

# The Great Game of Business – Get in the Game

Howard Partridge ([00:00:03](#)):

Good morning, everybody.

Speaker 2 ([00:00:05](#)):

It's Howard. Yes.

Howard Partridge ([00:00:07](#)):

How are we doing?

Speaker 2 ([00:00:08](#)):

Really good.

Howard Partridge ([00:00:10](#)):

Yay.

Maria ([00:00:12](#)):

[inaudible 00:00:12].

Howard Partridge ([00:00:13](#)):

Yay, there you go. There you go. I love it. Well, listen, I wanted to get you guys who are members, at least some of you, as many as we can, on video, so I could see you. I started working again yesterday. I had our leadership call yesterday, our leadership pod, our Monday group, and was just so blessed to be back with you guys. I really missed you. And it's just such a pleasure to be back with you today.

Now, today, we're going to have some guests also. And that's why we are on a webinar platform today, rather than our normal meeting platform. It'll take a few minutes for everybody to get logged in here. So my presentation today is going to be for both members and people who are not members. I'll share with you, today is going to be the first day of a new series.

I want to ask you for a favor, and that is since we're going to have some guests on here, that we would like to have as Inner Circle members, if you would be willing to just share for maybe a minute or so later on the broadcast about your Inner Circle journey, your success. What you've learned and what you've been able to accomplish through the program, just type into us, in the chat that you're willing to share and then we'll do that a little bit later on.

Thank you, Carrie. Thank you, Dan. What's up, Brian? Good morning, Lyle. Thank you, sir. Thank you, Mindy. You are a rock star. If there's a model Inner Circle member, it's got to be Mindy, because what we have discovered over the last 25 years, I can't believe I've been coaching for a quarter of a century, I don't even feel that old, but what we found is that engagement equals success.

We've learned that our most successful members just do two things. They learn the systems, and you can't really learn the systems unless you participate. And they implement the systems and the way that people implement the system is by engaging in those small group coaching and your coaching calls and those kinds of things. So, thank you for being willing to share. You are a rock star. All right. Let's see. Rick, thank you so much for being willing to share. Awesome.

We'll go ahead and get started today. Again, welcome, those of you who are members, those of you who are not members, may not know, but I was out for a month. Unfortunately, I got a very severe

# The Great Game of Business – Get in the Game

case of the Coronavirus, COVID-19, and ended up getting pneumonia and went to the hospital. I literally had no energy, and I had to get my oxygen back and all that kind of stuff. I was very, very sick.

And that's unusual, because I don't get sick. But I feel strong, I'm getting stronger every day, I still get a little tired and need a nap after lunch every day, which is fine. Naps are good no matter what, because it helps your creativity, when you understand the concept of free association, where you can think about a problem or an issue or a challenge or something that you're working on. For me, it might be a book that I'm writing, and you put it in your mind and you take a nap. It's amazing the breakthroughs, the ideas that you get.

And the same thing happens when you're asleep at night and you wake up with a solution or you're in the shower. Because when your mind is relaxed, then your mind has the opportunity, your subconscious starts working on the problem for you. That's called free association.

All right, let's get into, John, thank you so much. Sara, thank you so much. Tim, thank you so much. We've got so many people who are willing to share this morning. That's awesome.

Let me get my PowerPoint slides up. This way, I can get the teaching, and then we can have you guys share. Today, I am starting, let me get a yes and a yes. Can you guys see my slides okay? See them changing? Yes and yes, perfect.

Today, I'm starting a new eight week series, and it is called How to Master the Phenomenal Game of Business. Why is that important? Because when you get really, really good at this, you can move a lot more freely, you can make decisions a lot faster. You see things faster, you have support with your team, and you have your infrastructure of your systems.

And the bottom line is, you can live your dream life. I am here and living my dream in Destin, Florida. I have a team in Houston that run my service company, not just run it, but it's super profitable. We created the systems, we put the people in place, we trained them. Today, I'm going to take you through eight steps of how to build a phenomenal dream team, where I talk about what systems you need to have in place. We're going to talk about the most important thing that you need.

And over the next eight weeks, those of you who are in the Inner Circle, I'm going to take you through several pieces of this puzzle. And then at our conference in October, which we're inviting our non-members to join us at the conference, October 20th, 21st and 22nd, those of you who are not members yet, your first day is going to be a full day boot camp where you can learn all the systems. We go deeper in all the systems.

You're going to also be taken on a tour of our company that does several million dollars a year turnkey. And again, I don't work there, I don't go there ever, ever. The only interaction I've had with my team this past week was, my administration manager emailed me and said, "Hey, I'm thinking about paying off some of our vehicles." And the only debt we have is on equipment. That's mainly for tax purposes. So that we can be as effective as possible, not have a lot of downtime, not have a lot of repairs.

So we balance the tax deductions and the financing of new vehicles, get rid of the old equipment. We could pay off everything that we own, including real estate right now, if we wanted to. And that's the only other thing that I finance is real estate.

And so that's one of the things that we need to get ahold of as business owners is our finances. And Ellen Rohr has been so helpful with that. Those of you who are members, we have our entire system on the Inner Circle website.

And notice that, get in the game, notice this subtitle, how to create rapid financial results and lasting cultural change. See, that's what it's all about. You could make a lot of money and it's stressful

## The Great Game of Business – Get in the Game

and you have people quitting, and you have a lot of issues on your team. Or you could have a nice, hunky dory situation with a good team, that's just what we do and not make any money.

But when you get in the game and you learn the game, you learn the great game of business, then you can have both. And that's what I'm experiencing. We're going to have Steve Baker, who is one of the authors of Get in the Game. Now, we had him a year ago, but it was virtual. And what you want to do is you want to meet this guy, because this guy in person is dynamic.

And one of the other speakers that we have is the best keynote, the most inspiring keynote I've ever seen in my life and I've heard them all, we're also going to have at this event. So Get in the Game was born out of The Great Game of Business, which was written many years ago by this man right here, Jack Stack. And he was the pioneer, if you will, of something called open book management.

Which means that you share some financial information, not all financial information, but you share the game, you show the team the financial game, and get them involved. When your team gets involved in the numbers, guess what's going to happen? The numbers are going to grow.

The very first thing we do at our service company or they do now, of course, I don't work there anymore, I own it 100%, I get to keep all the profits, they're all compensated very well. And many of our team members have been there for over 15, 20 years, 25. I got one guy that's been there 30 years.

And the first thing that happens every day is we update the numbers. They're in the game, you got to get your team in the game. You don't have to share everything with them. But you're going to learn at the conference when we go through the 10 steps of implementation of Get in the Game, of how to share critical information with them, so that they can help you improve your business.

So here's where I want to focus today. If you want to win this game, if you want to master this game, you want to understand this game, you want to get in the game, then you got to understand that a phenomenally successful business requires three things. Number one, phenomenal leadership. Everything rises and falls on leadership.

Number two is phenomenal people. If you hire the wrong person, it doesn't matter how many systems you have. The first fail of leadership is hiring the wrong person. In this series, we're going to drill down on how to find and hire the right people. What does that hiring system need to look like? What does that recruiting system need to look like? And then finally, you need to have systems, because you can have the best people in the world. But if you don't have systems for them to run on, then they're not going to be as successful as they could be.

Now, the other beautiful thing is, is that if you get the right person, they can help create those systems, they can go out there and make it happen. If you don't have the time or the energy to create those systems, then you need people who will do it for you. But these are the three things that are required to win the game, leadership, people and systems. If you build a phenomenal dream team and you have systems for them to use, it's a truly phenomenal thing.

The five systems that we use here at Inner Circle, and those of you who are in Inner Circle, you should know these by heart, on the Inner Circle website, we have training underneath each and every one of these items. Well, the first one is leadership. We're going to talk about that for a minute. Second is marketing. I'm going to show you three things that you should be doing, three marketing systems that you should have in place right now, as an Inner Circle member. Those of you who are not members, I'm going to give you the three simple, easy things that you can do to start bringing in better clients.

And then we need to have a sell system, that's everything that you do to convert prospects into paying customers. And then operations is everything that you do to serve your client, your patient, your guests, your members. We work in over 100 different industries and 20 different countries right now. So these systems are required for any kind of business.

## The Great Game of Business – Get in the Game

And then fifth is administration, and that is tracking all the stats in your company. It's very important, that's part of the game is, how are we scoring? If we don't know what the score is, how are we going to win the game? If we don't know what the score needs to be for us to win the game, how are we going to win the game?

So let's talk about leadership first, everything rises or falls on leadership. Would everybody here agree with that? Would everybody here agree that everything rises or falls on leadership? How about the next piece of it? Would you agree that the toughest person to lead is ourselves?

Tim Schofield, look at you. I see you're going to be at the conference. Hallelujah. Big old hug for you coming down the way. Hi, Linda. Good to see you. Tim, good to see you. Thank you for being willing to share. John Maxwell says that leadership is influence. Nothing more, nothing less. Leadership is influence. Nothing more, nothing less. So if you can't influence someone, then you're not going to get any movement from other people.

Now, how do you gain influence? John Maxwell says that the way that you gain influence in someone else's life is by adding value to them. Zig Ziglar, I never heard him say this, call this a leadership quote, even though I spent a lot of time in his presence. I've listened to thousands of hours of Zig Ziglar material because I helped lead the Ziglar legacy certified trainers and the Choose to Win coaches around the world. I helped Tom run the company. I got to know the Ziglar philosophy better than anybody else. I never heard him call that a leadership quote.

But he said that you can have everything in life you want, if you will just help enough other people get what it is that they want. You don't have enough customers? You're just not helping enough prospects. You don't have enough team members? You're just not helping enough people out there. You're not understanding and implementing the process. This is part of the game.

Now, everybody wants to same nine things out of life. They want to be happy, they want to be healthy, they want to be at least reasonably prosperous. They want to have friends, they want to have peace of mind. They want to have good family relationships. They want to build, secure, they want to have hope for the future. They want to love and they want to be loved.

And the fact is, is that when you love people, leadership is love. Phenomenal leadership is loving people, and adding value to people and helping people before they come onto your team. We'll talk a little bit more about that here in just a second.

And then once they come onto your team, how do you help them get what they want out of life? And what happens? You end up with all those things. I just wrote a book called Phenomenal Youth for young people. We'll have the edits done pretty soon and have it printed pretty soon. We will have, Lord willing, we will have printed copies of that at the Inner Circle conference in October.

But this is how I set up that book. Everybody wants the same nine things out of life. As a young person, do you want those nine things? And now look around at our culture, is our culture delivering those nine things? And the answer is no, it is not.

Dale Carnegie said that leadership is enlisting the willing cooperation of others to achieve a goal. There's a couple of key words there. Number one, what's the goal? Do our people have goals? And the willing cooperation. See, you pay people, you can make them do what you want them to do. You can threaten to fire them. You can say, "Who writes your paycheck?" But that's not good leadership.

There was a time when I was not a very good leader. I was a high D, out of control. Just come in and bark out orders. "What's wrong with this? Why isn't this done?" And guess what happened when I left? They didn't do what I wanted them to do. Willing cooperation. Why are they willing to cooperate with you and help you achieve your goals? Because you've added value to them. You've helped them get what it is that they want.

# The Great Game of Business – Get in the Game

Dwight Eisenhower said leadership is the art of getting someone else to do something you want done, because he or she wants to do it. Why they want to do it, because you've added value to them. There's a lot of science out there in leadership today. But guess what? It's not working.

Because it might be good stuff, it's good stuff to know, but you got to implement it. We still have 70% of American workers are disengaged. Leadership is an art, as much as it is a science. On the one hand, we're all the same. We all want the same nine things out of life. But on the other hand, every human being is different. We're all unique.

And so the art comes in, when I can recognize your individuality as a leader, and I can craft an experience for you, to help you to be the person that you want to be. My personal definition of leadership, is leadership is effectively communicating your vision. You have to have a vision. People want to know, where are we going? That's the easier part.

The more difficult part is communicating. That's why we use the DiSC model of human behavior. Those of you who are Inner Circle members, I want to challenge you that if DiSC is not part of your everyday language, then we need to get you and your team back in training around this. In your package, you have the book from Dr. Robert Rome. On the Inner Circle website, you have making sense of your people puzzle. You can replay that, you can do the handout.

Those of you who are in leadership with me, with us, you get four hour DiSC advantage training. This needs to become part of our everyday language, because as you know, there are four primary communication styles. Some people are outgoing, some people are reserved. Outgoing people tend to move faster, talk faster, and people who are more reserved are a little bit slower. Not right or wrong, good or bad, it's just how we're wired.

And then you have task oriented people, and you have people oriented individuals. So people who are task oriented are really focused on the work at hand and the work to be done. And then the people who are people oriented, they're more focused on relationships. It's all important, all of business and all of life is about relationships, and we have to get stuff done.

The problem comes in here is, for example, I'm a DI. And when I'm under stress, or it used to be this way, I would get more D. So when my business wasn't working, when I was in debt, when I didn't have systems, I wasn't a very good leader, we didn't have leadership. The place where many of you started, and those of you who are not members yet, maybe that's where you are now. I was just high D out of control, just dominant, direct, demanding. I made decisions too fast.

That's a gift. All of these profiles are gifts, but taken too far as Dale Carnegie taught us, they can become a weakness. If I'm a high I, I'm inspiring, I'm influencing, man, a high I can sell anything. But out of control, they get distracted and they don't get stuff done. They have a lot of fun. Just don't get a lot of stuff done. Right, Tim?

And then S supportive, stable, steady. These are the people that are going to help you, they're going to support you. But don't overburden them, don't go too fast. See, outgoing people have to slow down, and people who are reserved have to speed up, so we can get on the same page. And then, man, how thankful am I for the Ss, for all of these people in my life?

But let's look at the C, reserved and task oriented, cautious, calculating, competent. Scott Zack was my partner many, many years ago. I was high D out of control and just spending money and buying trucks and doing this and doing that, and not communicating with the team. He was the one trying to manage all this financial mess I was creating. Finally, he quit and I bought him and my other partner out. And after I got my act together, he came back.

And one of the reasons I am so blessed financially is because of Scott Zack. And he takes care of all of our financial requirements. Those of you who are not members, to learn about the DiSC model of

## The Great Game of Business – Get in the Game

human behavior, just go to this website, this web page, [howardpartridge.com/disc](http://howardpartridge.com/disc), there's a free report there that you can download.

Those of you who are our members, this is the link where you can order, every single one of your team members, you should do a DiSC assessment on them. The fact is, everybody's a blend, everybody's not just a straight up D, I, S or C. We're all a blend, and you can learn a lot about them and understand how to better communicate with them. Because the idea here is once you know their style and their languages, to communicate in their language so that we can connect.

The second thing is, is that we need phenomenal people. The fact is, is that you probably won't reach your biggest dreams and goals without a team. All right, let's talk about that. The common lament out there that I hear out there in the marketplace is, "I can't find good people. I can't find good people." Anybody ever heard that from a business owner? Anybody ever said that? "I can't find good people." Isn't that interesting?

I have 30 people at my service company. I don't even have to be there. We make money, customers are happy, team members are happy, it's turnkey, predictable, profitable. Isn't that interesting that we have our phenomenal products team and that I could be off for a month and we don't miss a beat?

I know everybody misses me and I appreciate that. I love you too. But the fact is, is that my son even asked me, "Dad, what if you did get taken out of the game?" Man, Sherry Perry stepped up, Santiago stepped up. We got Ellen Rohr. We got a phenomenal coaching team.

Jim McDonald right here, these guys are teaching my systems every week in our weekly systems class. I hope you're participating in that, each one of these systems, we're teaching every week. We've got some phenomenal people on our team.

What about this guy? Alan O'Neill. 850 team members, plumbing company. They've got about three or four locations. I have to check my phone and see how many locations. 850 team members under his leadership, \$170 million in revenue. He's a plumber, or was a plumber.

Came over here from Ireland. I posted this video, it's a very short video, he spoke at our conference, told us the whole story. Came over here from Ireland as a plumber, started his own plumbing company in Houston, and grew it to \$9 million, sold it, and then became the CEO of the companies that were acquired by the venture capital company, and they continue to buy and sell and grow. And now he leads 850 team members, he's a multi-millionaire.

And get this, he's going to be speaking at our Inner Circle conference in October. You're going to meet him. Those of you who are in our leadership mastermind, you're going to be able to ask him any question you want. Any of you can ask him any question you want. He's very open.

How did you build a team and build a company to \$9 million? How did it turn out that you sold it? How did it turn out that you became the CEO of the whole company? He's going to share it with you.

One of my first Inner Circle members, John Torres, this guy right here, I think he's got about 70 team members. They did 37 million in revenue last year. He started at zero. Can't find good people? Huh, interesting. You know what's interesting about both of these two guys, is that they spend a lot of their time and their team spends a lot of their time recruiting other people.

Now, fortunately or unfortunately, however you want to look at it, now John started from zero in the Inner Circle in West Palm Beach, Florida. He ended up, it's a restoration company, and he ended up starting a location in Houston where I live. And fortunately for him, and unfortunately for me, water damage seems to follow me.

## The Great Game of Business – Get in the Game

So we had a leak at our house, the bathroom sink, flooded the whole master bedroom, master bath, attached hallway and another little... the powder room and everything. \$28,000 worth of damage. But you know what? These kids, they're kids, they're in their 20s who show up, are the most phenomenal team members you've ever seen.

When I went to the place in West Palm Beach, I saw people walking around, they were focused, they were doing things. It was incredible. And you ask John what he did and he'll say, "I just followed this system that Howard taught us, that Ellen taught us and that's all we've done. We just keep following those systems."

Hurricane Harvey came to Houston in 2017, and everything was under water. Fortunately for us, it barely got into our home. But still, even though we didn't have, our neighbor had waist deep water in his house, that man John Torres was on my doorstep the second that you could actually get a vehicle down our street. Incredible. I just texted him this morning to see if he's going to be in Houston. Maybe he can come by our conference and talk to us as well.

If you're going to build a dream team, the first thing that you need is a dream. Because if you don't have a dream, you're not going to do the hard work of building a team. And if you don't have a dream for your team, they're not going to be engaged. My service company, they love to hear that I'm at the beach. Can you imagine that?

It's crazy when you think about this. But it's not just me. Sherry Perry's turnkey. Alyse is turnkey. Michael Killen is turnkey. They're living their dream, because they got their business turnkey.

Well, what about the team? The team gets to grow. When you get the right people on your team, the right people want to grow. They don't want to be stuck in a job, because you're not growing. And that's a real problem for companies that aren't growing fast. You don't have to grow fast, but you need to have enough opportunity that people can grow in your company.

Not everybody in the company wants to be a manager, not everybody wants to be a director. But they can find their dream job where they have a phenomenal sense of community, where there's a positive environment to work in. They can exercise their craft and their gift, but you got to have a dream.

In my book, Discover Your Phenomenal Dream Life I talk about how to dream. There's seven different ways to dream. You got to have that vision in your mind, that compelling vision in your mind. The fact is, is that human beings do what human beings see in their mind. Zig Ziglar said you are what you are and where you are because of what has gone in your mind. You can change what you are and where you are by changing what goes in your mind.

Do you have a dream? Do you remember why you even went in this business to start with? Was it to make a lot of money? Or was it really to be your own boss, to chart your own course, have a little more free time? Yeah, right. The brutal reality of most small business owners' lives before they get in the Inner Circle is you feel like a slave to the business, very little family time, business consumes your mind 24/7, major stress, no real freedom. You feel like you have a job instead of a business and your day is consumed putting out brushfires.

Those of you that are not members, type in, "That's me. I feel like a slave to my business." If you are not a member yet. Now if you are a member, then I'm reading the chats right now. So if you are not a member yet, and you feel that way, type it in. If you are a member, then you're already in the place where you can get the support, the encouragement, the community, the systems, everything you need to move out of that.

## The Great Game of Business – Get in the Game

Now, if you want to build a phenomenal dream team, I'm going to give you eight steps real quick. Number one, and I'm either going to do a whole presentation on this during the series or I'm just going to give you the replay to the last conference that we did. I did about an hour and a half on this.

But first, you got to find them. How do you find them? On Indeed? No? You got to be present in your community. My son was asking me recently said, "Dad," he said, "How do you build so many long-term relationships and people you're friends with for life?" I said, "I network," but I started noticing and being more consciously aware of what I do.

And the other day, I'm here in Destin, I don't really have a lot of friends around here. But anywhere that I go, I notice people and I talk to them. I find out what their story is. Networking, all of business and all life is about relationship.

You see this phenomenal young lady right here named Morgan Walker? Morgan wave to everybody. I don't know if you guys can see her or not because we're on webinar mode. But those of you who are members, who are upgraded panelists, you can probably see her.

I went to several events and every time I met Morgan, I said, "Okay, here's a person who knows how to build relationships." She knows how to connect with people. Just through that, I built some rapport with her. And when she found out what we're all about, she wanted to join the team. So she's doing marketing for me. She lives in Granbury, Texas. So you got to be out there, you got to be noticing people, you got to be talking to people, you got to be building relationships with people.

Number two, you have to attract them. You are not going to attract people if you're not dressed right, if you're not talking right. You got to be the picture of success. That doesn't mean you have to wear a tie, it doesn't mean you have to wear a suit, it just means that you need to be attractive.

And what's the most attractive thing you can do? Well, by the way, this is Tom Ziglar, the proud son of Zig Ziglar. And I was working as Ziglar's exclusive small business coach, the Inner Circle is the official coaching company of the Ziglar Corporation. My wife and my son went to Australia with him, and his daughter Alexandra, and she was 17 at the time. And from that moment forward, I always added value to Alexandra every way that I could, whether it's just acknowledging her on her birthday, serving her any way that I could, when I was at Ziglar, encouraging her.

And one day, Alexandra was on my heart when I got off an airplane one evening and long story short, I sent her a text message, she was about to graduate college. I didn't know it, but she was hoping that I would ask her to work for us. Why? Because I learned something from her grandfather. You can have everything in life you want, if you'll just help enough other people get what it is that they want. I just added value to Alexandra. That's all I did. That's all I did.

And guess what? Dream come true for Tom that his daughter, his only daughter is now working with the Ziglar Corporation. But he doesn't necessarily have to manage her, because she's on my team. Dream come true for me, because she does all of my Ziglar work, and makes it simple and easy for me. And that's the other thing is that we help the Ziglar Corporation get systematized, get the right people in place, get the right systems in place. I just helped Alexandra.

And guess what? When you help people have everything, get what they want out of life, you're going to be attracted to them. They're going to want to work with you.

I used to tease Zig when he was alive, I said, "You know you stole that quote from Jesus. Because Jesus said give and it'll be given back to you, pressed down and shaken together, and running over." He just laughed and said, "I know him personally. So that'll be all right." The fact is, is that when you go out today, notice people, give to them, add value to them. And guess what? You're going to be attractive.



## The Great Game of Business – Get in the Game

Number three is hire them. Those of you who are an Inner Circle, we use a guy by the name of Patrick Valtin, who has a program called the HireBox. And the reason we outsourced that is because there's a lot of legal issues with hiring people, and you want to get an expert, he is an expert on that.

Number four is train them, train them. So in our service company, we have a lot of training. At Phenomenal Products, not as much. We just got to find people with natural abilities, show him our system and let them get in there and learn the culture. But you got to train them. You got to put the effort and the expense into training, the investment into training them.

People complain about, "It's expensive to train people." And Zig had a question for people who said that. He said, "Let me ask you a question, would it be better..." Because you train people, you put a lot of money into them, and then they quit and they go somewhere else. He said, "Would it be better to train them and lose them or not train them and keep them?"

Number five is coach them. A leader is a coach. And the sooner you learn that, the sooner you learn to ask good questions and become a coach, rather than a boss, the better off you're going to be. In our leadership group, we're going through this program right now called Coaching for Performance. See, at the end of the day, it's all about performance. It's all about your team performing at the highest level. It's about you performing at the highest level. It's about your systems performing at the highest level.

Number six, develop them. One of the things that we've learned is that when you will teach your team members personal development, for example, Ziglar, building the best you, every team member, every human being on the planet has a poor self-image to one degree or another, Mr. Ziglar says. And a poor self-image creates all sorts of problems, relationship problems with other people. So when you can help them how to have a positive self-image, help them recognize their gifts, learn their the DiSC model of human behavior, build winning relationships and set goals for themselves, then you will see your people grow. We send all of our team members through the Ziglar legacy certification course, because it's a master... It's not just for being a coach or a trainer or a speaker. It's a master level personal development course.

Number seven, promote them. Now, this is our organizational chart, you see that you got the five systems across the top. Leadership, marketing, sales, operations, administration. You see here that there's three levels of leadership. There's directing, planning, this is what you're doing right now, you're learning and visualizing how your company needs to be. Someone has to create that vision. Someone has to actually manage or supervise the work being done to make sure that the systems are being implemented. And then someone has to implement, someone has to do it.

Do you have to do a great job in marketing? Does someone have to do all these things? Yes. If you want to have a phenomenally successful business. Does someone have to make sure it gets done? Yes. Do you need to have a plan? Do you need to have a game plan? Yes, that's another thing we're going to do in this series is we're going to look at our phenomenal game plan. You need a plan. You need vision.

Now, here's the problem. The problem is there are 12 hats to wear in your company. There are 12 important functions. If you leave any one of these functions out, what's going to happen to your business? It's not going to do as well as it could, it's not going to perform as well as it could.

The problem is that you can't do everything yourself and effectively grow. You don't have to be big, you don't have to have a big company. But I can probably guess that there are many of you that like marketing and sales, or you like the technical work, but you can't really stand accounting or bookkeeping. You shouldn't be doing your books yourself. Maybe you're a high C and you love the financial part, but you really don't like marketing and sales. Well, we better get somebody to do that and do it at a high level.

# The Great Game of Business – Get in the Game

So here's the deal. The deal is you need to have systems for all of these areas. Then you need to have people in the places that you're not strong at, that you don't want to do, you're not going to do. And then you need to have leadership, so that you can influence people to use those systems.

So what's the plan? The plan is, if you want to have a predictable, profitable, maybe even turnkey business, you need to start replacing yourself on the bottom road, the doing part. Why? Because this is \$20 an hour work. These are the hard skills. It's easier to teach someone these skills, so you replace yourself here.

Now, you can manage your business, you can take some time to work on the business, instead of in the business. And then if you want to be turnkey, then you need to move some of these people eventually into these slots here. That's how you get a turnkey business.

Johan, who's my operations director at my service company started as an assistant. Santiago started as an assistant. Aliko who was my marketing director at my service company moved over to Phenomenal Products. Now she's back at Clean as a Whistle remotely managing the marketing. She started as a part-time marketing rep in college.

Scott Zack started as a partner, but he developed my administration part, and now he runs the administration there. Michelle started as my assistant, now she is operations manager. Victoria started doing the marketing, learning the marketing, now she's my marketing manager. The way that you get freedom is by replacing yourself on each one of these levels. And the way you do that is through leadership, getting the right people on the bus and having systems for them.

Number eight is sustain them. How do you do that? You create a sense of community in your company that your environment is one that's supportive, that's encouraging and that helps one another be accountable. I don't have time to teach you that right now. And you need to have good compensation.

But if you have good compensation without a sense of community, without the environment, the right environment, then you're not going to retain people. They're going to go somewhere else for a higher wage. If you have just community but you don't have good compensation, then people are going to be like, "Hey, I need to earn more." And so there's a balance there to sustain them.

What's amazing is that people will work for a company, they'll stay at a company that doesn't pay as much as other people, because of what this book is all about, what the power of community is all about. Every single human being on the planet has a longing for belonging. They want to be valued, they want to be understood, they want to feel important, they want to be loved. And as a business owner, you can do that.

Okay, then the third thing that you need is systems. And there are five systems. I want to just give you a few tips. First of all, you need to have that vision, you need to use that org chart. That's one of the components of the system. You need to have PRDs, what we call PRDs or job descriptions for each of the areas, and you need to have policies and procedures. That takes a long time to create.

That's why we created Inner Circle, where you can go on the frequently used documents, and you can download the marketing documents. You can download an employee handbook, you can download the PRDs, you can download all the administrative documents that Ellen has created for us, so that you don't have to reinvent the wheel, so to speak.

But let me give you just a couple things. First of all, these are the three must-have marketing systems. Number one, you need to have a free trial offer system. Why is that? Because the money is in the list. We need to have something free, whether that's a free report, a free consultation, a free sample, a free trial or something where we can get people to opt-in, to walk in, to call us, so that we can start building that relationship with them.

## The Great Game of Business – Get in the Game

Number two, and this is the biggie, this is the secret to more referrals, secret to record sales and profits, is we need to have a referral source marketing system. And what's different about this, instead of just doing networking and that's good, that you need to be out there, all the time, all the time and staying in touch with people. But you need to identify the referral sources, the companies, the individuals that have a large client base themselves, who fit your target market.

For example, in our service company that's interior designers, it's flooring retailers, it's realtors. At Phenomenal Products, it's other consultants, for example, Ellen Rohr is a partner, she does the financial part, but she doesn't do the marketing part, she doesn't do the leadership part. She doesn't have time for coaching because she's building her franchise empire. So we handle her coaching for her. She teaches every Thursday and has her own little group. Ziglar, they teach personal development, coaching and all of that, well, they got a lot of business owners on their list.

Number three is a client-based marketing system. You want to have an email program where you stay in touch with people, add value to them, educate them, give them experiences where they can learn about you and get to know you, like you and trust you and never forget you. You got to stay in touch with them. I would encourage having a mailer of some kind as well.

The next one is sales. My question is, do you have a sales system? In the Inner Circle, we have a seven steps sales process. And do you have a process? Do you have a script? At my service company, all three, they sell about \$4 million in sales. None of them are professional salespeople. None of them ever had a sales career, none of them ever even worked in the field. And really, not none of them are experts in the technical part.

Now we have training, they go out in the field, they know the procedures, they know the system. But mainly, they have a system that includes the scripts, the questions to ask. Upselling. Are you upselling? Do you have a system for upsells? The upsell is the most profitable sale ever made. Do you have a system for overcoming objections? Those of you who are in Inner Circle, you can just go right on the Inner Circle website, learn our sales system or you can show up to our sales class every week, and/or I should say.

Have you outlined your service experience? That's operations. You don't have to be the one to always deliver. Most small business owners think, "Well, no one can serve my clients like I can." That may be true, and it may not be true. But what is that costing you? Is it costing you your dream, having to be stuck in that business? Can you train other people to satisfy the client? The answer is yes. Look at me, look at John Torres, look at Alan O'Neill, look at Sherry Perry, look at Michael Killen, look at Alyse Makarewicz.

And then finally is administrative. And what that's all about is you need a dashboard. This is the dashboard of a commercial airliner. And the reason I picked commercial airliners, jets, to represent our Inner Circle levels is because you can take a lot of people a long way.

But whatever vehicle you have, whether it's an automobile, or whether you're riding your bike, going somewhere or walking, you need some feedback. You need those stats, you need to know how you're doing. Are you making money? Do you know how to read your income statement?

See, you're going to make more money. The way to increase your profits is first get in the game, learn the game, understand the game. I didn't understand this. We weren't charging enough. Our costs were too high. I had to get Ellen Rohr in there to help me figure it out. And then once you learn the system, then you got to implement the system.

There's only numbers on any income statement, any business in the entire world. How much money do you want to make? What's your fixed expense, your overhead? What is your gross profit percentage? And the way that you get that is you get it from your cost of doing business. What's the

## The Great Game of Business – Get in the Game

percentage? And when you know those numbers, you can determine what your sales goal has to be. Now, you can get your team in the game and say, "This is our sales goal." Post it every day, get the entire team focused on that sales goal. That's how you make more money.

Now, the number one reason people don't reach their biggest dreams and goals is what I call FTI. Failure to implement. This is why the Inner Circle exists. I want to give you today, the four keys to overcome FTI.

Number one, how many of you would agree that if you're more inspired every day, that you would implement more? That's why we have that slogan at the top, inspiration to implementation. It starts with vision. It starts with, I can, it starts with wow. What one man can do, another can do, what one woman can do, another can do. If Howard can do it, I can do it. If John Torres can do it, I can do it. If Alan O'Neill can do it, I can do it. If Sherry can do it, if Michael can do it, if Alyse can do it, I can do it. Inspiration.

See, only make extraordinary change in their life two ways, through desperation or inspiration. The problem with desperation, as soon as we get comfortable again, we're going to slip right back into our old ways, because it's comfortable. But inspiration, if you can turn that desperation, inspiration, and that's why I talk about dreams a lot.

Because the difference between motivation and inspiration, is motivation comes from an external source. Inspiration comes from the inside. When I finally see, a fire is kindled inside. Human beings do what human being see in their mind. That's inspiration. "Man, this is possible. I can do this. Wow." We need to maintain that every day. How do we maintain that? By standing around people who are doing it. That's what Inner Circle is about. Standing around people who are doing it every day.

Number two, how many of you would agree that you would get more done, you would implement more if you were more organized? This is why we use the Ziglar planner. I use my Ziglar planner every single day.

Here's one reason that you don't implement. There's a lot to do. I have a lot of people who come to boot camp and they learn all this stuff and they go, "That's a lot of work." Yeah, it is. You're not going to get there easy. It's not going to be easy. But the question is, do you want to stay where you are? Would it be worth doing the hard work if you knew that your dream was on the other side? Nothing easy about building a team. But what's on the other side of that? Your dream, your calling, your purpose.

Number three is training. This is why we have all of our training on the Inner Circle website. This is why we do boot camps. This is why we do conferences. But number four is the biggie. The thing that's going to help you to implement more than anything else is the support, the encouragement, and the accountability that comes from community. That's what Inner Circle is all about.

I want to invite each and every one of you to our October conference. We are going to have The Great Game of Business people there, Steve Baker will be there. We have Alan O'Neill. We have Dr. Nathaniel Hearn, who was one of the assistant coaches for the Permian High School team, that the movie and the TV show Friday Night Lights was made.

See, if you're going to win the game, if you're going to build a team, you got to have a coach. I'm telling you that this man right here, this man right here delivered the most inspiring keynote I've ever heard in my entire life. You will cry, you will laugh and you will be inspired. Alan O'Neill, we got a very special surprise guest. I don't know when we're going to announce that. Soon as we get her book, Sherry Perry.

Go to the webpage, it's in your email. Those of you who are not members, you're going to go through boot camp first. It's a one day boot camp on Wednesday the 20th. Then on Thursday morning,

## The Great Game of Business – Get in the Game

while our Inner Circle members are having their special time together, you're going to take a tour of our company, and you're going to see all those systems in action. You're going to meet my whole team. I'm not even going to be there. You can ask them any question you want.

I've had more than one person come back from that tour and said that right there was worth the entire trip. Why? Because I saw it, it's real. Yes or yes? I want everybody to get signed up for conference. I'll stay on for a little bit for any questions that people have.

But I'm going to have a few of our members share. Mindy, I'm going to let you go first, because you're always on first and you're always on. So tell us about your Inner Circle experience.

Mindy ([01:03:22](#)):

Awesome. Howard, great speech today. Always love hearing you. I'm glad that you're back.

Howard Partridge ([01:03:31](#)):

Yay. I'm glad to be back. Glad to be alive. I literally had to think about that. I was like, I'm personally okay with checking out.

Mindy ([01:03:39](#)):

No. We're not okay with that.

Howard Partridge ([01:03:40](#)):

Then I started thinking about my family and Gigi and Elijah and Chris and Susie and you guys and my team. I was like, can't do it. Can't do it.

Mindy ([01:03:52](#)):

That's right. Awesome speech today. So I just want to tell all of the people who are in listening, thinking about joining, to stop thinking and join. This was the best thing that I've ever done for my business. I've been in business since 2003. I just ran the business how I thought I should run it, like you do this, you do this, you do that. Everybody do what I tell you to do and then, wait, why aren't you doing what I told you to do?

So when things weren't working, and after so many years of the frustration and constantly arguing with my staff and not understanding why they weren't doing what they were doing, I found Howard through Ziglar. And now that I found Howard, things have gone so much more smoothly.

I actually just this Monday for the first time in, how many years is it, almost 18 years of business, I finally put a marketing director, a sales director, and I have a position here, I own a dog grooming and retail business. I put a grooming director in place, and they started just yesterday. So that's the first time that everybody had a job. I can relax a little bit.

I would have never thought of giving everybody separate jobs to lighten my load. It seems like a simple concept. But once I started to do that, I have nothing to worry about. I'm this close to being turnkey, and so excited for the future.

Howard Partridge ([01:05:33](#)):

That is so incredible. You've been a member for how long?

Mindy ([01:05:37](#)):

# The Great Game of Business – Get in the Game

I just started in December, late December.

Howard Partridge ([01:05:41](#)):

Just started in December and this close to being turnkey.

Mindy ([01:05:43](#)):

Yeah, everybody's getting where they need to be. I go camping every weekend. I'm out of here, Friday and Saturday. So my team knows that they can handle it. I actually trust them with their decision. I'm not calling on the phone every five seconds being like, "What did you do for this or what did you do for that?" I love it. I love you. And I'm so grateful for you and your whole team and staff.

Howard Partridge ([01:06:10](#)):

We love you. Thank you so much. That's such a powerful testimonial right there. We appreciate your input. And again, like I said earlier, you're just totally engaged and look how it's showing up. That's so awesome. We're grateful for you. Awesome.

Okay, let's see. I'm going to go next to Tim Tolleson. Hey, Time.

Tim Tolleson ([01:06:43](#)):

All right. Hey, how are you, Howard? It's great to have you back.

Howard Partridge ([01:06:48](#)):

I'm alive and better than phenomenal today. I've got good energy and getting stronger every day.

Tim Tolleson ([01:06:55](#)):

Fantastic. Fantastic. I love it. I'm also new to Inner Circle. I've been in about three months. I have a marketing business. I totally connected on feeling like a slave to my business. I've been in business since 2012. I've grown it on my own, but it got to the point that I couldn't handle it.

So it's just being three or four months in, I'll just say two things that I have gained. I do not regret at all joining. It keeps me inspired, that number one point of inspiration, being on this meeting every Tuesday keeps my focus on where we're going and inspired.

And then my Thursday morning small group, my pod, just the interaction with everybody is so encouraging. It keeps me focused, it gives some good ideas. I love that.

One other thing that I'll say, just in this short of a time seeing results is, so sales was my weakest... I need work in all five areas, but sales was my weakest area. So just in four months, I've gone from about a 25% closing rate to, I'm about 60%, 65% closing rate now just in four months. So it works, follow the system, and it works.

Howard Partridge ([01:08:22](#)):

That's huge. Wow, that is huge. That's one of the measurements of the game that we're going to talk about in the next eight weeks. I'm going to throw out a bonus there too. Victoria, I want you to put this in the email is, everybody who signs up for boot camp, first of all, you're going to get to come to our Inner Circle conference. So you're going to be there learning with our Inner Circle members. You're going to take a tour of my company.

# The Great Game of Business – Get in the Game

I'm going to let you get on our eight week course that I started today, Mastering the Phenomenal Game of Business, all the way up to the conference, you're going to be able to get on every Tuesday. You won't get full membership, but you'll be able to get on Tuesday. So, Victoria, add that. That way, you can be connected to us. We'll go ahead and talk to you about membership now if you want to, but otherwise, you can go through the boot camp. So that's awesome, Tim.

Anyway, I wanted to share what got me on that track was, one of the things that I'll share is, I'm going to do a session on looking at your numbers. And if you take the number of sales conversations that you have, and you take the actual numbers, 25% close rate, average ticket up to 60%, you can see those actual numbers. I'm sure it's huge. Three months in the Inner Circle. I love it.

Tim Tolleson ([01:10:01](#)):

It works.

Howard Partridge ([01:10:02](#)):

Great job. We appreciate having you.

Tim Tolleson ([01:10:06](#)):

I love being here.

Howard Partridge ([01:10:08](#)):

Awesome. Thank you so much. All right, I'm going to go to Sara next, Sara Marion.

Sara Marion ([01:10:15](#)):

Good morning.

Howard Partridge ([01:10:17](#)):

Good morning. Someone who adds so much value to this community. By the way, let me give a plug for a Phenomenal Youth because everybody who has kids should be in Phenomenal Youth. And we don't have nearly enough people participating in that. If you want to get your kids and get the Ziglar message in their brain and in their heart every Wednesday 4:00 p.m. Central, right?

Sara Marion ([01:10:49](#)):

Yes, it's run by a phenomenal team.

Howard Partridge ([01:10:49](#)):

What's that?

Sara Marion ([01:10:51](#)):

It's run by a youth phenomenal team.

Howard Partridge ([01:10:55](#)):

Yes. And so Sara, her son, Daniel, her daughter, Esther Mae, and Jamie Halus, they lead that group of kids. And, man, what an opportunity to prepare your kids for the future. So thank you so much for doing that.

# The Great Game of Business – Get in the Game

Sara Marion ([01:11:17](#)):

We love doing it. Absolutely love it. It's really rewarding.

Howard Partridge ([01:11:22](#)):

Awesome. So tell us your Inner Circle story.

Sara Marion ([01:11:26](#)):

I think the Inner Circle creates team unity. That's what's the biggest help for our business. We're a family run business. It's really helpful to have everybody following the Inner Circle plan, and the support that we get from Howard and Santi, Sherry, Rick, everybody is just such a blessing to us. If we need anything, we know we can reach out at any time. The books that we study, educate everybody on our team, and I feel like we're all personally better. We're just better off because we work at JSN Pros. And we're able to support everybody and help educate them, make them a better person.

And we have plans in place now, one year plan, three year and a 10 year plan. I think it's phenomenal to have and work with an empowered team.

Howard Partridge ([01:12:14](#)):

That's awesome. That's awesome. Dream team right there, planning, vision. I love it. Well, you guys are amazing. And thank you so much. I know that your sales have grown too, and it's just been amazing to watch.

How long have you been in Inner Circle now?

Sara Marion ([01:12:33](#)):

Let's say, it was-

Howard Partridge ([01:12:37](#)):

A little over a year, right? No two years.

Sara Marion ([01:12:42](#)):

We were in Destin this year. We couldn't go last year and we started the year before that. So that was about two years.

Howard Partridge ([01:12:51](#)):

A little over two years. Good.

Sara Marion ([01:12:52](#)):

Two years.

Howard Partridge ([01:12:55](#)):

Great work.

Sara Marion ([01:12:56](#)):



## The Great Game of Business – Get in the Game

Yeah. Huge improvement. It's just a great difference and then helping us hire new people, that's also a big bonus.

Howard Partridge ([01:13:07](#)):

Awesome. Awesome. We love you.

Sara Marion ([01:13:09](#)):

Love you too.

Howard Partridge ([01:13:10](#)):

Okay. Let's see, I think Rick Lewis wanted to share. Rick, are you still on? Now, we're going a little bit over our time, if you have to leave, that's okay, we're going to push out this recording to people who are not members, so that we can encourage them.

Maria ([01:13:27](#)):

I'm a representation of Rick. I worked with Rick, I'm the office manager now at the company. I'm not sure, he hasn't been feeling well. He has a lot of pain. I told him, "Hey, this is a wake-up call. You have to take it easy." Hey. Sorry. They always literally come [crosstalk 01:13:55].

Rick is an outstanding man. He's brought this company from 34 years now, carpet cleaning, floor care. I came into the company itself three months ago. I walked my way up towards office manager. I've never done carpets before. Never did I know what a fiber was, a yarn was until I went to get certified just last week. It's been hectic, crazy.

Rick is now in his lake house enjoying and resting and taking care of himself. His son and myself are taking charge of the office of everyone, bringing in new staff, and it's been hectic. His son brought something up that just maybe about a year ago, he was negative on profit. He was 19,000 negative.

And it's something that it's so outstanding that just this month we're at 60,000 on top of profit. I was just super amazed, because now we have, I'm not joking with you guys, about five less staff, that now we have about just two or three people in office. We were all amazed, because it's crazy how efficient we are.

I've only been in Inner Circle for maybe two months. I personally have grown so much, about dressing, talking, listening, being a team member. Santiago, he's always so amazing. James, everyone, overall. Inner Circle teaches you so much. I am very young, and I want to grow and I want to go to the conference, and I'm making it happen. So you guys should join, be part of this phenomenal family.

And believe me, I've grown so much and I love being part of here. Thank you so much.

Howard Partridge ([01:15:46](#)):

That's what inspires me right there is when I hear a young person like yourself, say I'm growing, I'm developing, I'm learning how to do this, learning how to do that. That's the reason I do what I do. Obviously, I don't have to do it. I don't have to do it. I'm called to it. And that is the reason there. So thank you for that. Maria, it's Maria, right? Awesome. Okay.

Santi, who else did we have that was going to share, who typed in? Let's see here.

Santiago ([01:16:22](#)):

I'm going through the list also real quick.

# The Great Game of Business – Get in the Game

Howard Partridge ([01:16:24](#)):

Okay, let me let you do that.

Santiago ([01:16:29](#)):

Hey, Jim, were you going to share? Because I saw you typing in there. Mr. Jim McDonough.

Jim McDonough ([01:16:37](#)):

I wasn't going to share, and I can if you want me to, but I really want some of the younger folks, the folks that are new to the organization, but if we've got dead air, I can certainly share.

Howard Partridge ([01:16:52](#)):

Yeah, why don't you share your testimonial? John was going to share, you and John both get on there. I want you guys to share together.

Jim McDonough ([01:17:00](#)):

Go ahead, John, you go first.

John ([01:17:05](#)):

All right. So Howard, one, great to see you back. I saw you yesterday, and you're looking good and sounding good. I'm glad for that, that we're blessed to have you in our lives. We're blessed to be part of this organization here.

And thinking back to the beginning, when we got involved with you, our company was in a position where we were in bad shape. We just didn't fully realize how bad it was. And so getting involved with you and your coaches and being introduced to the systems that you talk about, has turned us around.

We hear all these great stories, and the young lady that just spoke there, that energy she brought was amazing. It's hard to even follow anything up after that. We talked about all these great, great stories.

I'm thinking about this as everybody was talking here. I feel like I'm the reality check, because we can get everybody come on and tell their great stories. I'm the reality check. I'm the slow one in the group. I'm the slow one to grow. I see the value, I see benefit, I see all the good things that are out there for us to attain in our business and in our lives.

But yesterday, we talked about, I'm not there yet. But I keep showing up, I keep showing up, and I keep working at it, trying to grow, trying to get better.

Howard Partridge ([01:18:53](#)):

You're on the path. So the thing is, is when you guys first joined and the first two years, you guys, if I remember these stats, I think we still share this stat, you paid off a couple hundred thousand dollars worth of debt, your sales were up 60%. Give me some of those numbers today, what is that looking like today?

John ([01:19:17](#)):

Jim, you want to take that?

# The Great Game of Business – Get in the Game

Jim McDonough ([01:19:18](#)):

So by the time we figured out that we were driving 100 miles an hour through pea soup fog, and we could not see our financials, we knew there was going to be a train wreck coming up in front of us. We were going to slam into the wall. 19,000 in debt? I wish we were just 19,000 in debt. We were 260,000 in debt, in bad debt. And it wasn't vehicles, it wasn't the building and things like that. We were out of control.

And so we hired a coach, I wrote this into the chat box. The best decision we ever made was to hire a coach, hands down. I just wish we would have done it sooner. Because it helped us realize that everything that we were trying to do, it was counterintuitive. We even got to the point where we were saying, "What should we do?" And then we figured out what that plan was, and did the exact opposite. Well, then that was just exponentially bad.

So we're looking at some of those statistics. By the time we got stable, we were about 300,000 in debt. We then paid that off over 30 months. It hurt. But when you led yourself into that situation, you got to lead yourself out, and you got to make some tough choices. We did.

So we got that stable. We grew now to where we've got Nikki as a director of operations. We're building a team around us. John and I are moving out of that org chart. We understand that we've got to get out of the way of success. If you're in the middle of your own org chart, you're just in the way.

Our closing ratio went from around that 30%, when we first started, fighting with our territory managers to be able to sell better, but we didn't have a system. To today, I'm on the truck where Donnie is out with a shoulder surgery, and we're on the truck, John and I are on the truck. We're in the 90% closing ratio. It's ridiculous.

I'm like, "We got to raise our prices again." But we've gone up 25% this year alone. And even John and I are talking about our tickets, where like, "I'd never paid this for my own work on my own home." I'm now my own ideal client.

We just look at some of these great things that coaching has really helped us go through. The quality and caliber of people in this organization is unbelievable. They're the 1% of this nation. And to be around the folks that are here and getting to the Inner Circle conference and getting recharged and regrouped, refitted, and then get the right state of mind to go back out and reengage, it's invaluable. It's just a fantastic community.

We are a complete product of this system. We started out as nothing. And now we're coaching, because we've learned the systems, big pile of books behind me. It's not fun learning them, but you got to get them in your head. And then you got to use them. And so we're just honored to be able to do that and serve.

Howard Partridge ([01:22:19](#)):

We're just so blessed. Thank you for your service. When I was out, Jim even went all the way to Atlanta. He lives in Dothan, Alabama, to assist at a conference.

Jim McDonough ([01:22:34](#)):

I was there too.

Howard Partridge ([01:22:34](#)):

You guys saved my life one other time too.

# The Great Game of Business – Get in the Game

Jim McDonough ([01:22:42](#)):

[crosstalk 01:22:42] brought you a computer.

Howard Partridge ([01:22:43](#)):

They're always serving, and Jim does two pods for us and does coaching for us. Thank you for that. And now we're working on fine tuning stuff. So you mentioned getting stabilized. And so first, you get everything stabilized, you get profitable and price right and paying attention to get in the game, understand the game, then you can start winning. And the more you win, then my goal for all of you guys who are members is to master the game.

We're going to spend the next eight weeks on that, if you'd like to join us for that, if you're not a member yet. Come to the conference, come to boot camp. Join us for the next eight weeks. We'll help you not only get in the game, learn the game, understand the game, play the game, but Master the game. Yes or yes?

Okay, team, if you will also put in, I have people asking me about Phenomenal Youth. So if you just go to [phenomenalyouth.com](http://phenomenalyouth.com), then you can sign up there. It's only \$97 a month. I don't think that's a lot of money for anybody, but shouldn't be. But when you think about the challenges that you could have with your kids, especially when they become a teenager, the challenges that they could have in life, and you can head that off right now, it's priceless.

Let me just check the chat. Santiago, why don't you come on? Is there anything else we need to cover before we close?

Santiago ([01:24:39](#)):

No, that's it. So for the folks that are on here, they're going to be getting an email, is that right? Be on the lookout for that email.

Howard Partridge ([01:24:46](#)):

Yes, those of you who are not members, you will be getting a special email on how you can come to the event. That's the starting point. I'm going to spend a whole day in systems training with you. We call it the Business Owner Bootcamp, you're going to take a tour of my company, then you're going to spend two days at the Inner Circle conference with all of these phenomenal 1% people. And you're going to get to join us for the next eight weeks. Wow, that is a deal and a half.

Those of you who are members, you already have the link in your email to be able to join up. Come down in person, you can social distance if you want, you can wear a mask if you want. Go ahead and get the antibody if you want to. I learned this week that, my son got COVID. We learned that you can get that antibody even if you don't have COVID. I don't know if that's just a Florida thing or what, but we are going to do this event virtually, but we'll not open up virtual registration quite yet.

Community, a virtual community is an oxymoron. True community happens face-to-face. It's so much better in person. And we're having it in Sugar Land, that's where I live. And that environment that you're going to be at it's in is just going to be totally inspiring.

Finally, we have a special hotel block. If you use that block and use that link, we're going to have a special VIP reception. We're going to have several of the speakers where you can interact with them Wednesday evening, before everything starts the next day.

## The Great Game of Business – Get in the Game

And after leadership for some of you, after boot camp for some of you, you're going to be able to meet the speakers. I'll be there that evening, and it'll just be a wonderful extra special time with a smaller group.

Yes or yes? Santi, yes?

Santiago ([01:27:11](#)):

Yeah.

Howard Partridge ([01:27:12](#)):

Chief, thank you for leading for the last month. You are a godsend.

Santiago ([01:27:19](#)):

Praise God.

Howard Partridge ([01:27:22](#)):

Think about this, folks, think about this. When you do this right, you get people who are like your children. Santi is like my son. He's one of my best friends in the whole world. And they're rock stars on the implementation, run your company for you too. Does it get any better than that? Unbelievable. That's what's available to you. You don't have to be great to start, but you do have to start to be phenomenal.

Okay. I love y'all. Thank y'all so much for being with me a little extra time here and everything. See y'all later. Bye-bye.