

The
Chronicles
of WBE

Saving the World with a Million Smiles and **Dollars** a Month.



Public Service Projects brought to you by...



The WeBuildEmpires Project

The first two WBE Public Service Projects...

The **GXM** & The **SS**

The **GXM** (The Goodwill Experiments Model)

For one hour every week, Builders volunteer to help grow a stranger's company, then the business "forwards the favor" and we measure the ripple effect WBE Goodwill Spirit has over 30 days.

The **SS** (The Smile Studies)

A Builder goes out of their way to make at least one stranger smile... every day.

Then Builders **share** these stories within WBE, every month they are documented into...

The **Chronicles** of WBE

Hi there!

I grew up in very different surroundings than you probably did.

I know what it's like to live without running water or electricity, to bathe with wild animals, to dig shrapnel out of my brother's back while his screams deafened me for two days, to be in an underground prison because my cousin refused to hand over a television we spent weeks repairing -

But I got lucky.

I was born in America.

Nothing I went through was "tough" compared to the way most of the world lives. I won what Bill Gates calls the "Sperm Lottery". If my background has taught me one thing, it's this:

I don't deserve the opportunity I've been given - I don't deserve America.

It seems like just yesterday I was a broke kid selling insurance door to door, then it was telemarketing, then it was day trading, then it was real estate - eventually I was taught the one most lucrative skill that almost nobody in the world knows:

How to grow a company... any company.

After making a few bucks and the blessed with the best friends in the world - in reverse order - I made it a priority to make sure that other people got the same opportunity that I was {undeservedly} given.

That's what WBE is all about; providing the ladder.

These Chronicles are an unreal testament to that, the effort, passion and general **Badassery** in the following pages is one of the most inspiring things I've ever seen.

I think you'll agree.

Thanks so much to the Builders, The Kids, to all our supporters and to you!

- Azam

Now here's a quick note from one of our WBE Understudies, Andi Bee. Among other things she helps with the Chronicles (you'll recognize her from the special Episode on the main page) and included below is a transcript of the episode in case you had trouble following:



"Hi I'm Andi Bee and this page is **changing the world** so if you've ever wanted to be that change that you want to see in the world then you're going to love this page. Let me explain; so you can read the intro get a better understanding of what WBE (or WeBuildEmpires) is all about.

I'm an understudy at WBE and right now in this Episode I'm going to explain two of our Public Service Projects; one is the Goodwill Experiments Model (or the **GXM**) the other is the Smile Studies (or the **SS**).

These ideas are based on the same concepts that we have used to take companies from zero to 100M and beyond, how we've leveraged interests in over 300 companies in more than 19 countries and the secret behind our **\$800 billion dollar** royal family testimonial.

First we'll talk about the GXM. Imagine Jack, Jill, John and Jane each have four separate businesses. Given the statistics they will probably never grow their companies very well, and chances are they will fail miserably and it's only a matter of **time** before they go belly up.

We all know that business, commerce and capitalism are the driving forces behind any economy so they need help but often they don't know where to start or where to look.

At WBE our goal is provide the **opportunity** to the world, what people do with it is up to them but after working with us, nobody is allowed to say they never got their **chance to get in the 1%** and get better and helping others get there too. So every month Builders are given a new GXM challenge and then they spend one hour a week helping strangers grow their companies based on the challenge for that month. So in this example Jack, Jill John and Jane would each get a full hour of a Builder's time as the Builder helps them grow their company.

The Builder does this totally for **FREE**, they share their time, energy and brilliance on their dime - completely **FREE** to the business owners.

Then we measure the ripple effect that this act of Goodwill or generosity has over 30 days. When a Builder helps a business and animates the owners and staff with the **WBE Goodwill spirit** we expect them to **"Forward the Favor"** - so the energy becomes viral - and the ripple effect has a larger and larger universal impact.

Within our WBE community Builders will blog about and share these stories, then each month these incredible stories are gathered and put into a **WBE Chronicle**, with a new one each month - they are available below for all to enjoy and to learn firsthand that you really can make a difference and help change the world. That's the basic with the GXM.

The Smile Studies or the SS is a little different. After doing the GXM a few Builders suggested that we do something like this, a lot of the WBE training and the way people are able to accomplish so much so fast is our focus on understanding dialog, gaining compliance and becoming a **Verbal Architect** - the tongue can be a lethal weapon - So the Smile Studies are very simple; make a stranger smile, and share the story.

Making others smile makes you smile, it builds dialog and compliance gaining skill, and it's a fact that **billionaires smile more** - so just by smiling more you can live a happier, richer life. The SS are stories about helping the world smile more.

Okay so that's the GXM and SS if you have questions or feedback please leave them in the comments section or feel free to get in touch with me directly. **Thanks so much!**"

Some helpful notes -

1.) As you go through the Chronicles there will sections of "blacked" out like this:

Certain sections are  blacked out.

This is because of the nature of the discussions, mentions of names, places, "secrets", etc. among Builders - within WBE there are hundreds or thousands of Models and training items referenced, the editors (often The Kids) go through the Chronicles and they decide on what to edit and the parts that non-Builders shouldn't know.

The resulting Chronicles will still get the main messages across.

2.) Builder Lexicon - here are some abbreviations that will make more sense:

BC = Builder Camaraderie

GBB = God Bless the Badassery

BMF = Brilliant Mother Fu**er

LC = Lazy Cu**

TB = 19 Minute Time Blocks

There are others but that's a good start.

3.) Builders wrote and shared ALL of these stories and The Kids from our business schools helped produce the Chronicles.

Imagine the time it took for Builders to carry out the challenges, then share their stories - they are the 1% that the 99% envy - and when we started our business schools it is THIS kind of activity and energy we wanted The Kids to be around. And it's being **given** to you.

Most people will spend their lives justifying their laziness, invalidating brilliance shared with them or somehow rationalizing their inactivity - please do **NOT** be like that - it's not impressive and it's not something to aspire to and the **LC tax** (opportunity cost) is endless.

Respect the effort that Builders and The Kids went through to make this available to **you**...

... **Forward** the Favor and begin making a difference in your community today ...

The world will not miss what **you** never give it.

Three Main Things You Will Learn:

1.) You can **make a difference.**

Many Builders started as ordinary people, but given the right opportunity and the right thought patterns you'll get to watch them make **enormous** strides in helping to make a real difference.

2.) Sharing the energy is a **MUST.**

Without sharing the story/energy the emotion is trapped and never breathes, so included you will see how much of a difference simple sharing, support and the right energy from Builders can make.

3.) Builders are **Badass**

Within WBE there are novels and volumes (literally) of proof that you can get richer) and help **save** the world at the same time...
Business Badassery at its finest.

Don't Sit Still - Do **Something.**

To learn all about the WBE Project - and Business Badassery in general - you can go to

www.WeBuildEmpires.org

To get for our Short Film Series:

“How to buy and sell companies

(that make you at least \$10,000 - \$30,000 a month)

with no money down, no credit checks and without leaving your house.”

You can ask for them here:

www.CaptainBad.com

The GXM and SS are carried out by Builders and The Kids and they are done by invitation **only**.

The
Chronicles
of WBE

The GXMI
(The Goodwill Experiments Model)

The **GXIM**

(The Goodwill Experiments Model)

THIS MONTH'S GXM CHALLENGE:
Help your candidates determine their best clients
and find more of them.

A word about the GXM

Hi Guys!

I've been thinking a lot about this and I can't forget something that Azam wrote about, how this could change how every model is ever introduced with anybody from now on.

I spoke with Millie and in the next few days the deets should be out but I wanted to do some testing of my own, especially after seeing Helen have such a good time.

So I was at the supermarket while waiting in line and I said something in passing about how "my friends and I", Team Azam dialog lol, are **working with the goodwill experiments to see how far impacting a single act of goodwill for a business goes over 30 days. The manager kept asking me about it and I didn't know what to say, she even followed me outside** and insisted that we swap phone numbers and emails LOL.

I don't if this was a one time thing but I've never had anybody chomping at the bit like that! Exciting!

I think the collecting of blogs is an awesome idea because I for one would not have written this but I want it to be included for everybody that reads the public GXM document because you really can make a difference and have business chasing you if you use the right words.

Thanks for reading!



Builder Camaraderie:

*Awesome! Another great inspiration...Post up them deets.
Thanks!*

■ this is great! Better dialog = Better Compliance = \$\$\$ and your doing all this while helping someone else... Great stuff.

Go in expecting positive results. When one is giving freely, how can the offer be turned down? thanks for this and for the reminder I'll do it now

This is awesome! Thanks for sharing your badassery!

"The manager kept asking me about it and I didn't know what to say, she even followed me outside..."

GXM total badass TVs and carpoolers!

Time is running out this month so I have to get this up fast my cigar shop GXM went awesome and I will be doing the parties there every week and that single night can keep me busy all month lol!!

Last week I got a call from a husband and wife who wanted to volunteer for carpooling WTF?? I didn't know what they meant but it was a big deal for some of the HOV lane people from the party then Ray asked me about doing retail electronic GXMs??

I told him to bring them to me and we'll see so I talked to two owners one of them was a stubborn SOB and nothing worked in his area lol the other one was a little better so we took his best 210 transaction purchasers and did a special showing and they had lots of people show up but sales were shit SO LouisX saved the day because then we [REDACTED] and [REDACTED] that they just say and almost one out of five of the products especially the TVs sold for more than the discounted price they could've bought them!

Thanks a lot builders I never did anything with these types of companies and i totally see how you can take badassery to people even if they suck and I'm only doing it on a low level will have more later just updating you all on this THANKS BUILDERS!!

*"You can take badassery to people
even if they suck..."*



Builder Camaraderie:

It's amazing how deep the rabbit hole goes Louis, this is RAD all the way most people would have given up when the 210 buyers [REDACTED] [REDACTED] good thing you had LouisX armed. I need to study this hard execute on the absorbed brilliance!

“Last week I got a call from a husband and wife who wanted to volunteer for carpooling WTF??”

Starting my GXM

Ok gang, I was trying to think of a business in town I could help, and since I don't frequent many, I was trying to think of the best way of finding one, and I came up with this idea...

Email the [REDACTED] and ask them for recommendations. I just sent off an email to the director and one to the head of marketing and PR; just copied and pasted bits and pieces from the [REDACTED]. We'll see how that goes, and hopefully I had an idea that'll work. :)

Has anyone else tried this, and if so, what was your success? I'll keep y'all posted...

*"I was trying to think of a
business in town I could
help..."*

Builder Camaraderie:

Congrats on taking the first step, I called a few people and it helps with the dialog and explanation of it. No matter what you don't want to [REDACTED]. I think that in about a week you'll have more people than you know what to do with. Thanks!

PUNCH IT YEA!!!!

Great can't wait to hear more!

I felt stupid getting started too but you just got to remember [REDACTED] so you will never [REDACTED] and you have all of WBE behind you!!

*“...thanks for reading and all the BC knowing you guys are with me makes me want to bring out the **BMF** every time...”*

GXM: Two realtors fighting over how much to pay me... err. uh... I mean YOU LOL

It's true the █ makes you get better with headline writing score!

just a short stocking stuffer here I got a coffee shop that I worked with for a minute great coffee but terrible marketing I told them about my GXMs and they went crazy for cocoa puffs and I was the cocoa puffs YEA!

I told them I would █ and █ and in the end they would call ME brilliant they didn't get it but then when I did it they said you ARE brilliant lol!

With my GXmss i kind of cheat not gonna lie to yall so here's how plotted this one out Louis is a BMF with his █ and they might only do 100 █ but the coffee shop can do 300 in a day easy so I told my realtors about the GXm and that this is one of my candidates and they █ and █

DONE RIGHT?? did my part helped the coffee shop get more people they love me think I'm a genius because it was THEIR idea █ there because people eat more when they see dollas.

So the part I cheated on is coming up after the realtors saw how busy the place was I told them that I have a █ agreement to get all the buyers and sellers from the business {█} and that I needed a badass fucking realtor to handle the volume.

They have seen 50 other agents there from the █ so they think the place is crawling with agents but I PUT THEM THERE!!!!

I tested the █ and we can get 47 calls easy so the █ were supposed to have offers tomorrow but they came in today █ model here we come and the lowest offer is 30%!!!!

thanks for reading and all the BC knowing you guys are with me makes me want to bring out the BMF every time I write to you if I let you down bitch slap me!!!! THANKS AND HAPPY THANKSGIVING to the American BUILDERS!!!!



Builder Camaraderie:

Awesome Shit Love the passion!

cocoa puffs lol! This is great and what you have done with the flyer is badass!! try [REDACTED] and [REDACTED] to [REDACTED] and you can make twice or three times as much money from the same work I didn't think of [REDACTED] and fight over my cut because I used [REDACTED] but that is something I will do and report back THANKS and Happy Thanksgiving to you TOO!!

Dude- you are funny as all get out! Love it.

What can I say Dwayne you're putting me to shame lol! Thanks and gratitude to you as well this is wondrous examples of using the builder [REDACTED] model I have started this on a rudimentary level but no hits to speak of. This is funny as hell to read and I'm inspired seeing you come alive GBB!

GXM how does smoking explode an electrician's business?

Sometimes when I get on WBE you guys are reading my mind I started using my blogs like KK says like a journal and when I read my ones just a few months ago I felt like such a pussy beat up by nagging "lcs" lol in my life that I when I thought about sharing something I felt like the ugly girl at prom asking the hot football quarterback to dance. I expected the only response would be out of pity. you guys have changed my my mind about that and I didn't realize how far I'd come until I read Azam's blog and went back and reread stuff is it true? Could I actually be becoming a badass? LOL! I have a lots farther to go to catch up to some builders but for the first time in my life I FEEL IT! that's thanks to YOU!

If you put up a blog and I don't comment send me a bucket of shit in the email!! cuz I need to spread and help you improve as much as me. not like I need to bring you to my level because you may be past me but from wherever you are I need to help you get beyond there something in the empire audios Azam said about working with people richer than him "you don't have to be better to help them get better" I was surprised he was so open and admitting how some of those people were richer than him but it was great dialog because it makes you less threatening and everything runs better.

So when I wrote about my cigar shop GXM we did a party and it was BADASS it was the best night of the year for the business cuz we invited the best clients and stuff he thought I was a genius slash angel lol. then a few nights ago on Thursday we did another party and this time he [REDACTED] and told everybody what I was doing there I got a bunch of ohhs and ahhs lol and then the whole talk of the party was how people need to help more and how much like assholes we have become in America lately. I got nine candidates who were also open to helping me find other candidates so I may never run out of GXM candidates again.

Dee was big time pissed about the cigar smoking so I let her pick one from the list and we used a electrician company owned by [REDACTED] on Friday we took his best clients when he never thought about it or focused on and two employees did a follow up with a holiday gift and a request for referrals that was on Saturday. Today I just got off the phone with them and their lines are blowing up with people who want fix up work or other things done this week may be his best week ever!!

Feels so good and I really have you guys to thanks for all this!! If you need to get



moving let me know we need more builder brilliance shared instead of just absorbed all the time!!

Thanks so much you have changed my life!!

"...then the whole talk of the party was how people need to help more and how much like assholes we have become in America lately.."

Builder Camaraderie:

Thanks for your blog. Really do see how you have transformed yourself over the last year. You are an inspiration!

Yes, this is so beautiful! WBE itself is such an inspiration of how to start with a vision, and how you want it to be run, and not resting until it's done -- and then improving it some more! I love the things people are doing with GXM...tote's need to get on it!

This here.

This here is the shit.

Thanks for sharing. It's blogs like this that get me motivated. You're an awesome contributor here and an inspiration to me. Keep it up!

helped me today

Hey,

Great post, and great to see how far you've come. Also makes me feel behind.

I've been motivated by all the great posts here, and re-listening to Azam's audios finally gave me the kick in the ass to get the momentum going.

██████ and I have made a lot of progress as of late, and it's all about momentum!

Keep the great blogs coming, and I look forward to having some of my own as brilliant as yours. :)



thanks a lot guys I can't tell how much your BC helps!!

Awesome work!!! Thanks for sharing your success with us and motivating us too do more, become better, push our limits. It's funny how something so simple as [REDACTED] makes you a GENIUS!!!

*"This here.
This here is the shit...
... an inspiration..."*

GXM update, \$100,000 in 42 minutes?

Hello builders,

So as I said before I was working with my broker contact and they were helping to build the GXM list and right now I'm recording audios and training so there can be two full timer GXM employee-types.

For one of the candidates it caught my eye when he said one transaction could be worth over \$100,000 during his [REDACTED]. I spent 24 minutes with them and they are a [REDACTED] and their best clients came from [REDACTED]. Of course they never thought about this and have no direct strategy so I asked what they suggest and did an impromptu [REDACTED] and we have three [REDACTED].

I spent another 19 minute TB on on contacting the two biggest [REDACTED] and [REDACTED] [REDACTED] for referrals. This was the idea from [REDACTED], the head [REDACTED] salesman.

Today I heard back that they have one appointment this week that "looks very promising", this could be \$100,000+ in less than a week.

Another cool thing that has been happening with my GXMs are the follow up calls I get afterwards, the owners or the "high ups" call and ask me 20 questions. [REDACTED] funder wants to talk about lending private money to my list. Too exciting!

Other updates coming soon, thanks for reading builders!

“...we did a party and it was **BADASS** it was the best night of the year for the business...”



Builder Camaraderie:

Another Bad Ass post! You go Girl!

Damn Complete brilliance!

Make sure to [REDACTED] exactly what you are doing step by step and then [REDACTED] [REDACTED] and you will be well on your way to building your Empire.

Thanks!

Go for it!

Outstanding!

@ [REDACTED] totally agree, that's what I've been seeing, do the [REDACTED] what you did and use it again.

\$100,000 ain't nothing, just wait until you really get moving!

Amazing!! Keep up the brilliance and keep us posted on this \$100K Deal!!!!

Thanks a lot Builders will have an update this soon!

Wow! Wow! Wow! I can't wait for the update! BTW, [REDACTED] forgot to say, "Make sure you cc [REDACTED] with you're [REDACTED], once done." LOL Amazing work!

Brilliant,

"...this could be **\$100,000** in less than a week..."

GXM breakthroughs with carpet cleaner

Hi Builders!

Short and sweet using Red's format:

CHALLENGE: Find a business' best clients and help them find more.

WHAT DONE, FELT: One of the GXM agents told me about a carpet cleaner who "can't wait" to be a candidate. Talk to him and his brother and they said the best clients were agents who needed houses looking perfect.

I asked [REDACTED]? Got a gem of brilliance: [REDACTED]. Spent about 30 minutes talking to [REDACTED] some of whom were on their list.

REACTION: We got four "big jobs" for the next week and if they finish them this weekend the [REDACTED] will make more than they have since 2005 when they started.

"This has made our Christmas THANK YOU THANK YOU THANK YOU!" That was the actual text.

The agent is shocked and looks like a hero for introducing me.

GAINED: We always hear about how making people feel better helps u feel better but I don't think anybody has ever measured how making a company feel better can make people feel better, or the opposite.

Now here is my GIANT breakthrough: a [REDACTED] wants to pay me to [REDACTED] [REDACTED] so that we can own a [REDACTED]. So I got the idea of taking the [REDACTED] that work best and MFM them. Simple I know but I never thought of it.

I can see so many connections happening as a result of this, and it wasn't until I went through the BadassX audios that I made the obvious connection. That's another lesson.

I lobbied Azam along with a few other builders about the Smile Studies so can't wait to start those too.

Thanks for reading!

LESSON LEARNED: Keep the MFM dendrites firing! lol

Builder Camaraderie:

Love the outline style, brilliant. Need to copy that more, the volunteering to get the policies and models to us IS a breakthrough! Great testimonials feels great to read! I've been using your lines too about "helping" and "thanks!" makes a big difference. We talked about those smile studies too, can't wait for them.

Now I see why [REDACTED] is holding off on his lol, mine seem so selfish in comparison! It's amazing how just a little help puts you in a completely different position with these companies

thanks for this I have been RADing this like none other! I got two deals in the works from the [REDACTED] who SUCK ROYALLY but the best and most brilliant parts are retained and moved to the next this way you get the AVALANCHING BRILLIANCE as you called it so even when people fuck around with the [REDACTED] you stay a play!!!!

I have been thinking about this as I do my gxms so that you can still make money and do a model if they suck brilliant the gxm might be a secret way to introduce [REDACTED] all around thanks!!

Awesome work, keep on taking over the world!

GXM with apartments

THANK YOU ALL FOR KEEPING ON MY ASS ABOUT THIS!!!! I would not have done it and pushed to get this up otherwise.

So I don't have some giant list and people begging to do shit for me like you guys do so I have to do it the old fashioned way with blood sweat and lotsa tears LOL! And I kind of cheated on my GXM but I did one pure one that I will blog about next so I used to [REDACTED] near an [REDACTED] and I could get 50 calls in a single day NO SHIT.

But the [REDACTED] would go apeshit on me and they even called the cops. So I decided to use the 800 billion dollar secret from [REDACTED] blog and I called them up for a GXM interview. I "picked" them LOL and we found out their best clients came from relocation agents for office type workers and even though it was short terms the companies would over pay.

When I asked what they've done to find more agents like that they all said nothing WTF? I spent 45 minutes interviewing and connecting them with the top relocation agents so we'll see if they screw it up but they were real happy. I got invited to the holiday party and what not, they talked about how cool the GXM was and what not AND THE BEST PART I "revisited" and yall saw my [REDACTED] and guess which BADASS BUILDER now has [REDACTED] ??? This weekend I got 72 calls, and that's low so the GXm yall changes hearts and minds! This is long as fuck I feel like [REDACTED] LOL!!!

For real thanks a lot guys you never let me down and I can always count on you guys to bring me up and push me!!! God Bless!!!!

Builder Camaraderie:

Your brilliance is showing.

You have to give to get.

Thanks

Got it - and got your video too it's awesome and maybe you should put it up here - I thought we were already friends? Ha ha, brilliant I love and yes [REDACTED] does already know about that Model but there have been some changes made to it.

Love it as always - Thanks so much for the support and BC!

I think you're pushing us now! I wanna keep up with DC!

agreed!! awesome going and I can't wait to beat you lol

Cheating on the GXM my word how low can you go ;) I told you that I wouldn't post until I had an example like this and mine is coming, I agree but there is something refreshing about the GXM when you don't give a flying fig about the money and it's just about helping. Thanks for this brilliance!

thanks guys and today is the day for me to PAID from the manager on the other leads I sent them and I couldn't get them to do jack shit before doing GXM LOFL you'll be updated as soon as I am



*"I used the \$800
billion dollar
secret..."*

GXM: how to sell 600% more coffee.

Hi Builders!

I had more GXM responses than ever and I explained how in my last blog so if any of you are having problems it's real easy to fix. I wanted to pick a challenging one and something I had no idea about.

So when a woman told me about her "mobile coffee shop" I had to do it lol. I never heard of this but it's like a hot dog stand but she sells coffee. So in my quick interview I asked her who her best clients were, and like always she never thought about it.

We quickly determined it was medical reps because the free coffee would lure the docs out in their own waiting area so they could be pitched LOL.

So we focused on them and on Thursday and Friday each day she outsold her best day (in four years) by over 600%. So just by focusing on these groups only she sold six times as much coffee "appointments".

Next week, if all her appointments go through she will make over ten times as much money.

My total time was about 36 minutes, almost two TB. And I get all the free coffee I ever want LOL.

Yesterday I got a package in the mail and it was hand-made Christmas stocking with my name on it, [REDACTED] and her daughter made it for me. Her daughter [REDACTED] left a small note that said "Thanks for making my mom so happy this season!"

I was really happy so when I called her I could tell how much thought she put into it, when I talked to her Friday she was so excited and in tears I can't explain how it felt.

So for those Builders doing the GXM, after you do the easy ones pick a hard one because you'll make friends for life!

Thanks for reading!



"... Yesterday I got a package in the mail and it was hand-made Christmas stocking with my name on it..."

*Her daughter left a small note that said
'Thanks for making my mom
so happy this season!'..."*

Builder Camaraderie:

I love your GXM.

*You definitely made [REDACTED] and [REDACTED]'s life better.
Same with the docs and the medical representatives.*

*I did the same thing years ago with a guy who set up a coffee cart just
inside a restaurant and would sell coffee as people left the restaurant.
I told the guy to go take coffee orders at all the local office buildings in the
morning and then deliver the coffee that was ordered.*

*The guy very quickly left the restaurant where he was paying ridiculous rent
for his cart space and added additional carts and employees.
Then he opened his own coffee store.*

You can take it a step further and leverage the access to the doctors.

Thanks

This is SO beautiful. I love it.

*Please give me more details!! The sales reps are buying coffee to give to the
docs? How did you target the sales reps? What are the appts for? Congrats
on making a difference in this woman's life!*

brilliant stuff and yes I will have mine up soon



mine is up but a little more selfish than yours and I think from now on I will do 1 out of 4 with industries I'm INTO what do you think? [REDACTED] I think they bring coffee out for everybody in the lobby and the chatter smokes the docs out for the reps to schmooze em

ARGGH! Bloody hell how did I miss this? I remember you commenting about but this is exceptional, bravo! Every time I think my GXM is good I read yours and I feel like I missed an obvious connection, dendrites firing ON and now that KRX is on the case watch your back!

There is sooo much here thanks for this [REDACTED] and in notice my real business runs better and seems more fun since I started the GXMs!

this shit makes me cry but in a MANLY lol. You are such a BMF and I learn so much from these so firing dendrites is ON

@ [REDACTED] I think they coffee mobile express told her about the medical reps as her best clients and then they focused more on the best so if the conversion is the same they make way more money? The appointments are for the reps to sell drugs to the doctors so they can sell drugs to you and me so WTF are you doing Jenn???? ROFL is that right?

"AM I MISSING SOMETHING?" LOL I love you guys BC 4EVER

LOL yes I think that's right like I said @ [REDACTED] I think they bring coffee out for everybody in the lobby and the chatter smokes the docs out for the reps to schmooze em if you know different than let me know!!

This was the one we talked about and yes I still plan on the MFM with this, I think [REDACTED] and [REDACTED] are right [REDACTED] about the approach.

Just Brilliant!!! What's amazing is that a lot about being brilliant, is really just about [REDACTED]! All we have to do is [REDACTED] "[REDACTED]" doing nothing special other than [REDACTED] [REDACTED]

"...she will make ten times as much money..."

GXM story how smoking cigars is saving the economy LOL

Hey!

I have a nasty cigar habit and Dee hates it she even told me she wished I was an alcoholic lol I wanted to something different with this month's gxm so I talked to my cigar store owner and explained it to him and asked for his top recommendations except himself. I did what you guys told me to and [REDACTED]. I got four calls in the next two days yes!! I picked one and asked him about his best clients and as we all know they have no clue but after ten minutes he emailed me his list of clients and highlighted his best ones I spent some time calling them for a tasting on thursday night and I didnt want to be rude so I had to attend myself lol. The sales that night were more than any day in 2011!! We had over 25 of his best clients and they thought I was a part owner lol. here's my testimonial:

"My Dearest Louis! I can't thank you enough for opening my eyes and providing me assistance with the GXM. As my way of forwarding the favors I will donate a portion of the proceeds to Toys for Tots until the end of the year." He was really happy!! I got my supply on the house and as a kicker we are doing a business tasting where [REDACTED] will hand out my GXM flyers to everybody.

no more hiding cigar smoke from Dee because I'm not puffing I'm saving the economy!!

Builder Camaraderie:

LOL, LOL! Not only did you exercise [REDACTED] with the store owner and his clients, but your use of PA with your wife is badass through and through!

Now you just have to find a GXM that will make your wife, Dee, happy.

Thanks

This is extremely unhealthy but brilliant! Not crazy about puffing loads of cigars but I can't think of an example of any cigar shops, I didn't think it worked in their area lol. Thanks for posting!

I was talking about THIS one!

Outstanding and brilliant! The next party was this week? How'd it go? I've been doing something new with my GXMs that I think you'll be able to use. Thanks!

Well done!!!! Who said you can't combine fun, money and fire all in one setting?



*"... 'I can't thank you enough for opening my eyes and providing me assistance with the GXM. As my way of **forwarding the favors** I will **donate** a portion of the proceeds to Toys for Tots until the end of the year' ..."*

GXM in record time.

Hi Builders,

So I wanted to [REDACTED] with some of my [REDACTED] but I needed to wait until I let them know the new one. I sent out my [REDACTED] beforehand so they expecting it and they knew it was first come first served.

So today I had several hits but I added a criteria that only two so far have complied with. They were to [REDACTED], so they [REDACTED] [REDACTED] and then I would work with them and [REDACTED].

I thought this might not be a good idea but today I got off the phone with realtor who had conferenced in a car stereo center and we officially started today. The other GXM is good but not as fast. I want to [REDACTED] and then use the [REDACTED] on the other GXM blog.

Tomorrow I should have the details on the best clients and three policies to find more.

The owner was speechless and kept calling me a GXM angel.

Over and out!

Thanks for reading!

“The owner was speechless and kept calling me a GXM angel..”



Builder Camaraderie:

For my MFM I'm going to use the [REDACTED] blog that I just commented on.

Damn that is so awesome. You are awe-inspiring! Keep up the awesome work!

Good job!

The [REDACTED] will be a cool test too, you beat me to the punch but mine is going up right now. I'm planning on [REDACTED] and doing the [REDACTED] or maybe next month the challenge should be doing an [REDACTED] for somebody? Thanks for posting!

Brilliant!

Your Badass is showing!

when I started seeing these GXMs already popping I felt so behind!! Thanks for pushing me my first one for the month will be up soon you're doing awesome!

GXM with a realtor.

Hi Builders!

This was a referral so I still followed the rules lol. This came [REDACTED] and when I was asking about where the best clients came from we hit a wall. The two head brokers didn't know. So they threw out things like "high-end clients" but after I asked about [REDACTED] I learned a brilliant new approach.

I've never heard this and I think it's a big "obvious secret". Their best clients, the fastest closings and the sellers who had the least objections about pricing and showings were [REDACTED] [REDACTED] [REDACTED].

So not [REDACTED] but [REDACTED] [REDACTED], of the top eight agents over 70% of their profit came from that alone. Brilliant uh?

That took a little over one TB and later this week we're executing the [REDACTED] to get those policies, still under my one hour.

Broker to me: this is the biggest breakthrough I've had all year!

Thanks for reading!

*“Broker to me: this is the **biggest** breakthrough I've had all year!”*



Builder Camaraderie:

Your Awsome!! thanks for reminding me, that with a little research, and 19mins you definitely can improve a business..

*[REDACTED] -- Way to go!
I wouldn't have thought of that, and in a way it does seem kind of obvious.
It does make a lot of sense too.
Thanks for sharing,*

*that does sound so simple but nobody did it great work and watch out cuz
I'm going to be catching up with my GXM lol*

*Wow, U amaze me! You've become a badass superstar around here in the last
90 days! Are you eating Wheaties now, or what??*

Builders: This Month's GXM

Howdy Builders,

Okay please see the other blogs about this for the "rules" - how this should be with people you don't know, 1-2 blogs a week, etc. Those Policies seem to be solid.

There are some minor changes that have been added - like the "Smile Studies", building your GXM list, RH others and monetizing the non-ideal people on that list, etc. - those are on this blog:

Here is a breakdown of the "rules":

[REDACTED]

Here's some more on the process and the Hour-a-Week Policy:

[REDACTED]

Oh and the first GXM novel? It's being worked on, the first version is over 100 pages! Isn't that nuts? It's great to see all the stories in one place, you guys are awesome - GBB!

====> So Here's This Monf's GXM

With a company, business owner, group, etc. -

===

Help them identify who their biggest and baddest clients, and then help them get more.

===

This'll help us all get better at quickly finding the best clients and then quickly getting more - a word about the "getting more" - even if it's just one more or the Policies to get more are defined but the company doesn't react ideally, I think that's okay.

Because you can always use the Policies elsewhere.

If nobody has any additions that's what will start with for this month, I really look



forward to the stories - please let me know if there's something I'm missing.

Thanks as always for support, the BC and making the GXM such a success!

*“...This is extremely
unhealthy but
brilliant!...”*

Builder Camaraderie:

How do I access this?

I seem to only be able to get to this comment location??

hey I was able to read this earlier but not anymore, is this a test lol

Hi Builders- this is the GXM for me. I asked him to dumb it down for me!

Yeah that was crazy, accidentally copied and pasted at the last minute - then there was a blackout - okay it should be up now if you anybody still has a problem please let me know - LOVE IT!

alright see it now! thanks

I wanted to make sure I had some numbers to report and I should have the first one starting today, exciting thanks! I'm really happy to hear about the "Smile Studies" lol, didn't see it on the other blog I can do one? Thanks for everything!

starting my tb right now

Awesome, got my first two ready to go about to blog about it now, thanks!



Does anybody know how to access this? I tried to click on "LINK", but it's not highlighted. I also tried to click on "So Here's This Month's GXM", and it's not highlighted either. Can someone help me access this? Thanks in advance.

I just read it above! Am I missing something?

====> So Here's This Month's GXM

With a company, business owner, group, etc. -

===

Help them identify who their biggest and baddest clients, and then help them get more.

===

I didn't see the blog at first either but now I think above has it this is the GXM this month: Help them identify who their biggest and baddest clients, and then help them get more.

and there were some blogs that followed a who what where how when format maybe that should be policy what do you guys think? the story part is important too

Thanx you guys.. I should have read it more carefully..

GXM and my first insurance company TF deal!

Builders!

I have so many updates on the GXMs so I'm sorry for the LCishness so here's the rundown:

Who: A quit smoking through hypnosis company owned by [REDACTED]

What: His best clients came from [REDACTED] or [REDACTED] [REDACTED] and such.

How: My GXM list is exploding so I called him right off a sign because I think it might be too easy for the people who are already in my umbrella. I helped him get in touch with two groups he did a quick workshop after lunch and it went well then I told him to do a better guarantee with the quit smoking and he tripled his numbers. What's really awesome is that he isn't even doing his full routine because he was squeezed in at the last moment so with more time he'll be much more of a badass.

At this time I got a gang of calls from one insurance agent who told me he was at a seminar and his clients could save a fortune by quitting smoking but I told him that the GXM is full now and then HE told me about WBE LOL. This is not the first contact who knew about WBE so part of my compliance comes from that and I suspect this will be a much bigger deal with the novels. He wants to pay me and [REDACTED]. [REDACTED] is up for it because this chain of offices has over 100k clients.

So my insurance agents is getting back to me with the deets. I will make money on the side but the cool thing is that it started with the GXM!

Thanks for reading!



Builder Camaraderie:

Awesome as always! It's getting to where I won't expect less from you! LOL

Love it! Always badass!

Again Awesome stuff, I always thought that agents would be good to [REDACTED] with. That guarantee stuff is awesome. Thanks

LCishness lol I love how simple everything gets when you get on the numbers @ [REDACTED] that was a great nod in some of the audios way back and it got me thinking and the transaction metrics change everything! I know what you mean about people hearing about the GXM from others it makes compliance much easier, GBB!

“...he tripled his numbers...”

The **SS**
(The Smile Studies)

SS Helping the Banking Crisis

Hey WBE, Ok, this was a collaborative effort with a friend; spur of the moment, but an SS nonetheless. Also, this is one of the reasons why I hang around with this guy 'cuz he'll play along when I start the banter. :) --->

The story of the SS: He took me to the bank to make a withdrawal, and of course the teller(a young lady) asked for my driver's license, which of course I couldn't just let slide...I told her that they took it away right after the incident with the bus full of nuns..."Hey, it was they're fault! They could see what they were doing, not me!" She got a chuckle out of that, and I think felt a little embarrassed about asking a blind man for his license, so after I handed her my ID, I immediately asked for hers, telling her that I needed to make sure she was who she said she was...I could hear the smile in her voice as she said that that was fair.

My friend then told me that her name was Jessica because of her name tag, and that her last name must be Service because of what was printed under it. So, we both started calling her Jessica Service, and for some reason that made her blush(my friend told me, obviously :)). Then I told her that her ID better say, "Jessica Service" on it, or I'd have to call the manager...more chuckles, smiles and reddening of her cheeks.

By the time we left, she was very friendly, not that she wasn't to begin with, but it seems that humor(even when it's as childish as this was) lifts people into a better mood, and makes them seem more like a good acquaintance, rather than just another service person.

My friend then told me that he needs to take me out as his wing man the next time he wants to meet a good looking woman 'cuz I love to get into it with people and make them laugh, and he can play off it as well...I get the ball rolling, and he can play off of my boldness. ---> How it felt (surrounding reactions): It made me happy to help brighten her day, and my friend's as well. As a result of the interaction, my friend and I had fodder to joke around with for a while. :) --->

How you think this improved your skill: I'm not sure if it improved my skill, except for the fact that as long as I keep doing it, I don't get rusty. To be honest, I need to figure out how to take this comfort zone and translate it to my business.

Builder Camaraderie:

Awesome shit! I love your blogs and the way you are not afraid of poking fun at your blindness. It takes a lot of balls to laugh at yourself like that. Congrats!

Peace,

Jeff I read this a few times and you are awesome dude! I have some stories do blog and this is the kind inspiration that can't be overstated thanks for posting!!!!

I LOVE this one too! Made me smile the whole way through and I think you're seeing a tree and missing the forest because everything you just said IS dialog skill. "I need to figure out how to take this comfort zone and translate it to my business." The more you practice the more it automatically translates I was also at a bank and gave a few compliments that I normally wouldn't have and after I got back in the car a friend asked why I was so happy and he asked me this a half hour after we left so my mood had stayed the same. After thinking about it I realized how much of an impact those moments have on my entire day. Maybe the SS should also include the study of the ripple effect. Thank you for posting!

"...We spent 43 minutes to train the others on how to smile and greet their clients, everything from the handshake to the mention of their name ..."



The SS some mind control dialog

So this is embarrassing because I was one of the champions of doing the SS but then I haven't put my "reasearch" here but when you guys hear about what I was working on I hope you'll forgive me just a little easier lol.

I can't talk enough about the Smile Studies it helps with tempo, delivery and just being a badass. A **friendly** badass. So I have a few blogs to put up but here's some dialog I got [REDACTED] doing our social influence training, I have MFMed these and I have dozens of badass SS stories:

"I will be requiring a smile" say this with a totally almost **confrontational** face. This WORKS EVERY TIME but it took practice and the facial expression must be serious because it makes it so effing funny lol!

[REDACTED] wrote about the Compliment model after he called a Mexican a sp** or something WTF! The blog is on [REDACTED] and there's a great story there but the giving more compliments is great because it makes you look for the positive but with some of the dialog it makes it more interesting:

"What have you been complimented about today"

"I want to make sure I don't miss your best traits, so what do you normally get complimented on?"

"I like your WHATEVER"

"If you had to give me only three compliments, do you think you could stop there? What be your favorite?"

This last version is kind of cheating because I got it from [REDACTED] and I think she's one of the kids and this is what they do they [REDACTED]. I did this with my GXM list:

"You know some of the other candidates better than I do, so I want you to give them a compliment on their service, loyalty, wardrobe, attitude or something but instead of sending the compliment to them directly tell me and I will call them and deliver the compliment personally."

This is THE BEST COMPLIANCE EVER! And we get the strangest emails, then you [REDACTED] and they [REDACTED]. I also used this to get a CBM with [REDACTED] going and I now I have three \$100 gift cards to send out with my next "Compliment Delivery" for the best ones. YES!

Thanks for reading GBB!

Builder Camaraderie:

This stuff is mind-blowing! Thanks for sharing! I quite honestly don't really understand the SS to this depth yet.

THIS is what I'm talking about love your recaps. Your studiousness with dialog is awesome I have a blog about this too because I have been testing it and it makes a big difference when you track like this let me know what you think when I post thanks!

Jenn you are too badass sometimes and it blows my mind how can you have dialog to give compliments wtf?? I need to study the more like [REDACTED] said because I have done some ss but not like you and it is awesome stuff need to catch up with [REDACTED] thanks for this

I love this shit the dialog is really powerful and it helps to [REDACTED] [REDACTED] are my [REDACTED] I need to start talking more and turning the SS on full blast thanks a lot for this it really helps thanks to you I started putting my dialog up too GBB!!!!

SS stops a heart attack!

Hey WBE, Ok, the headline may be true, or not, but it did catch your attention...and who knows? Maybe it did save this woman from having a heart attack...we'll never know...:)

I'm not sure this counts as a SS 'cuz I didn't go out of my way to do it; it just kind of happened...like it does most of the time. You have to take the opportunities as they come...

---> The story of the SS: I went to the gym at a different time than I regularly do, so I didn't know anyone working out there. I was walking on the treadmill, and I heard the lady next to me tell her friend that her heart rate was up to 178, so I turned to her and said with a smile, "Don't worry, I know CPR). Not a slide splitter, but she got a laugh out of it, and her friend did as well, then we bantered back and forth for a little bit making each other smile. As I was using my white cane to leave my treadmill, she said, "You're just going to leave me? What if I have a heart attack?!"(smiling as she said it), and I just told her that she'd be SOL if she didn't yell loud and long enough for me to find her". We both got a chuckle out of that.

---> How it felt (surrounding reactions): It always makes me feel good when I make someone smile, and I think I made her somewhat tedious walking on the treadmill a bit easier for just a few minutes, but sometimes those are the best kind of interruptions 'cuz you aren't thinking about how hard you're working, or how much time you have left to go.

---> How you think this improved your skill: Whenever I make a stranger smile, or laugh, I feel more comfortable approaching people I don't know and either starting a conversation, or joining in; the humor helps break the ice. It's a great rapport builder. -

Builder Camaraderie:

Awesome... I need to blog about my own SS. I remember [REDACTED] talking about Einstein saying "The most important question one can ask themselves is whether the universe is a friendly place... make WBE a friendly place." or something along those lines... I think when we smile, not only does it make us FEEL like the universe is more friendly, but that feeling is picked up by others and it actually MAKES the universe a friendlier place!

Peace,

good point and I remember it is at the start of the audios with Smooth Criminal playing lol! That's quite funny and I think it surely counts, I don't think I have the confidence you guys do telling jokes but I have been working on my smile when I greet and it works every time. I read this a few times [REDACTED] I really love the way you wrote it and the reaction is great! Thanks to you I will copy your format right now thanks.

I agree with [REDACTED], you made a conscious effort to make contact with this woman and you didn't have to. That's going out of your way as far as I'm concerned! @ [REDACTED], thanks for telling me that you lack confidence because I would never have know otherwise! @ [REDACTED], You're absolutely right, a smile gives exponential returns on sooo many levels! To quote our mentor, "Good stuff guys!"

Thanks all...I wasn't sure because this is what I do all the time, so it didn't seem like I was going out of my way.

[REDACTED], I couldn't agree with you more about smiling... What is that they say? Smile, and the whole world smiles with you... And with the more we are learning about quantum physics, the more I believe that it's true. :)

[REDACTED], your being not confident about joking is like me not being confident on the phone...it's a skill I've developed over my lifetime, and the phone work you do is a skill set you've worked on over a period of time, so joking can be learned...just give it a try. :)



And [REDACTED], this I'm sure is something that comes naturally to you...hell, you made Azam smile just by the T-shirts you wore in Festus... "Cancer Sucks" LOL

Brilliant as always and I love stories like this, I have an overdue blog or two about this so I LOVE this inspiration! "Good stuff guys" lol [REDACTED]. The SS is really something and I have a lot to share with Builders on that front thanks guys!

This is sweet! I love these stories and it's totally true with the physics and the reactions of those around you like you said. lol [REDACTED] and I sometimes hesitate with my SS stories I guess because it seems less impressive than some of the numbers but I'll start putting them up more

“...I think about helping people smile more. This makes me smile and I can see people's faces change as they look at me. I don't need to say anything, they smile *automatically*...”

The SS I figured out how to CLONE badasses lol!

Hi Builders!

I always love the idea of walking into businesses like a badass and walking out with cash. Hasn't happened so it must not work in my area lol. I told you guys before I have a thing for hair salons and I wanted to do my GXM with one but I can't find one that doesn't know me!

So I got a referral and I sent her my [redacted] rundown and I asked for the hottest booth so I could find out who made the most money and what they were doing this started as a GXM but then I thought about doing an hour of volunteering just for the SS. So I talked to [redacted] the manager/owner and she thought I was mental but we agreed to MFM the smile of [redacted], her top beautician.

We spent 43 minutes to train the others on how to smile and greet their clients, everything from the handshake to the mention of their name and one thing jumped to my attention. [redacted] said as soon as somebody sits down she stands behind them and talks to them, during this time she looks directly at them in their eyes and carries a GIANT SMILE and she said that every time in 18 years they always smile back.

So it has been four days and I wanted to wait until the end of the week but I got reminded that these have to be up this month so I got word that the worst booth was [redacted] and yesterday was her best day ever over \$400! The only difference is the new SS policies.

I think they can double their business by the end of the week LOL! By cloning the smile or doing an MFM with the facial features lol, I wanted to use a clever title the II really helps with that. Thanks for reading GBB!



Builder Camaraderie:

Damn KK...so much brilliance! Awesome stuff!

You did a MFM with the best smile in the shop and the person with the worst sales had a record day because of it! You did clone badassery! LOL! LOL! Too cool! GBB is right!

I love the fact that you have the confidence to walk into a business and do what you do; I need to be more like Kristina!

Great job, and keep sharing your brilliance 'cuz it's inspiring to me.

You guys are getting the drop on me! Love this story and how blessed are we to hear stories like this and the difference you are making thanks for sharing! Like somebody said last week "You a baaad bitch" lol! Thanks again!

Truly badass!

LOFL [REDACTED]. [REDACTED] this is powerful and a great way to get MFMs going I love the logic here and it gets my brain racing I talked to a photographer and I want to do the client traffic model so in the next week I will be interviewing the best badass salesman there. this makes the connection easier to see thanks for posting!

What amazing Baddassery thrown around everywhere you walk!! Well done Kristina and thanks for sharing!!!

Thanks for the BC will have more on this and the other models soon!

*“...she looks directly at them in their eyes and carries a **GIANT SMILE** and she said that every time in 18 years they *always* smile back!”*

The SS can cure depression.

Hi builders,

I have been a bit shy about the SS postings because I'm not nearly as funny as [REDACTED] and he makes me feel like I need to be a comedian with loads of laughs a minute to pull this off.

So builders, we must stop him. LOL

I have been thinking about this for days and I only have one story to share here are some things I noticed::

- As I go about my business I think about helping people smile more. This makes me smile and I can see people's faces change as they look at me. I don't need to say anything, they smile automatically, it's quite empowering.

- When I walk into a room or a store everybody seems to notice me. People are friendlier and I have to started suspect they are making me smile.

- My conversations with friends and family are much more enjoyable, I think we laugh and smile more.

To test this I picked my friend Rebecca who I have talked about before. She is divorced and miserable and thinks when I smile "like that gay Tom Cruise" I make an ass of myself. Perfect test!

So we went out with another friend and to get Rebecca out of the house requires lethal dialog on its own lol and she only agreed to one department store to test my stupid idea.

The girls went in before me and they were going to see if people indeed take notice of me, smile loads more and treat me better. So I walked in smiling and the test began. I saw the reaction that I'm getting used to but then I saw Rebecca smiling wider than she has in months!

Suddenly I couldn't stop laughing my SS was working on HER!!!

After checkout they both admitted that "it worked in my area" lol but most shocking was Rebecca's denial that she was smiling. I relied on my witness testimony and then she finally caved.

I talked her into doing a test with me and she only agreed if she didn't have to smile. We went to another store and she walked around with me and tried desperately not to

smile but it didn't work. Everywhere we walked I smiled then she smiled and then other shoppers smiled at us and we both giggled at the consistency.

We spent four hours conducting the SS and the next Rebecca called me about going out. She hasn't called me since July and that was because she needed a password for the internet when we used to live together.

The SS has cured mild depression!

Thanks for reading!

*“.... She is divorced and miserable and thinks when I smile "like that gay Tom Cruise" I make an ass of myself.
Perfect test...”*

Builder Camaraderie:

KK- Really cool that you got to help a friend like that. Love the story and thanks for sharing.

Smiles are contagious.

Awesome stuff!

...after checkout she admitted that it 'worked in my area'. LOL.LOL.LOL! Now U got me smilin too! Great read, better experiment! Thanks!

Great story!

I have friends who call me with their problems(I'm a good listener), and I've found that I can have them laughing in at least a part of their conversation with me. does it help their problem? I'm not sure, but for the moment they forget about it.

I love what you did for your friend, and thanks for sharing it with us!

I'm always making the people at the gym smile, but I know most of them...I'll have to get out more and see what I can do about touching some strangers lives...thanks for the inspiration!

this is what the SS is all about I have a few stories to post too inspiring girl!!!!

Fantastic story! Thanks for the inspiration.

Thanks for all the BC guys and I can't tell jokes like some of you so I'm just cheesin' lol! Today I had hair salon deal that I will blog about in a sec thanks GBB!

*“...The SS has **cured** mild
depression!”*

New challenge: The Smile Studies.

As you (should) know, we started the GXM as a way to help save the world - to be serious that's only *slightly* dramatized - and I know that it may seem daunting or some may not feel equipped/ready for it.

I've even heard that in some cases "nobody" wants your volunteering, as a side lesson if that's happening with you then there's a MAJOR problem in positioning/dialog. That's also why the directions were laid out as they were - picking strangers, helping an hour a week, etc.

Since then there have been HUGE Policizing shifts - like creating a list to select candidates from, having GXM contacts proactively select/interview/introduce others as a test, etc. and it's really incredible. There are some parts of that we're working on now that have taken it to a whole new level - a huge secret and a very powerful breakthrough.

But I digress...

This was PURELY from Builders so I had nothing to do with it - and it started with the "Billionaires Smile More" idea.

So as a way of lowering the bar (kind of) and having an additional WBE Public Service Project, here it is - every month:

The Smile Studies:

Go out of your way and make a stranger smile (at LEAST once a week) and blog about the story.

That's it.

This will help in several ways:

1.) You'll smile more.

Almost always a good thing, it'll help maintain a certain level of energy and gratitude. I'm sure you're heard when you smile the world smiles back, so this is a way to MAKE the world smile back. Violently if necessarily... just kidding.

2.) This will FORCE better dialog use and compliance training.

Making yourself a non-threat, proactive engagement, response controlling, mental milestones, etc. this simple exercise improves everything across the board.

3.) The stories will also be a part of the GXM Novels.

So it'll be about the GXM and the SS - very cool accounts of how Builders are actively

improving the world.

I could keep going - but I've been typing more than usual today so...

So if you're ACTIVELY doing the the SS -

===> You should have at least one SS blog a week.

This will help with the progression.

Please include the **LETTERS SS** in the subject line and then:

---> The story of the SS

---> How it felt (surrounding reactions, for example)

---> How you think this improved your skill

I've said for years if you understand DIALOG and nothing else, you can do anything and make fortunes - this will help make those connections.

QUICK NOTE:

Ironically some of the people that NEED this the most, probably won't do it. To them I would say please - for your own interest - don't glorify being an LC because you have "questions" or other invalidation techniques.

Think about this, in these three blogs that have been put up today, consider my motives - what difference does any of this make to me?

In my experience it's in your best interest - that's why I'm saying this, to (hopefully) help. Okay enough about that -

FINALLY TO ALL BUILDERS, I'D CONSIDER THE FOLLOWING:

Do billionnaires smile more, or do people who smile more become billionnaires.

How's that for a CXM...

Thanks as always - love to hear your thoughts and looking forward to the brilliance!



Builder Camaraderie:

I learned as a Boy Scout to always leave a campsite/area/trail cleaner than what I found it in.

I then realized that you can do the same thing with people by encouraging, recognizing, appreciating, accepting, acknowledging, motivating, etc. them.

I always try to leave people much better off after I interact with them, whether it be smiling, laughing, or feeling better about themselves and their situation.

Thanks much!

Let me just say that I have done informal smile studies (although I didn't call them that) before, when talking to girls used to scare me. Best way: Look at them sincerely, feel the warmth for your fellow human, smile. BAM! you just made someone's day! It'll be a blast, enjoy it!

You guys come up with the craZIEEST shit!!!! I remember [REDACTED] blogging about this and as I read this I smiled myself this is cool and I'm really blessed and thankful for the opportunity to be around builders GBB is right!

ps love your spin:: Do billionaires smile more, or do people who smile more become billionaires. Im gonna find out LOFL!!!!

Hey,

This will be fun! I already, as [REDACTED] said it, conduct informal Smile Studies. It's a great way to break the ice, especially when I feel that someone is uncomfortable about my blindness; it also is a pre-emptive strike to make sure they know I'm ok about it. :)

People at the gym are my favorite targets...One day a few years ago, I was working out with my trainer, and he was joking around with another trainer who was working with a client, and not wanting to be left out, I got into the middle of the slights going on in fun...when one slight was aimed my way, my retort was to pause a second and respond with, "It's because I'm black, isn't it?!" There were a couple of snickers, but most people I felt didn't know how to react to that, so I turned to my trainer, paused a few seconds like I was listening to him, and then said, "What do you mean I'm not black?!!!"...Then the people in the free weight room all got a good laugh out of that. Made me feel pretty good, and as you can probably tell, I love that story. :)

For some reason I've developed this skill, I just haven't ever blogged about it, or used it, consciously, of it as a way to increase my dialogue skills...this may mean some more embarrassing moments for the person who happens to be guiding me around, but oh well...:)

LOL [redacted] and [redacted] this is great I already have a few things in mind and it will help a lot with dialog I'm about to have a call right now and I will let you guys know about thanks a lot and builders this is brilliant!!

[redacted], that story is golden. I'd keep that line in the chamber ready to be fired off without hesitation. Instant tension dissolve!

Thanks for the kick in the butt. It feels like you're talking to me directly with these last few blogs. Time to put up or shut up.

nice [redacted] and I agree [redacted], I beat all yall though because my first SS is coming now LOL!



Thanks so much for this and I know am one of the Builders who asked for it and I'm a little behind but the week has been busier than most, brilliance to come! Thanks for everything!

Thanks for the new Challenge!

I'm sort of already in the habit of doing this (I'm sort of a class clown, doing anything to make others laugh, which makes me laugh and feel good!), and to make it more of a challenge I'm going to aim at making EVERYONE I'm touch with to smile, and smile ASAP!!!

Smile Studies, Ready FIRE AIM!!

Have a happy. .

*Just reading the comments above has me smilin! [REDACTED], I don't know who told you you're not black, and I'm not raciest in the least, but I find it cruel to f*ck with a blind man! [REDACTED], relax, I'm sure he's talkin to me when he talks about shit not gettin done, or not living up to your potential! The only problem I have with this challenge is I can't use the 'no time' excuse for not participating in it!! How long does it take to smile? GBB!*

Thanks a lot for this Azam and all the BC here and on my blogs is really helping thanks guys!

The SS will this double your income?

Like my injection insert headline? I was brainstorming how to do the SS TONIGHT!!

So instead of going out and partying or making excuse to go out smoking like SOME builders (██████ LOL!)

I sent out the following email to a list of buyers: Hello #FNAME, I was delighted that you called about a home a few days ago, either I or my team tried to connect with you and I'm sure we will talk shortly.

However this in regards to a different matter, you see by night I'm something of a SUPERHERO. I was granted special powers by my friends at WBE (that's WeBuildEmpires) and my challenge right now is to make you smile. This is not a joke. I need you smile or I'm in danger of losing to the evil forces of Mr. Frown. LOL I'm joking about the villian but I'm 110% serious about needing you to smile.

So I was thinking that if imagine your DREAM HOUSE and think of you and me sitting in it throwing down a few beers, I even let you try on my superhero costume, we talk about the old times that we haven't had yet, you know chillaxing. Imagine your new home. Then imagine your bank lost the paperwork so you get to live for free. Then imagine you got elected to congress so know you make money and don't have to do anything! Ladies and gentlemen just imagine your new house. Imagine yourself smiling really big. Now do it in real life. Did it work? Did I get you? Please let me know if you're smiling because it would make my day.

Regards,

THAT'S THE EMAIL and check it out I got SIX responses already. my outlook lets me go back and the most responses I had in my last 30 emails this fast was 2 or 3 that's double my response all were positive some admitted smiling but TWO of the people already know of WBE one guy even asked me if I was a "badass' ROFL!!!!



Builder Camaraderie:

very funny- made me smile.

U r a Badass!! Niice work man..

That 's a great idea! I need to try that!

And yes, you made me smile, so consider that one more response to your email...

I'm not real happy about the visual in my mind about you in a Super Hero costume though; just can 't get those red pair of underwear, ala Super Man, out of my mind...maybe a lobotomy is in order?!

Keep them smilin'!

"Then imagine you got elected to congress so know you make money and don 't have to do anything!"

That is classic. Got me smiling, too.

Brilliant idea, going through email! I'm really excited about the SS and YES you beat me to it WTF! Great job and I have a few of my own to post on WBE. I was thinking another II headline would be "Are we already famous and don 't know it" lol. Thanks and you 'll have much better rapport with these folks from now on too!

I got an upday yall, two realtors have called me and asked to be put on my "list" and the compliance I have with buyers is off the hook I had a few unsubscribes too but they never replied to anything. One of the agents also knew about WBE NICE! that 's a better ii too I agree lol. BC ROCKS!!!!

this is good way to build your list virally I have a ew SS going on but not as funny as you that was like tonight show type of funny LOL I love it made me smile suprhero on a mission to make people smile the ss does make you think more about the effect you have on people this has cxm all over it how much can you grow your list just by making people smile?! thanks for this guys BC DOES ROCK!!

“.... that's double my response all were positive some admitted smiling...”

Don't Sit Still - Do **Something**.

Remember:

To learn all about WBE and *Business Badassery* you can go here:

www.WeBuildEmpires.org

To get our Short Films titled:

"How **anybody** can buy and sell companies -
(and make at least **\$10,000 - \$30,000** with *each* one)
With no money down, no credit checks
and **without** leaving your house!"

You can ask for the films here:

www.CaptainBad.com

The **Chronicles** of WBE

THE GXM AND THE SS