create the shift, it is very important we understand and understanding means understanding why we do what we do. If we do not understand why we do what we do, all the how-to's in the world will not get us there. If we have grown up with the lack mentality or poverty mentality then it is very important that we change our dialogue not just with money, but with love and receiving because on a really spiritual level, it is not just having a prosperity consciousness, but it is being able to be good enough to receive that kind of prosperity. The word prosperity, Bill, comes from the Latin word, it means prospero or in the flow. That is why we will not allow ourselves to relax and live a lot more in the flow or a life of ease rather than a life where our favorite word is hard. We are so conditioned that we have to work at success is hard and then we end up becoming what I call a hardoholic. So, the change and that is what most people resist is changing because they continue to live in that which is familiar. The change really begins in creating a new awareness and it can become with the power of the spoken word, "I am good enough. I am lovable. I am capable. I am a leader. I am prosperous." So, that is really where it will begin.

Bill White: Great, Jeff. Is it all mindset or can we touch on what makes a critical difference - you mentioned before about how you originally treated your business as a hobby and when you got serious about it, what are those critical differences between someone who succeeds and someone who fails above and beyond the mindset itself?

Jeffery Combs: This is a great question and you ask great questions, Bill. I can tell you have interviewed many great people. I have also been told that about myself and this brings a crucial point to the whole situation. Mindset is really about the questions we ask ourselves and

the better the questions we ask ourselves, the better the results we will get. You can have the greatest mindset in the world, but if you do not have the actions that follow then all it is, is a pipe dream. To live a dream, it really means developing the mindset in a vocation that you feel good enough, that you can do lots of it to gain the repetition experience that will allow you to transform. We are emotional beings and most of our society overthinks and they end up thinking themselves out of opportunities. To be a great entrepreneur, it requires OSP, opportunity seeking perception. Now, that kind of mindset for a few people and a very few, I am talking the law of the Few, there are people who are born with that. They inherit it. They are constantly positive. They have not been conditioned and broken down by society, but by and large, most of the mass is conditioned to trade time for dollars and to give up their value and give their value to someone else. That is typically what a job will do. It will eventually wear you out. So, the mindset and not only the mindset, but the feeling and as emotional beings, it is very important that we be in the feel prosperous, we feel successful, we feel capable, we feel lovable, we feel we can accomplish whatever it is we set out to. Well, the real crux of the situation comes down to not only how we feel, but what we say because our words create results. So many people do not understand this, Bill. They use statements like, "Well, I'm not good with names." Bill, you know as well as I do if you are ever going to do sales and marketing and you say you are not good with names that takes you right out of the game. If you say, "I'm not good with memory" well, that also takes you out of the game and these are word choices that we end up adopting. We can completely change the way we feel by changing the way we speak and it is not the way we think. Thinking is overrated. Actually it is my belief that thinking wears most of us out. We think too much and we think ourselves out of an opportunity. We are blessed everyday with a gift called time and that breaks down to 86,400 seconds, 1,440 minutes. To change that mindset, first of all, we begin to change the way we feel about whatever vocation that we choose and when we start to do that, we start to attract a whole different level of situations to our lifestyle and our life. I heard you mentioned that you were a -- I believe did you not say early in the conversation that you call yourself a synchronicity expert?

Bill White: That is exactly right.

Jeffery Combs: Now, that is a great concept, Bill. As you know, synchronicity means meaningful coincidences, aha moments, God winking, no accidents I mean we could come up with lots of terms that are synonymous with that, but when you can actually not only create synchronicity, you live synchrodestiny.

Bill White: Exactly, yeah. Yes, that is absolutely true. I know enough about your story to know that you have lived with synchronicity quite a bit. I have had some pretty incredible experiences myself as well. I wanted to also speak with you about entrepreneurial seizures. What they are and what happens when people decide that, "Hey, I've had enough of the nine to five. I'm going to go into business" and they go out, gung-ho and then they collapse. What causes that?

Jeffery Combs: Once again, another great question. What I specialize in, Bill, is I have had the privilege in the last nine years of coaching over 2,000 entrepreneurs and I have spent over 20,000 hours assisting great people with great ideas and great dreams unseize themselves because typically here is what happens, Bill and this is like a phenomenon. The average person wakes up one day and they have a dream and they get their dream off the shelf. A lot of times, we forget to dream, but then all of a sudden, we see an opportunity and it wakes up our reticular activating system and it takes us back to a place when we were children and it wakes us up and we say, "Wow! I can do this." We are right, we can do that, but what we do not realize or most people in society is they do not have the habits and the skills of an entrepreneur. They have the habits and

the skills of an employee and all of a sudden they decide to start a business and they are 25, 30, 35, 40 and it is not that they do not have the talent, but they do not have the skills mastered to succeed in an endeavor that is new to them and see it's unfamiliar. Now, in our ego, we have been conditioned in our society that we are in a fast-paced society where everything is convenient. You can conveniently drive through a drive-thru and get bad food and satisfy your hunger cravings. You can conveniently give up your freedom for a place called the job and you can get a check every two weeks. So, we live this life of convenience and we do not live our dreams and then all of a sudden, we want to have our dreams again. We do not understand what has to happen in the body to live those kind of dreams. It requires a different mindset. It typically requires not only mentality, but a different set of skills and the only way to get those skills are repetition and experience. Now, you can model yourself after someone, you can get mentoring, you can listen to CDs like you and I do, you can read books and I am fortunate, I have a library of about 5,000 books that I constantly read and re-read and go through, but where I have learned my greatest lessons is in the process. Most people, Bill, just quite simply -- it is not that they fail, they never really get started. They have a dream, but they do not have the habits to live the dream and because of this life of convenience if they do not get a me-too or a get-rich-quick type of result then most people quit before they ever really get started. I do not know about you, Bill, but I found that the average person requires somewhere between two to ten years to master those skills, maybe less, maybe more to allow themselves to get comfortable with that process. What is your insight on that?

Bill White: My insight is exactly the same. In my own practice with E-biz coaching, it takes a good six months to a year just to kind of facilitate yourself to the whole technology end of it. It is the mechanics, the knots and bolts and then from there it is really starting to focus in on, "What is my niche? What am I going to deliver of value to my customers?" the narrowing down on that and producing the product line and so forth. There is a whole big learning curve there that you have to implement. It cannot be all done overnight. It takes time.

Jeffery Combs: Let us go back to one of your early questions about poverty consciousness because here is what really happens. The average person that wants to be an entrepreneur as I said they wake their dreams up, but they do not really have not only the skills or the habits, but they do not even have the concept of investing in themselves or investing in their business. To go out and start a real traditional business, I mean a franchise-type of business you are looking at \$50,000 and up, but what I see a lot of people is they put themselves in a small marketing business they can do from their home or they could do something on eBay over the Internet and there are lots of businesses you can start for a very little start-up capital, but most people when they start to, the pain gets great enough, they quit or they emotionalized the pain before they ever start and they create their own rejection issues because they are not comfortable with asking and/or receiving. If they invest a little money in themselves then they send a "I spent this money on this much and that." Part of my story is I ended up with \$80,000 in debt in late 1996 and I will tell you, Bill that I was not that distraught over it because I have been in the game long enough to know that if I could create a debt I could uncreate it and also, I learned not to focus on debt because if I wanted to get out of debt, I would just be getting back at zero. That would be a poverty mindset. The average person that gets in debt and out of debt may usually do it by taking a second on their home and leveraging their home to pay off their credit cards and then two years later, they are right back where they were in their credit cards and they have no asset left and their best asset. This is what most people do. They do not invest in themselves. They look at the cost and then they are out of the game. My friend, Jerry Clark, calls that casualties of the jungle. They entered the jungle, but they end up right back in the cow pasture where they started, but then the other side of the jungle is the LOP or the land of paradise and it also stands for the law of the Few because very few people will stay in the game long enough. I

call that place the gap, Bill and that is where you leave the 97% of the not-much crowd. The not-much crowd are our relatives and our friends and family. You call them up and you go, "How're you doing?" and they go, "I'm doing good." "What are you doing?" "Not much" and they want to talk about the weather and that is most of society. You know something else that takes people out of the game, Bill, is the circle of influence we hang around, they actually fear us leaving them. They might show us up and they do their best to get us to come back into their pain and they use these statements like, "Grow up. Get real. Stop chasing rainbows. Get realistic. Who are you to dream? We grew up on the wrong side of the track. Don't get your hopes up. Money doesn't grow on trees and Bill, you are dreamer. Bill, you are a dreamer. Get real, Bill. Get a real job." I am sure you have heard of those before.

Bill White: Sure.

Jeffery Combs: What is funny, Bill, is when you make it those are usually the people who say, "Hey, I know you can do it and can you loan me \$5,000?"

Bill White: That is right. That is absolutely right, Jeffery. Jeffery, I know you have an extensive product line and I know that because I personally own much of it and if you have to pick one thing you would think people would benefit the most from first, what would it be?

Jeffery Combs: Well, you are right. I do have a very, very extensive product line. Depending on what vocation they are in, I would strongly suggest that they take a look at one of my sales and marketing CDs and that would be the [Psychology of Closing](#) or the [Psychology of Prospecting](#). For someone who really wants to understand the study of people, I have a CD set called [Personalities for Success: The Animal Factor](#). So, that would be another great CD set that would assist anyone from any walk of life because it really breaks down the four main personality types and what their likes and dislikes are. What their hot buttons are and it really gives you the insight and understanding why people do what they do.

Bill White: All right. That is terrific and they can get that directly from [GoldenMastermind.com](#)?

Jeffery Combs: Yeah. My website is [www.goldenmastermind.com](#). I have several websites like you. I do a lot of Internet marketing. What people do not understand, Bill, is just the opportunity we have in 2006 as we enter into 2007, I mean, there is just so much prosperity available that all we have to do is reach out and decide. There are so many opportunities. There are so many great products and services that can allow us to brand our ideas and brand our products and services. There are just so many great opportunities, but most people they don't know how to focus and that is typically what takes them out. They have so many ideas. They cannot focus on one great one.

Bill White: So true, so true. Well, Jeffery, I know what kind of schedule you keep. I want to thank you very much for sharing your information with us. It is an honor having you as my guest today and I encourage my listeners to explore your products and services further.

Jeffery Combs: Bill, thank you for this opportunity. Also, I want to let all the listeners know that I have studied a little bit about you. I looked at some of your websites and I know that you are a remarkable entrepreneur and they definitely deserve to plug into this call and you know what else they should be doing? They should be recommending any other people they know that are entrepreneurs to participate in your calls because you really provide great value and great

service not only for the fledgling entrepreneur, but for the entrepreneur who is looking to bring other people into their circle of influence.

Bill White: Well thank you for the compliment, Jeffery. I appreciate it. Have a terrific weekend.

Jeffery Combs: Thanks, Bill.

Bill White: All right.

Jeffery Combs: Have a great afternoon.

Bill White: All right. You too.

Jeffery Combs: Bye-bye.

Bill White: Bye-bye.

Be sure to visit successradio1111.com. That is success-radio-1-1-1-1-dot-com. This is Bill White. May you be blessed. All the best.