

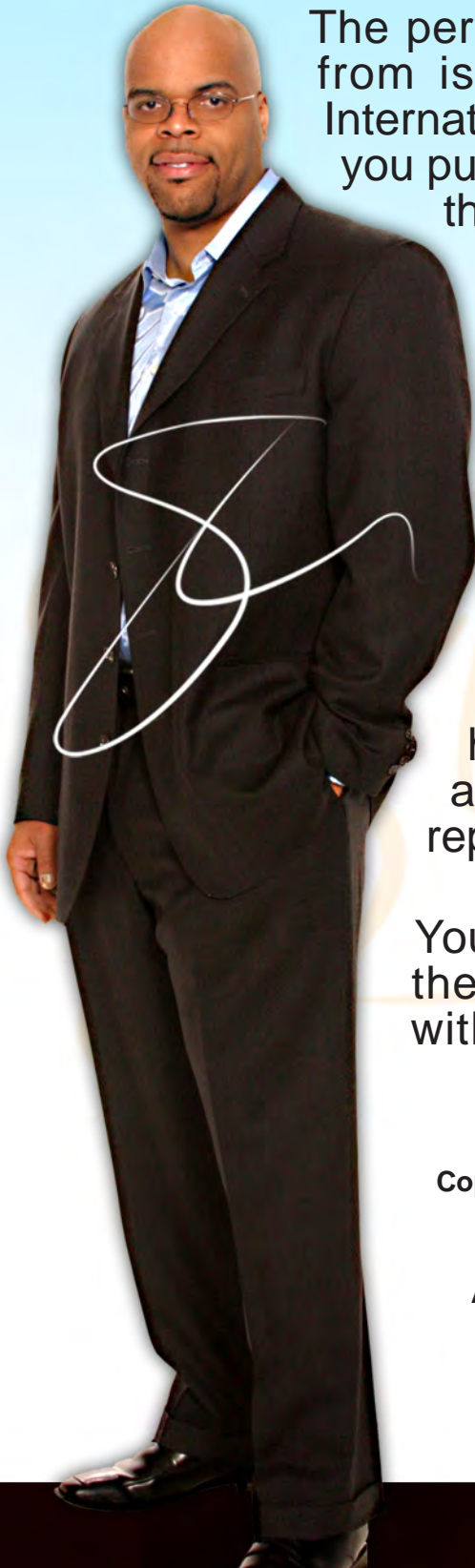
# 3 POSITIONS

THAT HELP ACCELERATE AND GROW  
YOUR BUSINESS



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# 3 POSITIONS THAT HELP ACCELERATE AND GROW YOUR BUSINESS

In this report I want to share with you three precise positions that you can take that can help you to accelerate and grow your business. These positions can help you to actually break through the profit ceiling you may be currently experiencing. It doesn't matter if this ceiling is very low or very high.

Before I discuss these positions I want to explain something else and that is why strategy is necessary? Why is it that we must be strategic in business?



If I were to ask this question to a bunch of people I would probably get lots of different answers and I really don't think there is a right or wrong answer to the question. However, there is one specific answer that is one of the overriding reasons why we absolutely must have a strategy in business. If we were to go on instincts the majority of the time we would probably be wrong.

When faced with a challenge in life or business people tend to do one of two things. This is referred to as the fight or flight syndrome. People will either try to fight it out or run away from it. This is not the way to win especially in business. This is not how you will grow your business or expand it. You don't want to fight because the moment you do, You will push people back.

You don't want to run because if you run away from a challenge you are not going to grow nor will you be able to advance your position.

Another reason why it is important to have a strategy in business is because of the fact that most people will default to two of the absolute worst positions. One of these is to be copy cat and the other one is to directly compete. You might see someone doing something great so you try to copy it or you are going to try to compete on better sameness.

You put yourself in a position where what it is you come up with leads to people resisting it. This is not what you want. You want to make sure that you take up a position in your business that people actually want to support and even want to help you advance.

You don't want people to resist you. You don't want them to push up against you because that is not going to get you anywhere. That is the exact position that you take up when you become a copy cat or you decide that you want to compete directly with someone because you like what they are doing. You have to keep in mind that better sameness has hardly ever won the game. That is not the route that you want to go.

## What Is The Route That You Want To Go?



I'm going to give you three very distinct positions that you can take. Every single person that I've worked with personally or in groups that have understood these three positions, have significantly grown their

# What Are The Three Positions?

Grab your pencil and paper.

**The first one is an enhancer.  
The second one is a complimenter.  
The third one is an enabler.**



I'll give you some quick examples:

I invited a small group of our clients and friends over to do a seminar. I like doing them as small groups because I get better interaction. During this group seminar we went over these three different positions and one of the people that was there is probably one of the most intelligent guys I've met in recent times. His name is Nichol and he's from Australia.

Nichol decided that he wanted to take up the position as complimenter because he doesn't have his own product. His whole thing was how can I complement other people's products whilst following their strategy so that I can make more money and more sales.

To make this long story short, Nichol decided to do just that and he decided to sell someone else's product that was \$1,400 a pop. He decided to sell it through Pay Per Click because he didn't have his own list to use.

I won't give you the utilization of the strategy, because I don't want to give it away. What you need to understand is that he took up the position of a complimenter. As a result of that in four days he sold over \$86,000 worth of products. He did this because

of how he put himself in a position as a complementer.

Not only that, as a result of some of the other stuff that we covered in those two days his business has added an extra \$70,000 per month in revenue. This was because he chose to be one of the three positions that I just gave you.

You can be an enhancer, a complementer, or an enabler. When you take up the position as someone that is complementing, enhancing or enabling, you are doing so with an existing product or service. This means that you are putting yourself in a position where you are not competing with somebody that already has a certain amount of attraction out there but you are putting yourself in a position where they will probably have a higher probability of supporting what it is you are doing as opposed to resisting what you are doing.

You can have the mindset where you decide to go after the people that are already writing checks. There is nothing wrong with this and this is a very smart thing to do. The real thing though is that it is not just what you do; it is how you do it. That is a very important sentence so you might want to reread it.

You want to go after people that are already writing checks because they don't have to be sold on this. They already understand the value. It is already a part of their life.

They are part of someone else's value network and you will want them to start writing checks or swiping credit cards in your direction.

The worst thing you can do is try to copy an existing offering or to try to do something that directly competes with them. It's not that you can't win doing that but it's just going to cost you more resources to do that.

If you take up the position as someone that's an enhancer, that's a complementer or an

enabler you'll find that it becomes the path of least of resistance and a path where you can experience success much faster.

**Think about an enhancing situation.**

What does Dolby Digital do? It basically enhances the home movie watching experience.



What are some of the situations you can think about in your life or in general where you see something as an enhancement to a certain experience and that's the reason why people are buying it?

**What about a complements?**

What about ice cream and cake? Don't those kind of, complement each other?



**What about an enabler?**

Think about how a CD player actually enables you to play CD's.



Here's something else. You hear people talk about the upsell and they use McDonald's as an example. The frustrating thing about that to me is that a lot of people talk about it, but, they don't really articulate why the upsell to McDonald's actually worked. They talk about the mechanics to ask somebody "do they want something else?"

That's not how it works strategically. That's the mechanics of it but the reason why McDonald's upsell works is because they're always offering you something that enhances compliments or enables. Think about it, a super size is what? It's enhancing your experience in eating all of this food. If you want some fries, why not get a ton of fries? If you want a soda, why not get a bigger soda?



They're enhancing the experience you're about to have. The apple pie, what does the apple pie do? It probably compliments the entire meal. I want you to think about that. When you go and you ask for a burger, why is it they put together those particular Happy Meals?

It's like you ask for a Big Mac and they say, "Well, would you like a number 3?" Which is like the whole combo because the soda and the French Fries do what? They compliment and they enhance the overall experience. That's why it works.

I want you to think about how you can actually enhance, compliment or enable in your business.

Here's a simple way you can do that. I want you to pull out a piece of paper and I want you to draw a pyramid on that piece of paper. In the center of that pyramid I want you to write the name of a competitor

McDonald's, Big Mac and Happy Meal names are all trademarks of the McDonald's corporation and its affiliates

or the name of an existing product or service in the market that you're in or you're looking to get into.

On each of the three points of that pyramid I want you to write enhancer, completer and enabler: putting one of these words on each of the points. Then, I want you to brainstorm ideas by asking simple questions. How can I **enhance** this existing product or service? How can I **complement** this existing product or service? How can I **enable** this existing product or service?

Don't try to filter out any ideas. Don't come up with



any excuses or buts. This is not the time to start filtering your ideas. What you want to do is to have a stream of consciousness and a stream of thoughts.

You want to come up with as many ideas as you possibly can that will help you to position yourself as an enhancer, completer or enabler. Believe it or not, this has been one of the secrets and how I have basically went from no place to someplace in my life.

When I was in the financial markets I didn't come up with proprietary software like a lot of these other guys were out there doing. I was using things that had already existed in the trading market space. I was using indicators that had been around long before I was even born. What I did though was I put them in a package and I positioned them in such a way that it enhanced the user experience. It enhanced what traders were already doing. It enabled them to use things that they already had.

I also put myself in a position where I complemented things that these traders already had, because I had an understanding of what it was that they were doing.

Where it is they were looking to get to and where it was they were at that particular time.

What are you currently experiencing in your business? When you think about your position is it of an enhancer, a completer or an enabler.

If you are not experiencing a great deal of success in your business can you now see how you become an enhancer, a completer or an enabler of an existing product or service how that will open up whole new doors to you. Can you see how all of these will open up amazing partnerships, amazing joint ventures and all kinds of great things?

If you are a completer, an enhancer or an enabler of something that already exists you do one of the most powerful things that someone that already has an existing business will love. You show people how to consume more of what it is they already have.

That's an extremely powerful result and an extremely powerful point of value that you can offer to somebody that has an existing business, an existing database and they're currently selling existing products and services.

Look at how you can become an enhancer, a completer and an enabler and your business and success will soon follow.



## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personaly Hand You Everthing You Need To Start Making Real Money On The Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



It's a huge leap from the mean streets of Washington D.C. to Buckingham Palace, but Stephen Pierce was recently invited for dinner by Prince Charles.

He's been featured on major television news programs and speaks to packed houses around the world. He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year – that's

19 BILLION dollars. Stephen Pierce is people, it seems so daunting. That's why Stephen Pierce's **MRMI Super Cash System** has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

**YES!** You can go on a vacation whenever you want.

**YES!** You can work from home or from any location in the world with an Internet connection (even the beach).

**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

"I made more money than I thought I would in 11 months simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – **Greg Cesar**

"I ended up with tons of sales in 21 days.

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### Claim Your \$4,276 Internet Income System Today for Just \$1 And You Get:

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- The 7 Steps to Success Worksheet. Just fill in the blanks and you're on your way.
- 12 Instant Income machines with Private Label rights. These are income machines in the "go" position. You just add traffic and keep 100% of the income.
- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for ONLY \$1.

### Click Here Now To Claim Your \$4,276 Internet Income System Today For...

# ONLY \$1

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# 3 POSITIONS Worksheet

Thinking about the three positions in the context of your business, consider the questions that follow:

**1. Are you currently using any of the three positions in your business?**

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**2. What route do you want to take your business and how what position will help you get there?**

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**3. Have you completed the pyramid exercise in this report and what steps are you now going to take?**

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# 3 POSITIONS Worksheet

4. What are you currently experiencing in your business?

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5. How can you be an enabler in your business and what steps do you need to take?

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6. How can you be a complements in your business and what steps do you need to take?

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# 3 POSITIONS Worksheet

7. How can you take on the role of an enhancer in your business and what steps do you need to take?

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8. Make a list of some current products or services that you would like to use the three positions on.

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9. How can you enhance the customer experience of these products or services?

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# 3 POSITIONS Worksheet

10. After reading this report what steps do you need to take to create success in your business?

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