

Don't go far...
make money where you are

-James I. Bond

Founder, Behavioral Breakthroughs

© 2018 James I. Bond. All Rights Reserved. This document may NOT be copied or transmitted in whole or in part without express written permission of the author.

Contact James I. Bond – jbond@USM-LLC.com – 43 Cindy Ave, Thousand Oaks, California, USA.

NOT JUST FOR COACHES

Although this book was created for Business Coaches and Consultants, the ONE-CLIENT BREAKTHROUGH applies to just about any business and entrepreneur.

In fact, the first time I applied it, it was with my client, a construction company in Glendale, California.

After ten years in business, these three partners had reached \$2 million of revenue. Sparked by a single question I asked them, I took them from \$2 to \$10 million revenue in a single year. Then, using the structure I had created for them, they reached about \$32 million revenues just a few years later.

So, what was this incredible question I asked them?

What if you could focus on a single client, one that would enable you to generate so much money that you'd never have to look for another client again? Which one would it be?

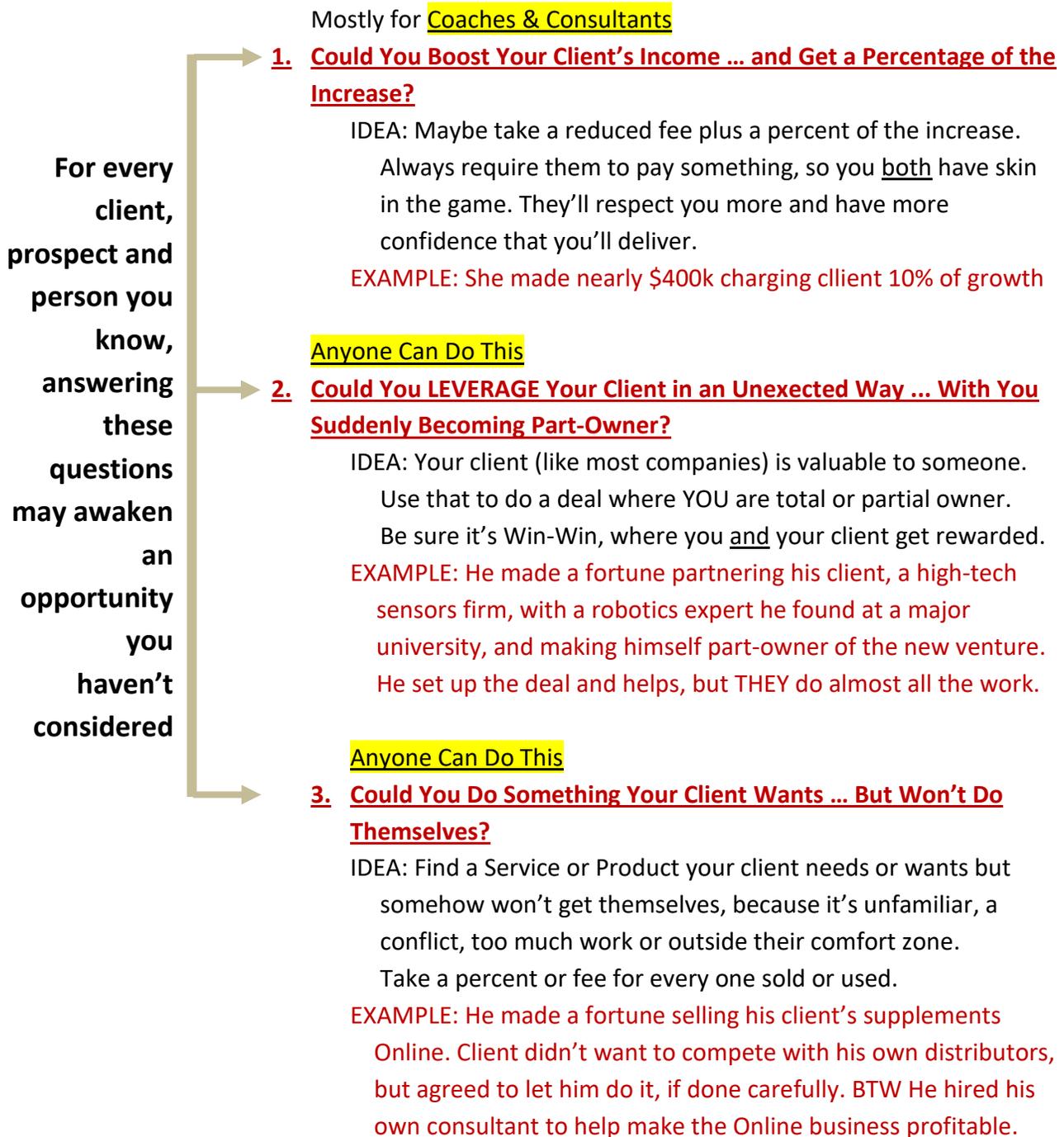
This seemingly simple question started a process that skyrocketed their income and simplified their lives. Eventually, it did the same for me ... as it can for you.

Peruse the following pages with an open mind and I believe a light bulb will go off, where you begin to understand how the ONE-CLIENT BREAKTHROUGH may be the answer you've been seeking in your life, as it has been for me and so many others.

Before we begin, let's review the Quick-Win charts on the following pages, that take you quickly through part of this process.

Remember, when done right, this should be a Win-Win, where your client and you are both winners!

Quick-Win Chart: The ONE-CLIENT BREAKTHROUGH



THE “ONE-CLIENT” BREAKTHROUGH...

How would you like to start generating so much money from a single client that you’ll never bother going after another one again?

I generated my first seven-figure income by figuring out something that few coaches or consultants realize. We are often sitting on opportunities to generate hundreds of thousands and even millions of dollars for ourselves, and we don’t even realize it.

A revolution is emerging, of entrepreneurial thinking. The good news is, it’s finally seeping into coaching and consulting in a way that’s beginning to generate the kinds of wealth that were previously unimaginable, at least for the typical coach or consultant.



In the following pages, I will share three of the most popular new business models for wealth creation among coaches and consultants. If you can step outside the ridiculously limiting rules that have been programmed into you from more than 20,000 hours of schooling, you will begin to recognize that wealth creation and independence are just inches from your grasp.

Are you ready?

Here goes.



#1: Push Your Client to Greater Heights

...and take a piece of the “extra” income as your reward

#2: Leverage Your Client in an Unexpected Way

...and generate incredible earnings for yourself

#3: Do Something Your Client Won't Do Themselves

...and take a reasonable piece of the “extra” profit

#1: Push Your Client to Greater Heights

...and take a piece of the “extra” income as your reward

What’s the role of a business coach? I believe it’s to push our clients to achieve higher results than they would without someone pushing them.

Like sports coaches who push top athletes to do more push-ups, sit-ups and bench presses, the primary role of a business coach is to drive top executives and professionals to achieve more, by pushing them to go the extra mile, regardless of how they’re feeling.



The big question is...

Why can’t our client do it on their own, without a coach?

The answer isn’t as obvious as you might think.

It’s because we are creatures of habit. Even our attitudes are “habits of thought.” These habits and attitudes define a zone of comfort, within which we are comfortable living and achieving.

For many of us, and for most of our clients, stretching outside our comfort zone, even to tackle seemingly simple things, can sometimes feel impossible, without someone pushing us.

But once we reach beyond our perceived capabilities, whether with a coach or on our own, magic happens. The kind of magic that transforms an ordinary life into an extraordinary one.

GETTING EXTRAORDINARY RESULTS FROM ORDINARY CLIENTS

Many of the best business coaches are trained in business management and human psychology, but frankly, it's not essential.

As long as we are able to define a valuable "out of comfort zone" goal and push our client to tackle it, no matter how uncomfortable he or she may feel, we will lead that client to extraordinary results.

I know this from personal experience. As president of one of Southern California's leading behavioral management firms for more than a decade, we were able to recruit and train dozens of coaches from education, technical fields and other areas, and get them to regularly generate incredible, sometimes spectacular results from individuals and groups, even in their first weeks on the job.

However you do it, if you are confident that you can deliver significant results for your clients, here's one secret to incredible income growth.

Consider lowering your fee and taking a percentage of the client's increase. The payoff can be incredible.

MY PROBLEM: CLIENTS WERE GETTING WAY RICHER... BUT NOT ME

As I reviewed the results I was helping my clients to realize, a thought occurred to me. While they're enjoying, in some cases massive wealth increases, shouldn't I also benefit, not just from my regular fee, but from the overage?

My second client is a prime example.

Here was a 10-year-old construction company with three partners, that was stagnant at \$2 million revenues, when I started working with them. In one year I took them to \$10 million, which they multiplied two years later, using the system I taught them.

MY SOLUTION: WHY NOT TAKE A PIECE OF THE ACTION

This was early in my career, and I didn't realize coaching could generate such amazing results for clients.

Then I started thinking. In fairness, if I help a client enjoy greater wealth and a greater sense of fulfillment, shouldn't I share in the rewards?

Today, this is the anchor of my first formula:

Take a piece of the action!

An example of how to do this is, taking a small fee, maybe \$1,000-a-month, plus 10% of the client's added profits or income.

Of course, you need to establish the ground rules up front. Define specifically what "profit" is, maybe 50% of revenues, or even 100% for some professionals, and get your agreement in writing.

I use a simple invoice with the terms spelled out, and get the client to sign and date it.

However, I am NOT a lawyer, and for proper advice on this, you should be advised by an attorney.

In any case, using this system, the \$8 million revenue-increase I pushed my client to achieve would have generated more than \$200,000 for me in the first year alone, for just a few hours-a-week of work.

Then, staying with them over the following two years, where they generated an additional \$20 million, would have netted me about \$500,000.

Not bad?

And think about it.

If we push our client to go from \$2 million to \$30 million in a few years, would they mind paying us a small piece?

That depends on the answer to this question...

Could they get there without our push?

When we understand enough about behavioral management, we realize that, like an athlete's coach, they could not.

Could basketball legend Michael Jordan have become so incredible without a coach? Could golf legend Tiger Woods? How about Olympic swimmer Michael Phelps?

Pick the athlete you admire most. Without a coach they could not have achieved what they did. And neither could our clients (assuming you are any good at all).

No matter how good someone is, a good business coach will push them beyond.

After more than 35 years of coaching and consulting, including decades of teaching others to do what I do, and to generate more income from what they do, I've learned that this fundamental principle of human behavior is a constant.

Don't believe me?

Consider this...

HOW TONY ROBBINS CREATES BILLIONAIRES

Motivational speaker Tony Robbins famously collects more than \$1 million-a-year from his top clients. People like billionaires Marc Benioff, founder of Salesforce.com, and hedge fund manager Paul Tudor Jones gladly pay these amounts and more, crediting him for pushing them to such astronomical incomes.



And by the way, understand this.

These clients didn't get the Tony Robbins effect, of showing up to one of his events and getting all motivated. They had him coach them, one-on-one, regularly defining what's next for them, and pushing them week-after-week to take action.

It's called behavioral mechanics.

Knowing ain't the same as doing.

Even when you attend an incredible event, the real change happens in the weeks and months following it.

This “follow-up,” where a coach becomes an “accountability partner,” holding the person or group to commitments they make, is something almost any half-competent coach can do.

Follow up weekly, hold them accountable to what they say, and watch the results skyrocket. Of course there’s more. But this piece, holding them accountable to tackling action outside their comfort zone, is responsible for more incredible results than just about anything else in the business coach’s toolbox.

This is a large part of how you change behavior.

Don’t get me wrong. I love Tony Robbins. And having him use his expertise and his acute insight on his clients is a huge value add. But it’s the weekly follow-up with our clients that generates the astronomical results we and our clients are seeking.

BACK TO THE MONEY

If Tony Robbins helped YOU become a **billionaire**, would you be willing to pay him... say, \$30 million?

I’m not a Tony Robbins. And perhaps, even the results I’m able to generate with my clients may feel out of reach for you. But you don’t need your clients to generate millions of dollars to generate an incredible income for yourself.

A few years ago a financial expert I networked with was telling me about her coach.

She explained that, with the help of her business coach, her income had skyrocketed from about \$100,000 to almost \$300,000-a-year in just two years. The coach was charging her \$1,000-a-month plus 10% of the added income she was generating.

She explained how her coach had pushed her to do seminars and workshops, attend business trade shows, improve her selling skills and more. These were things she knew she needed to do, but that wouldn't have gotten done without someone pushing her. So paying her coach \$20,000, her 10% cut, plus the \$1,000-a-month, was more than reasonable. Plus she got to talk to someone about her career and business choices, someone she trusted and confided in.

\$20,000 plus \$1,000-a-month may not be a million dollars, but it's not bad.

The client was ecstatic, and so was the coach.

WITH THE RIGHT CLIENT, BOTH YOUR INCOMES WILL SKYROCKET

Of course, there are many more clients whose income will really take off, along with yours.

Take Dawn Zier, for instance.

She explained how she hired a business coach when she was a marketing executive at Reader's Digest.



The coach pushed her enough that today she is CEO of Nutrasystem, the weight-loss company, with superstar spokeswoman Marie Osmond helping her company generate massive incomes, and with Dawn now generating a salary in the millions.

Do the math.

If you are able to help a single client generate incredible income growth, with this type of business model, your own income could be extraordinary.

And it should be.

After all, you have skin in the game. In essence, you are their partner, and as their partner, you should share in their wealth... shouldn't you?

#2: Leverage Your Client in an Unexpected Way ...and generate unlimited earnings for yourself



A friend of mine gave up his law license about eight years ago because he was making so much money that he no longer needed to practice law.

He was suddenly making tens of millions of dollars and more, because of a simple realization he made that changed his life.

It started with a client who had come into his office with a problem.

As the client explained what he had been doing for a living before he retired, my friend stood up in excitement. “When I heard what he did, I gasped,” he told me.

So what exactly did this client do before he retired?

He'd been a senior buyer for Costco, the wholesale warehouse mega-retailer.

Why would this be such a big deal?

My friend knew a manufacturer who had been trying to get his products into Costco. But there was an even bigger opportunity here.

What if my friend "partnered" with his client, went out and found companies with products that were ideal for Costco, and did a deal with them?

If they could get Costco to carry their products, he and his new "partner" could earn a percentage of the annual revenues generated through Costco, by doing nothing more than setting up the deal.

But there was something even better they could do.

What if the manufacturer could NOT meet the production needs Costco required?

His new "partner" knew Costco's best suppliers. He could easily find one who would not only handle all the manufacturing, they would also finance everything based on Costco's purchase orders.

This meant, they'd suddenly have incredible income without needing to deal with the hassle of manufacturing, or having to come up with the money to pay for production and inventory, because the supplier would do all that.

The deal worked so well and they were raking in so much cash that pretty soon they were actually buying the companies straight-out rather than negotiating for a percentage of sales.

In essence, he **leveraged** his friend's expertise to do incredible deals with other companies.

This is the second of the ONE-CLIENT BREAKTHROUGH strategies, and it could be more available to you than you realize.

ARE YOUR CLIENTS JUST SITTING ON INCREDIBLE OPPORTUNITIES

Has this ever happened to you?

I had a client sitting on an absolutely incredible opportunity, but wouldn't take advantage of it. Something that could take him (and me, if I played my cards right) to the stratosphere.

But he refused to budge.

He was a manufacturer/distributor of electronic parts that I had worked with for some time. He sold his products through electronics retailers like Best Buy, car repair and accessory shops, and industrial manufacturers across America.

Although his was not a massive company, his wide distribution could easily be used as **leverage**, to get other manufacturers wanting to distribute their products through his company.

Thinking big, as many coaches often do, I went to Cal-Tech, one of the nation's premier science and technology universities, looking for something incredible that he could sell. I found a breakthrough technology that could

easily be distributed through his company, that could be incredibly lucrative and easy to benefit from.

Using the “leverage” of my client’s distribution, I got them to agree to sign a deal that gave my client **exclusive** rights to distribute this product throughout America, and even internationally, if we met moderate sales goals.

The problem...

My client got cold feet and never signed the deal, even though he agreed this could be a blockbuster product, and that it would cost him absolutely nothing to get exclusive access to.

So, why would someone in his position NOT take advantage of an incredible, no-risk opportunity like this?

Welcome to behavioral management, the science of why people do certain things and not others, no matter how seemingly beneficial.

He was honestly afraid of how big this opportunity was, even though selling it through his already-established distribution channels would be a no-brainer.

SOLVING THIS WOULD HAVE MEANT MILLIONS FOR ME

Today I understand something I didn’t understand back then... the power of leveraging our clients.

Had I followed the simple formula in this second ONE-CLIENT BREAKTHROUGH strategy, I would have become a mega-millionaire from this alone, while giving my client and the creators of this technology something they sorely wanted, as well.

Instead, about six months later, General Electric bought the company's technology outright, for ONE-HUNDRED-MILLION DOLLARS.

All I had to do was...

Offer that I would oversee this new product's distribution, and I believe he would definitely have said yes.

After all, he trusted me as a coach, and I knew his company intimately, because I had helped it grow. Getting this product sold through his people and distributors would have been simple, because I had helped improve the management of it all. Whatever I didn't know, I could have easily figured out.

But like most coaches and consultants, I saw myself as a "coach" and not as an entrepreneur, even when sitting on the opportunity of a lifetime.

How about you? Are you sitting on an incredible opportunity to leverage your client, and you don't even realize it?

Today, I have coached many people, and have applied this ONE-CLIENT BREAKTHROUGH myself, often with amazing results for everyone involved.

As 1920's comedienne Sophie Tucker liked to say, "I've been rich and I've been poor. And honey, rich is better!"

So yes. If you can escape the box of "coach" and start thinking of yourself as an entrepreneur, this ONE-CLIENT BREAKTHROUGH strategy could be the secret to incredible wealth that you have been looking for... leveraging off your clients.

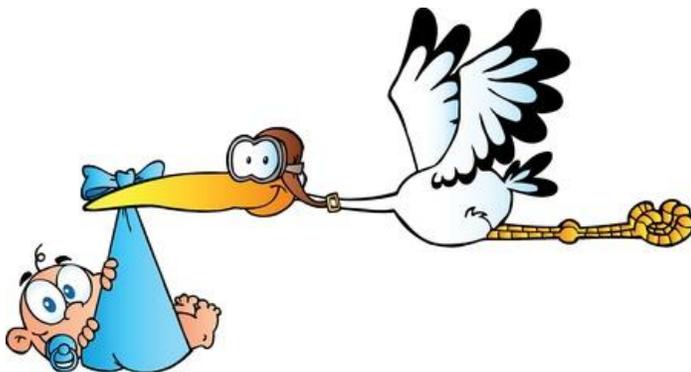
BTW the technology I discovered at Cal-Tech was a smart-camera that could recognize terrorist faces in major stadiums around the world, and that are used as a key part of the camera systems in driverless cars.

A Few More Examples of This Strategy In Action

Here are a few more examples of LEVERAGING YOUR CLIENTS that may get your creative juices flowing to start recognizing these types of opportunities in your own clients.

COULD YOU BUNDLE YOUR CLIENTS TOGETHER...

Do you have clients who could be bundled together?



Lew Wasserman owned a Hollywood talent-management company, representing screenwriters, directors, producers and actors.

One day he got this incredible idea...

“Instead of going out and begging the studios to hire my clients, why don’t I bundle my clients together. I’ll have my writers write the screenplays, my producers produce the movies, my directors directing and my actors acting on our own projects.”

Overnight, his MCA-Universal became so dominant that the Federal Trade Commission had to step in and force Wasserman to decide: Will you be a talent agency or a movie studio. But you cannot be both, because you are suddenly a monopoly that is squeezing out all competitors.

In essence, Lew Wasserman had discovered the massive “leverage” he was sitting on. He already had all the talent. What else could he do with it? How could he leverage it for something bigger?

So, how about you?

Could you bundle your clients together into something incredible?

HOW ABOUT LEVERAGING YOUR CLIENT’S SIZE...

Have you ever had a client who buys big-ticket items that could be shared with others?

Texas billionaire and past presidential candidate Ross Perot built his wealth by leveraging the massive size of his largest clients. This strategy was so successful that, as the top salesperson for IBM, he would regularly reach his annual sales quota just a few months into the year.

He figured out how to sell IBM’s biggest computers, with far more computing power than most companies ever needed, by making his clients an ingenious offer.

He’d ask, “How would you like to buy a computer with more than enough computing power to handle all your needs for many years, while paying almost nothing for it?”

Who would say no to such an offer?

More importantly, how could he do this?

Simple actually. The computers had so much extra computing power, he'd lease space on them to a few smaller companies, also offering them computing power for a fraction of what they were paying.

So in effect, he leveraged the massive computing power his clients would buy, lowering their price, and lowering the price for other companies that would lease time off them.

Is there a way you could leverage your large client's size or buying power?

HOW ABOUT LEVERAGING YOUR CLIENT'S BUDGET...

Do you have a client looking for new ways to market their business?

I had an interesting visitor to one of the advertising classes I took in college. He worked for cigarette giant Benson & Hedges during the time when cigarette advertising was being banned from TV. So his agency was desperately looking for another way to spend their client's money and get their product on TV, without getting in trouble with regulators.

In a flash of brilliance he thought, why not create a major sports event, like downhill skiing. Plaster Benson & Hedges' signs all over the event, as its sponsor, and offer exclusive TV access to ABC's Wide World of Sports, which was relatively new at the time and hungry to find exclusive sports events it could broadcast.

This would be win win win, where Benson & Hedges got its name on TV, Wide World of Sports got an event they were hungry for, skiers got an event with a huge purse, therefore attracting the world's best skiers, and his agency would get a happy client.

This “leveraging’ of Benson & Hedges would have been great, except for an embarrassment of riches, that complicated everything.

The idea was so successful that other sponsors also wanted to be involved with the event. B&H agreed to let others participate as long as they were not cigarette companies.

Pretty soon, so many sponsors flooded in that suddenly, B&H could be the primary sponsor, even calling the event the Benson & Hedges Classic, without putting up ANY money at all.

The advertising agency got mad because part of this exercise was to spend B&H's massive budget, which no longer was going into TV advertising because of the change in the law.

Like so many entrepreneurs, he decided to quit the agency and run the event (and many others after that) on his own, since he was still able to “leverage” B&H for this event and others.

The point here is simple.

Like this clever lad, do you have a client with incredible name recognition or money, that you could “leverage” into something new, with you taking a piece of the action?

HOW ABOUT LEVERAGING YOUR CLIENT'S INDUSTRY LEADERSHIP...

Do you have a client who is the leader in their industry, that you could leverage into great wealth for yourself while helping your client?

Sports agent Mark McCormack built his International Management Group (IMG) by leveraging his industry-leading clients.

Representing golf greats Arnold Palmer and Jack Nicklaus, he could guarantee these celebrities would show up and boost the audience, even for obscure tournaments, if they let him represent these events.

He later used the same strategy with tennis tournaments, like Wimbledon, where he represented many of the world's top tennis stars and the event itself.

Book publicist Steve Harrison "partnered" with his massively successful client, Jack Canfield, author of Chicken Soup for the Soul series of books, to build an industry-dominating author-coaching business, where the two of them share in the profits.

So, do you have an industry-leading client you could leverage off, with something that could be lucrative for both of you?

USING THE POWER OF LEVERAGE FOR YOURSELF...

So, ask yourself this question...

How could you “leverage’ the resources or reputation of your client, to do something bigger, that YOU could take a piece of? This idea of “leveraging” what you already have access to, could be massively rewarding for you and for your client, if you’ll just open your eyes to the possibilities.

#3: Do Something Your Client Won't Do Themselves **...and take a piece of the “extra” profits**



Could you give your client something they sorely want, but aren't willing or able to do it themselves?

Maybe you know how to do something that will help them enter a new market, win a massive contract, or otherwise change their life.

For doing it, you could either take a smaller monthly fee plus a percentage of the extra income you generate, or if it's lucrative enough, simply take your cut of the extra income.

THE POWER OF THE INTERNET... STILL MANY ARE MISSING IT

As a consultant, I've noticed that plenty of conventional businesses are not fully capitalizing on the tremendous opportunities the Internet presents.

I recently coached an Internet advertising agency, that had tremendous success helping his clients generate literally millions of dollars of sales.

He was telling me about this manufacturer he was trying to win as a client.

They were generated about \$8 million in sales, with almost nothing coming from the internet. They had previously generated about \$2.5 million from the Internet, but took their eye off the ball, because offline sales were doing so great.

He said they were not ultra-enthusiastic about selling on the Internet because it was not as familiar to them. But now they were putting out feelers to a few tech companies like his.

He kept telling me that he was confident he could propel online sales easily to \$4 or \$5 million, and pretty fast.

So I asked him the simple question...

If you're so sure you can generate millions for them, why not take a piece of the action?

Charge as low a fee as you can, and in exchange, have them give you a percent of the revenue you generate. This could easily generate hundreds of thousands of dollars, with him controlling all sales through the web.

Not so strangely, he had never considered this type of arrangement.

Although the internet is not the only source of amazing and even explosive income with this ONE-CLIENT BREAKTHROUGH, it's certainly worth looking at first. Especially since so many industries are still not aware of the incredible potential web selling offers.

YOUR CLIENTS MAY NOT REALIZE THE WEB'S AWESOME POWER

Of course, we see the headlines about the giants, like Amazon and Wal-Mart, seizing their share of the Internet land rush. But in many respects, these are the exceptions.

My own experience with hundreds of clients of all size and type, and through my work with the U.S. Small Business Administration, has uncovered a significant opportunity here for many coaches.

Most coaching and consulting clients just barely stick their toe into Internet marketing, not much beyond their own websites.

Take Vestas Wind Systems, a rising star in wind power.

It was only recently that they started experimenting with selling through LinkedIn, and suddenly experienced mind-blowing results.



\$185 million of wind turbines were sold, with \$300 million of back orders, after just a few months.

Of course their results were exceptional. But Internet opportunities are plentiful for a wide range of businesses, with the owners barely realizing it. Even when they do, most are resistant, because it's so far outside their comfort zone.

THERAPIST MAKES A FORTUNE USING THE INTERNET

For instance, would you think a therapist could make great money marketing on the internet?

Joe Bavonese, founder of Uncommon Practices, was showing me how, even for PhD therapists, the Internet could be a goldmine.



His business regularly generates more than 110 new patients every month, with most coming from paid advertising on the Internet.

In fact, he generates so many new clients each month, he's had to open three offices in his home state of Michigan, hiring other therapists to handle most of the clients.

He's basically cracked the code, especially for medical professionals. Now, besides generating his own clients, he sets up other medical and related professionals with customized Internet marketing programs, with consistent success.

It's taken him a while, but he committed to mastering the Internet, and his results have "uncommonly" exploded, while so many others are just getting by.

HOW MY CLIENT'S RESISTANCE LED TO INCREDIBLE WEALTH FOR ME

Like other areas in this ONE-CLIENT BREAKTHROUGH, this is something I personally have direct experience with. With this one, I was able to generate my first seven-figure income, doing something my client wasn't interested in.

The client, manufacturer of an incredible pet supplement, didn't want to sell his products online directly to the public.



He sold primary to breeders and groomers, who could order through his website. But he felt selling directly to the public would be a distraction, since he knew little about Internet marketing. He also worried that some of his distributors might be offended, considering his selling directly to consumers to be unwarranted competition.

But as I considered his dilemma, I believed I could build an online business for him that didn't clash with his concerns.

And besides, Internet buyers are totally different from mainstream buyers, especially for his type of business.

He didn't want to have any part of it, but agreed that if I wanted to pursue it, he would allow it and support me, on condition that he got to approve everything before it went live.

I quickly learned that selling on the Internet is more complicated than most people realize.

So for six months, I had literally no sales. Tired of trying it myself, I hired a consultant and got burned.



However, I was convinced this could be a success, so I scoured the Internet and eventually found another coach, this time a great one... and my revenues exploded.

In a matter of months, I was generating a fabulous seven-figure income. I also had a happy client, because he was enjoying new added income from this new distributor, me!

The arrangement eventually changed. But in the course of this project, I was able to generate an incredible income for myself.

More importantly, I learned a life-changing lesson.

Opportunities like this, to generate a massive income from a single client, are more numerous than most coaches and consultants realize.

We just need to open our eyes to them.

And by the way, although I've been talking here about the Internet opportunity, of course there are plenty of other ones as well.

CLIENT PAID HIM \$1 MILLION TO SOLVE A NON-INTERNET PROBLEM

When I first moved to California from Montreal, the owner of the magic production house that builds many of the complex magic tricks for famed illusionist David Copperfield, Disney's Imagineering, and others, told me an interesting story about one of his lesser clients.

A young magician recognized that General Mills, maker of Trix and Lucky Charms cereals, is often looking for giveaways that will help stimulate their sales.



He came up with the idea of a magic video, that could be promoted on the backs of their cereal packages. It would include eight magic tricks that any child could easily learn, that would be taught by someone dressed as the Lucky Charms leprechaun, their mascot, who would be teaching the Trix rabbit.

General Mills loved the idea. They agreed to pay for the production of the video, about \$10,000 at the time, and to give him a \$1 royalty for every video sold. Over the few months that the promotion ran, they sold more than a million videos.

He'd never done anything like this before. But he knew General Mills was always open to ideas that could help sell more cereal.

And guess what? They never produce those items themselves, just like your clients. They outsource it.

So why couldn't your client outsource something like that to you?

After all, you're their coach, so they know, like and trust you. And you know them.

Maybe you won't generate \$1 million like the magician did. Or maybe you'll generate more.

In any case, this is an example of the kinds of opportunities that are just waiting for the right coach or consultant to recognize.

So, is there something your client won't do themselves, that could be a tremendous opportunity for you?

I bet there is, if you'll just focus your mind on the possibilities.

Why So Many Opportunities Like This Exist

To understand why so many people and businesses will not pursue certain income sources, we need to recognize that we are creatures of habit.

As one of the nation's top behavioral management specialists, I recognize the power of human behavior, and the difficulty many of us have to try certain new and unfamiliar processes and arrangements.

If it's out of our comfort zone, we tend to resist.

Take my daughter, a leading real estate broker in Montana.

I discovered a hugely successful LinkedIn marketing company with plenty of realtors as delighted clients. This company typically generates three to six high-quality prospects a month, for a minimal fee.

My daughter, who I'm close with, says she is interested, but...

Although these would be totally new clients, on top of the ones she already gets, it's **different** enough from what she's been doing that it feels uncomfortably outside her comfort zone.

If I were inclined, I would hire the company myself, feed the leads to her, and collect a fee. Maybe charge per lead, or a percentage of each deal she closes, or a consulting fee, or something where I would be legally paid for leads I would provide her.

Of course, she could easily hire the company herself. And maybe she eventually will, especially if I bug her enough.

But it's important to note that behavioral forces are preventing her from doing it. The same minds of behavioral forces that prevent us from doing many of the things we know would benefit us.

Herein lies the opportunity for us coaches and consultants.

My daughter, who I love dearly, is just like many of the clients each of us have. They want to do the things you suggest. They recognize the incredible value. But behavioral forces prevent them from doing it.

Yet, they will often allow YOU to do it, and will often agree to pay you handsomely!

Don't believe me? Try it!

Spend a little time thinking about your past and current clients. I bet you can come up with something a client would really love, but aren't prepared to deal with creating or managing themselves.

Therein may lie a tremendous opportunity for one of your ONE-CLIENT BREAKTHROUGHS.

Putting the “One-Client Breakthrough” Into Practice

There are plenty of ways to generate a massive income for yourself. With this ONE-CLIENT BREAKTHROUGH, I’ve touched on three of the easiest.

The sad truth is, no matter how incredible the opportunities are that you are sitting on, if you’re like most coaches and consultants, you will likely not take advantage of them.

The reason is simple.

As I mentioned before, we are all creatures of habit, and the “habit” of stepping outside the box has been programmed out of most of us.

That’s why, in the coming days and months, I will be introducing incredible Behavioral Management tools to reprogram yourself, so you can take advantage of the kinds of actions that will transform your world and your wealth in ways that radically simplify your life.

Motivational speaker Zig Ziglar used to describe it as our being like “trained fleas.”

How do you train fleas?

You put them in a jar, put the lid on, and listen to the tapping as they hit the lid. Eventually, the tapping will stop. Then you can take the lid off, they will NEVER escape, even though there is no lid on the jar.

Like fleas in a jar, we have been trained to understand our limits, even though these limits are ridiculously artificial.

To break free, out of our artificial limitations, we must use behavioral tools that get us to reach beyond our zone of comfort. Weirdly, doing that feels dangerous. It literally triggers the Cortisol hormone in our brain, sending danger signals that are difficult to ignore.

The good news is, just as resistance to change has been programmed into us, it can be programmed out of us, with just a few simple tweaks.

So, try the strategies I've shared with you here in the ONE-CLIENT BREAKTHROUGH. If you are able to find and implement the kinds of results you want, awesome!

But if not, there's still plenty of hope.

In the coming days and months, I look forward to sharing some incredible behavioral management tools and methods with you. The kinds that will free you from the jar you may not even realize you are trapped inside.

In this way, you will suddenly be able to seize more control over your destiny, in ways you never imagined.

Speak soon... jim

You're Also Subscribed to **Behavioral Breakthroughs**

By signing up for this book, I'm also including you on my "Behavioral Breakthroughs" mailing list.

I promise – you will not be spammed.

Instead, in the coming days and weeks, you will receive periodic emails from me revealing breakthroughs on how to get ourselves and others doing more of what we want, in a people-friendly way.

After 13 years of running one of America's leading behavioral management firms, working with some of the largest organizations in the world, I've discovered secrets to human behavior that will give you a competitive edge, while simplifying your ability to influence, persuade and sell just about anyone.

These include techniques that improve a person's receptiveness, especially to complex or controversial ideas, mental barriers and triggers that influence us and how to overcome them when needed, and more.

I'm working hard to give you the best and most useful info and resources, that you can use almost immediately.

Enjoy!



About The Author



James I. Bond is one of America's leading Behavioral Management specialists.

He has been a marketing, management and strategic planning consultant for more than 35 years, working with some of the world's largest organizations.

Early in his career, he ran an advertising agency in Montreal, with clients including Seagram's Distillers, Timex Watches, Avon Cosmetics, and Abbott Laboratories.

He later founded one of the West Coast's leading behavioral management firms, working with such clients as biotech giant Amgen, Gannett Media, M&M Mars Candies, Tenet Healthcare, The Muscular Dystrophy Association, Litton Aerospace, British General Electric and others.

He is a past Workshop Chairman for the resource partner of the U.S. Small Business Administration.

James is also founder of The Father-Daughter Project™ and author of "The Secret Life of Fathers," an Unexpected Guide to Understanding Men... and Fathers.

His work has been featured in numerous media including...



Image Credits:

Copyright: https://www.123rf.com/profile_adogslifephoto>adogslifephoto / 123RF Stock Photo
Copyright: https://www.123rf.com/profile_fergregory>fergregory / 123RF Stock Photo
Copyright: https://www.123rf.com/profile_yngerman>yngerman / 123RF Stock Photo
Copyright: https://www.123rf.com/profile_artisticco>artisticco / 123RF Stock Photo
Copyright: https://www.123rf.com/profile_peshkov>peshkov / 123RF Stock Photo

Copyright: https://www.123rf.com/profile_alphaspirit>alphaspirit / 123RF Stock Photo
Copyright: https://www.123rf.com/profile_bowie15>bowie15 / 123RF Stock Photo
Copyright: https://www.123rf.com/profile_chudtsankov>chudtsankov / 123RF Stock Photo
Copyright: https://www.123rf.com/profile_majeczka>majeczka / 123RF Stock Photo