

S u c c e s s R a d i o 1 1 : 1 1

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

Bill White: All right, this is Bill White. Synchronicity Expert with Success Radio 11:11. I have with me today Mr. Rasheed Ali. Say hi, Rasheed.

Rasheed Ali: Hi everyone, hi Bill. How is everything?

Bill White: Everything is going great, how are you?

Rasheed Ali: I am pretty good, pretty good.

Bill White: Rasheed, you were recently in Cranes, is that correct?

Rasheed Ali: Yeah, I was in Cranes, New York for some work I have done for a training gym in the city, New York City.

Bill White: All right, great, tell us a little more about that.

Rasheed Ali: Well basically, what I had done was, I went into it as a consultant. I went into that business and figured out exactly what was being done wrong, what was costing this person, this client of mine, a lot of money because basically what was happening was he had about six figures of income -- what I discovered was he had about six figures of income, monthly income, that was not being recognized because he did not have the right system in place. His billing was not being done correctly and he had thousands of members through out his gym that were not being charged. So, finally what we decided to do was outsource his billing and get better database management system into his club, just a simple strategy, into his club actually, I am sorry. What ended up happening was it resulted in a seven figure increase in his revenue for the year because of the increase cash flow from members who were not being billed and never decided to say anything. So, basically that is kind of why I ended up there. I am giving strategies on helping to recover money.

Bill White: Awesome!

Rasheed Ali: That was the article was about basically.

Bill White: Oh okay. You are also responsible for single-handedly implementing some things for a client recently to make a large amount of money, too, right?

Rasheed Ali: Yeah, a lot of clients do make a lot of money with me. The one I guess you are probably talking about is, yeah, it was an internet marketer. What we did was we implemented by creating a new strategy. We came up with a new idea for his company and basically refocused his entire company from a \$1 million a year company with a lot of struggles to \$4 million a year company with a single focus. Basically what we did was created that product and that particular product has already grossed in the first five months of the year closed to \$2 million.

Bill White: Wow!

Rasheed Ali: Yeah.

Bill White: Well all right then.

Rasheed Ali: A very ununique situation sort of actually anyone can do it. It is just a matter of actually taking the right steps and putting the right plan in place.

Bill White: That leads me into my next question which is -- they call you the solution coach, can you elaborate on that?

Rasheed Ali: Well, yeah. As a consultant, I realized that what I ended up coming and doing is basically solving problems for people and finding solutions to problems that were either costing them money or not making them or reasons why they were not making enough money. What I decided to do was because consultants have such a bad reputation... I know I met some really how would you call it? The industry experts for certain industries that I cannot disclose right now -- the industry experts in certain industries and these guys were great story tellers. They were great story tellers because what? They were single handedly responsible for putting a lot of companies under and they took pride in that because they use that as experience, but I do not exactly take pride in putting a company under, which I have yet to do. I have never done that. So, these men are great story tellers, but all they gave was a bunch of fluff. The really usable actionable steps were really the missing element. I decided to instead of calling myself a consultant, I called myself a coach because a coach actually gets results whether you are in a baseball team or you are a gymnast or you are an athlete in the Olympics. A consultant will just tell you a bunch of stuff, a coach will actually show you how to get there, how to get your results and you actually see results. That is really the key defining difference between the so-called consultant and the coach. So I decided if I find solution to people I am the solution coach and I got that name and trademarked it and the rest is history.

Bill White: All right. You also have a very, very interesting background. Your story is definitely an inspirational one, can you tell us that?

Rasheed Ali: Well yeah, I would not say it is a unique story because it has happened to probably a lot of people, but in my case it is unique for me and what that was I grew up in a very unloving home. I had a -- what I did not know then but I do know now were very abusive parents. I had the opportunity to actually live with my grandparents when I was younger so I actually did have a difference. They were such loving and caring people at the younger years of my life, thank God. From the age of 2 months to about 4 or 5 years old I was with my grandmother and I learned what a real mother was and what real love was. When I finally ended up back with my parents, I woke up to who these people were was when I got my first beating and those beatings continued on through my life until to the age of about 14 or 15, well actually 14. They progressively got worse in my life and the verbal abuse got worse and putting me down and bad language and it got to the point where I would even be beaten with chairs and literally had chairs and tables broken over my neck, small tables were broken over my back, and baseball bat. Probably the baseball was actually the last time I ever got really hit with anything because after that I realized that okay the next step is I am going to be dead. At 14 years old, you think you are invincible, but in my case I knew for a very young age that I was not invincible. That beating really left me scarred and hurt and actually I still have some injuries from it until today. What had happened that day was I made a judgment in my mind and I realized that you know

what other kids do not live like this. I know that for a fact and I constantly live in fear. What am I going to do about it? I am going to die if I am not careful because they never took me to the hospital after that day. So, for two or three weeks I could not walk, lie, I could not bend my elbow, I could not bend my arm and shake someone's hand. Basically it was just hanging there on the left, my left arm was just hanging there for a while. I remember that until this day very, very, very vividly and what happened was today I did something to upset my father and mother again and the rage came out, the baseball bat got pulled a bad time, I was lucky enough to had just got in the house and I had my jacket on still. I opened the locks as fast as possible and I ran. It was a day -- I believe was early December or late November or something like that, I do not know the exact date then, but it was pretty cold in New York, wintertime really hits then. It was really cold. It was so cold. I was crying because I did not know what I was going to do. My heart was racing and the tears were literally freezing on my face, but I was too petrified to notice, but I had realized then that the decision I made was going to save my life. From that day on, I pretty much stayed homeless even though I ended up having to go back to my home a few times with the police. For the most part after that I was homeless after that for the better part of the year. On my 15th birthday I was homeless, I spent my 15th birthday wrapped up in somebody's old dirty rug to stay warm inside of a building that I had snuck into. Since then I realized what I am going to do with my life. Since then I have progressively found my own way, I mean I started college. I dropped out of college because the things that I was learning there I had already learned from real world experience and it was -- some people would say that is the wrong thing. Actually, it kind of held me back for awhile, so I would recommend that people do go to school, but it did hold me back, but it was my own way of getting to the level of success where I am today. It is hard to say, but the steps that I had taken in my life since then really had led me down to what is now becoming the real fast track to success while I am on my way to creating millions of dollars for myself and as well as others and that is what it is all about. I realized from a very young age that to get some in your life you have to create value for others as well. I learned that from my grandfather who was actually a poultry farmer and when I got older I realized exactly what I was capable of doing. At the age of 18, I was helping people save their businesses and I did not even know that I was doing that and I thought it was just like second nature. You help someone and you give it away for free, which of course that does not work, but when you see people make money off of your ideas then you start realizing, oh wait a minute there is something to this. So, pretty much when that hit me, I realized that okay, well you have something here, and since then it has been a pretty wild ride.

Bill White: All right. Rasheed, what was it to you the greatest obstacle to success and how do you get past it?

Rasheed Ali: There is a few, Bill. I mean there really is a few. The greatest? I can rank a few up there at the top. Will that help?

Bill White: Sure.

Rasheed Ali: I would say, fear, and this is some kind of associated with fear, I like to call it OPO Syndrome, which is other people's opinion. I also think -- the next thing would be focus. So, fear, other people's opinion, and focus.

Bill White: Okay.

Rasheed Ali: Maybe there is the fourth one actually. I know you expected one, but there is a few of them up there because some people may not have all three and they have just one. The other one is actually lack of a plan.

Bill White: Okay, so how do you get past these?

Rasheed Ali: Well, fear is something is probably the big one. Fear is easily conquered by knowing that you can conquer the other three. There is some element of fear. A lot of people are afraid of success and they are uncomfortable. I think a lot of fear has to do with discomfort and what I would say is practice doing something you do not want to do. Of course something legal and ethical, but practice the thing that you do not want to do, but you know that will get you to the next step faster, it will get you to the next stage faster. Stop looking at those reality shows. One less reality show a day, one less reality show, one less situational comedy show or something like that a day will result in greater achievement because you have that time to put it to something else. Spend time reading. 1000 hours, experts say a thousand hours of practice on something and reading on something makes you an expert. A little bit more than that it makes you a world expert and research has proven this. So, spend that time, spend an hour a day reading on the topic of your interest. You will become an expert at it.

Bill White: All right.

Rasheed Ali: That is fear. I would say just do one thing everyday that you do not want to do, something that you are uncomfortable of doing and you will get past it. If it is a fear of public speaking, start talking in front of people. Go to your local Toastmasters and practice there. They are all there for the same reason. Join your local rotary club. Join your Chamber of Commerce if you have a business. If it is fear of putting up a website because you do not want people to know, you know what, you would be surprise. A website is international, nobody knows you, until you learn how to establish yourself as a credible expert online. There are tons of different things, tons of different reasons why people are fearful. Fear of just taking the next step of their lives because they have lost so much in the past. You know what, if you do not learn from your losses, of course, you are not going to achieve greatness, but if you already know -- if I do A and C it is going to get me in trouble, well do B and D. Do the other thing that is going to make the difference. Learn from your mistakes. Also, what was the other one, other people's opinion. That is easy. A lot of people -- we live our lives for what our parents think. We live our lives for what everybody else thinks and conform to society, but conforming to what everybody else believes and what everybody else is comfortable with is not going to get you to success. People are not comfortable with what I do even my own family are not comfortable with I do. They do not understand what I do. They do not understand how you can create millions of dollars for people. That is out of their paradigm. It have to be a paradigm shift for them to understand exactly what it is I do, but I still do it and I make a lot of money doing it. So, do not worry about what other people think. What other people think is inconsequential to what you -- if you care about what other people think, do something great. The ones that respect you and love you, those are the ones you care about. The ones that do not, you do not need them in your life. Unfortunately, if you do not have the support of people that you love, you are still going to have to do what you want to become great.

Bill White: Right.

Rasheed Ali: Just ask for support. Tell them this is what I want to do. This is what I love to do. Okay. What other people think is unimportant because your success is never going to come unless you go about doing things your own way. Just like Frank Sinatra's song, I did it my way. That is what I am doing, I am doing it my way. I am doing it ethically, legally and morally.

Bill White: All right. How about focus? That seems to be a big one. I struggle with that myself.

Rasheed Ali: Focus is actually a big one for a lot of people. I would say about 98% of entrepreneurs have that problem. They have a lot of ideas. They want to address each one. They want to do each one, but guess what. If you do not do the first one, you are never going to get to the second. You cannot do all five of them at the same time. Would you want to work for that person? Would you want to work for the person that has 20 ideas a day and wants to actually act on all 20?

Bill White: That is my staff.

Rasheed Ali: So, you rather do not. Keep a journal. I would say focus. Keep a journal and check off each one as you go along, but I would say -- let us say you have five different money making ideas, there is one that is going to make you the money. It is not all of them. You can eventually get to all of them, but you are never going to get to any of them if you do not focus on one first.

Bill White: So true. Okay.

Rasheed Ali: That is really -- a lot of entrepreneurs have problems such as -- this is not just entrepreneurs. It goes with anyone. This is just people in general. They have all these ideas and things they want to do, but they have not done the first thing yet. Why? Because they just keep coming up with things they want to do, but if they do not do any of them, they are never going to achieve anything, so start wanting to do it.

Bill White: Amen. Amen.

Rasheed Ali: Stay with it until you get what you want.

Bill White: How about the plan though? The plan is something that I know a lot of people asked me about. How do you put together a plan to do something you have never done before? You would not know what would work?

Rasheed Ali: Yeah. I mean the plan have a lot to do with focus as well. Pick the thing you want to do. Say to yourself what is the end result of this thing that I want to accomplish? What is it that I hope to get? What can I do today that will get me the results that I need tomorrow? Make a decision basically. Make a decision on what it is you want to do and take action on it. What are my strengths? Ask yourself. What are my strengths? What are my weaknesses? You can do a SWOT analysis, businesses do SWOT analysis for their business, but people can do a SWOT analysis for themselves. That is spelled S-W-O-T. That is an acronym for strength, weaknesses, opportunities, and threats. All you do is take a sheet of paper, draw one vertical line down the middle and one horizontal line down the middle and basically you have four quadrants and the top left is strength, the top right is weaknesses, the bottom left is opportunities, and the bottom right is threats. What are your strengths? What are your weaknesses? What opportunities are there for you? What threats are out there that will either prevent you from achieving the opportunities or going for the opportunities?

Bill White: That is really awesome.

Rasheed Ali: You find out, okay what are my weaknesses and how can I get help to fix them? What are my strengths and how can I reinforce my strengths and make them stronger? What must be done in order to achieve greatness with one of the opportunities? Choose an opportunity, maybe the opportunity you are sitting is actually a bunch of different things in one, or maybe you have all these different ideas and you think those are opportunities, but you have not chosen one, so choose one. Make a decision.

Bill White: All right.

Rasheed Ali: It is that simple. Jim Rohn once said it does not matter what side of the fence you get off on sometimes. What matters most is getting off. You cannot make progress without making decisions. That is really the truth.

Bill White: Wow. That is very profound.

Rasheed Ali: Yeah.

Bill White: What books have you read that really affected you and why?

Rasheed Ali: Wow. I am one of those people that take business principles and apply it to life as well as life principles and apply it to business because regardless of what anyone thinks and they think all their businesses are this unique thing and they think that their life is a unique thing. They are very, very much intertwined. It is a multidimensional sort of approach. What I would say the books that have changed me -- I would say it is the 80/20 Rule by Richard Koch. That is definitely something because what it really teaches you, although it teaches business, it also teaches you how to be happy. How to find what makes you happy in life. Basically, the 80/20 Rule says that 20% of what you do is going to get you 80% of your results. Now the 80/20 Rule does not stay 80/20, it is just a number. The 80/20 Rule can also be 100/5 or 95/5, which means that 5% of what you do can really result in a 100% of your results or 95% of your results. So, the 80/20 Rule is an arbitrary number because overall that is the relationship. They are both independent numbers, 80 and 20, so it can be a 50-50 relationship but generally it does not work that way. Basically, what they found in business -- Wilfredo Pareto, the Italian economist back in 1897, actually discovered that by looking for patterns of wealth in England and throughout Europe at that time. He found that 80% of the wealth was enjoyed by 20% of the people and then as he looked for patterns in different things, he found this pattern throughout relationships of not just money, but happiness in all of the other things. That is one of the books that have definitely changed my life. It has helped me to refocus my efforts on what really matters most and forget about the rest basically or leave the rest for my staff or something like that whether it is my business or whether it is my life. There are very few things that actually make you happy and give you joy in life. Find what those are and focus on them. Another book is called The Greatest Salesman in the World by Og Mandino, a very, very powerful book. It is a very short book, although there are some religious sort of references in there, it really teaches you what business really means. What life really means and how much related they both are. I do not want to spoil that book for anyone. It is really something you just really need to go and pick up and read on your own.

Bill White: Okay.

Rasheed Ali: I am not even going to get into it. It is something you must get. Another book that has changed my life was a book by David Cameron called A Happy Pocket Full of Money. That is a great name as it is, but what it really talks about is the scientific aspect, the quantum

mechanics aspects, the quantum theory aspect of what energy is really -- how money and everything else is just pure energy and how we control that with our own mind and with our own observations and how we observe things, what are beliefs are, and how that really relates to success. That book did not really hit home until I read the book *Grow Rich While You Sleep*, which seems a little bit odd to me at the time. I actually found that book a long, long time ago. I think it was some kind of magic thing back in 1990 -- I do not remember 1990 something. I was on the street then, 1991. I thought it was some kind of weird magical thing in the library. I did not understand exactly what the subconscious mind was, but putting that together with the *A Happy Pocket Full of Money*, the *Grow Rich While You Sleep with A Happy Pocket Full of Money*, I quickly learned how powerful those two things are, your subconscious mind, and applying that to quantum sort of creation. The *Grow Rich While You Sleep* book actually taught how to actually use your subconscious mind to get whatever you want whether it is business decisions or business ideas and I actually use some of the theories in that book, some of the suggestions in that book, to create the last idea I created for my client. He was actually using chapter 2 of *Grow Rich While You Sleep* that I actually came up with that idea.

Bill White: Wow.

Rasheed Ali: Amazing. All these years later, I can still use it because it is really usable stuff. Although I was going against some of it about the sleeping aspect, I have actually used some of the visualization aspect of it. That is where the idea came about. That is going to gross this client \$4 million this year.

Bill White: Wow.

Rasheed Ali: Yeah, there are plenty of books. There are so many different books that I have read over the years that have really changed my life. One of the other one is *Thick Face, Black Heart* by Chin-Ning Chu. If you are in business, you definitely want to read that book. It really goes into how a thick skin, a thick face, and essentially a black heart in business -- it is based on *Thick Black Theory* written many years ago. I think people even buy it for that particular theory because of its power.

Bill White: Wow.

Rasheed Ali: Of course, the classic *Think and Grow Rich* because the principles of success are definitely -- I mean they really have been laid out in that book. Napoleon Hill, he worked 25 years on that book. That is definitely a timeless classic. That is definitely one of the books -- that is a must read as well.

Bill White: Absolutely. All right, Rasheed, if anyone wants more information about you or your services, where should they go?

Rasheed Ali: There are a couple of websites, one is not done yet, which is solutioncoach.com. There is also sleepyourwaytoriches.com, which is actually derivative work of *Grow Rich While You Sleep* because it is such a powerful book. We created this, of course, you and I created the system part of it...

Bill White: Right.

Rasheed Ali: Together and they can go there. We also have some pretty unique coaching programs for anyone interested in starting an online business. You can you to

internetcoachingempire.com and that is what I would suggest. Those are the three places. They could go to rasheedali.com, of course R-A-S-H-E-E-D-A-L-I-dot-com, which is one of my very, very first website, just thrown up sort of with some good information there for anyone who needs it and, of course, the other mentioned websites, sleepyourwaytoriches.com and solutioncoach.com.

Bill White: Do still have the Real Deal System set up on rasheedali.com?

Rasheed Ali: Yeah, definitely, definitely that book is still there. The 5 Steps to Conquering Your Adversity, yeah. That is definitely there.

Bill White: Yeah, that is one of the first things I have learned from you. It is just incredible, the power in that, so I recommend that.

Rasheed Ali: If you want to get that free book, it is at rasheedali.com, R-A-S-H-E-E-D-A-L-I-dot-com.

Bill White: Great. Well, Rasheed, I have really enjoyed speaking with you today. I am sure my listeners are going to just thoroughly enjoyed listening to this again and again. Everybody should be taking notes on this. There is a lot of really valuable information on this interview. It has been wonderful. Anything you would like to impart to the listeners before you go?

Rasheed Ali: Whatever you do, whatever your listeners do, I hope that they never just sit on an idea. They never just wait for the right time, the right time never comes. The only right time there is, is now. Act on your ideas, fulfill your dreams because, guess what, nobody is going to fulfill them for you and that is the reality of life. Unfortunately, actually one of my grand aunts just passed away today. I just got news of it right before the call. She was a great woman and a sister to my grandmother who I was very close with. The fact of the matter is, Bill, and this is not a very positive thing to say, but it is the truth. The truth is that we are guaranteed that one day we will part from this world. What do you want to leave behind?

Bill White: Absolutely.

Rasheed Ali: Do you want to leave behind unfulfilled dreams? Or do you want to go for your dreams? There is nothing else there is, there is nothing else left. Go for your dreams, act on your ideas, and you will achieve greatness.

Bill White: Well said. Well said. Thanks so much for being with us today, Rasheed.

Rasheed Ali: Thank you.

Bill White: All right.

Rasheed Ali: Take care, Bill.

Bill White: All right, you too.

That was Rasheed Ali. I thank you for listening in to Success Radio 11:11 today and I hope you will listen in on our future segments as well. This is Bill White, the synchronicity expert. May you be blessed. All the best.