



VOLUME 3 ISSUE 11

# The Real Secret of the Incomparable Expert™

*The Business Building Philosophy  
That Doubles as a Complete Way of Life*

Business tactics are obviously a “here-today-gone-tomorrow” type of thing. And even **strategies** often change with the times. But today, we’re going to do a deep dive into a business building philosophy that literally could be relevant and effective for hundreds of years. It also happens to double as a pretty effective way of life.

I first discovered this philosophy on a short train ride from just north of downtown Chicago to the heart of the city during my “Computer Super Guy” days. I’d trot around town working on computers and networks for businesses.

The book I was reading was Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition by Jay Abraham.

Now I was scraping by back then, and there was little proof that I was “out-earning” anybody, so I was keen to read the book.

Little did I know it would open the door to a way of selling and business building that would completely transform my future.

To be frank, I wasn’t quite mature enough back then for the philosophy of preeminence, so I skipped over it a few times in search of something that sounded quicker and more exciting to my brain.

It happened by pure chance that the preeminence route is something that the platform model of business building would fit perfectly with. But before we get started here, I want to make sure we’re on the same page about what this Strategy of Preeminence (ala Jay Abraham) is exactly.

So here’s Jay’s definition:

*“Preeminence extols, advocates, champions the role of the team member, supplier, prospect or customer.”*

*“Its focus is on the receiver and their best interest. It boils down to, ‘I’m not trying to sell you — I want to **serve** you.’”*

Now Jay Abraham gets grouped in with a lot of well known business minds. But to me, he stands apart for a very important reason. While people refer to him as a marketing expert and all that, those words don’t really get to the depth of his perspective.

There are tons of “marketing experts,” but there are very few business minds who position their entire expertise on a foundation of SERVICE. I don’t mean giving lip service to the word, I mean actually baking it into everything you do as a business owner.

The reason this approach to business is important to ME is twofold:

1. To me, SERVICE is the ONLY way for me to (indirectly) create money in a way that doesn't end up feeling empty. (Notice I didn't say you can't get it other ways, but I don't think it feels the same when you do.)
2. To me, SERVICE is what makes business worthy of a portion of your life. Frankly, it is what makes life worth living to me.

Now understand you can give yourself a "Master's Level" education in the core philosophy and subtle nuance of The Strategy of Preeminence (TSOP) at the page below on Jay's website. He offers all of these resources with zero optin requirement, so you'd kind of be silly not to digest this stuff:

**<http://www.abraham.com/strategy-of-preeminence/>**

I'd recommend you start with an overview of this philosophy by reading this issue of his Business Breakthroughs newsletter (published by Boardroom I believe) from back in 1997. I'll be quoting from it as we go.

And for goodness' sake... while you're at his site, optin to something so you can see Jay do his thing in real time.

### **Helping vs Leading**

There's a big difference between being helpful and being a leader that helps people. The helper can help with zero context. A leader helps in the context of a specific journey towards a particular goal. This context makes all the difference because it delivers **meaning**.

Understand that the power of TSOP (The Strategy of Preeminence) is multiplied if you assume a leadership role in the lives of your clients.

As Jay states:

*"Truly preeminent companies and individuals, in every communication, always sell **leadership**; a definitive belief system, authoritative positioning*

*and a conviction of their point of view. They communicate in everything they do and say, that they want to lead you to a greater yield, a greater result, a greater happiness or greater profit.”*

So in order to maximize the opportunity TSOP provides, the clarity you have about the destination is key. In addition, the clarity you have about what type of thinking, speaking and acting is required to **arrive** at that goal destination is also important.

In the Platform Lab training I've created and use with tons of service providers, one of the important steps is talking about the BIG IDEAS that support your approach to your work. Let's say you're a web designer. You, along with 4 million other people, design websites that help your clients sell products.

But you do it differently. The website may or may not LOOK or behave all that differently, but the thought process you use to arrive at the goal might be different. You have a certain way of approaching this work, with certain opinions that are unique to you, that makes your offer to “lead” a client a unique possibility among many other choices. To the extent you have clarity about these “big ideas” that inform your work, the easier it is to lead the people with whom those ideas resonate.

### **How to Tear Down the Wall**

One of the cornerstones of TSOP is empathy. I got a lucky break with this because I went down the path of becoming a direct response copywriter. Without empathy, or the ability to project yourself right into someone else's shoes, you wouldn't make it very far in my line of work.

When you develop the ability to do this (anyone can), your perspective on everything that you do shifts for the better.

At the very deepest level, humans seek to be understood. They crave for others to see the world as they do. That's why the political circus is the way it is, with one group shouting

at the other. The individual members of each group could be very different and have little in common. But since they share a common bond on the political front, they stand together. They feel “understood” by the other members.

Empathy is not just being able to figure out what your prospect will buy. I don’t know what you call that skill, but it’s not empathy.

Empathy is where you sincerely ask yourself what it’s like to be that prospect or client. What are they feeling? What are they thinking? What would a “leader” have to look like to be instantly attractive to someone like this? What are these people dreaming about? What scares them to death?

To me, the real power of this discipline is not that it gives you super human insight into a marketplace, although it certainly does that. The deeper importance, from my perspective, is that you can’t work on this for TOO long without reminding yourself that you and your prospect, two human beings, are far more SIMILAR than different.

Your prospect is not an adversary. Your prospect is not your superior. Your prospect is not below you. In fact, your prospect is just like the very imperfect human being that YOU are. In his own way, he is “struggling” to move through life just like anyone else. In other words, you two are pretty much the same. When you GET that, everything changes.

When you approach someone with this frame of mind, the one where you have chosen to serve another human being, people can FEEL it. You can bake this into the way you speak, act, write... everything.

**The Jay Abraham**  
**“Path to the Sale”**  
**Using TSOP**

If you remember no other part of this issue, remember this part. This single string of words we’re coming to in a second could transform your future as an Incomparable Expert™!

This is pretty much the way selling works in the land of The Strategy of Preeminence. This is how Jay puts it:

*“Focus is clarity.” — — —>*  
*“Clarity gives power.” — — —>*  
*“Power gives understanding.” — — —>*  
*“Understanding gives certainty.” — — —>*  
*“Certainty gives trust.” — — —>*  
*“Without trust, people won’t take action.”*

When you phrase it that way, you can see how and why this philosophy is such a powerful force in business building.

### **What Really Powers the Entire Thing**

So you don’t just show up one day and magically assume the preeminent position in your marketplace. If it worked that way, I guess more people would do that. The Strategy of Preeminence is a long term play. That doesn’t mean it takes forever to benefit, mind you, but it does take time.

So I’d go into this thinking of it more as a project where you’re going to build a certain type of kingdom for the rest of your life. It’s a journey that not only never ends, but keeps getting better every step of the way.

What are the raw materials you need to build this “kingdom?”

According to Jay, the “kingdom” relies on “authentic communication.”

This is why the platform model works. I’ll highlight a few of the most important points of connection between TSOP and the platform model as we go, but first, what the hell is authentic communication?

Two things that Jay highlights. Here's the first one:

*“Always ask: Who are we communicating with?  
What problems are we going to help them deal with?  
How would we have the most positive impact on this person  
we are communicating with?”*

This is the question you ask yourself when you sit down to produce your platform. Whether it's an email, a podcast or something else, this is the focusing statement that rekindles that empathy flame and puts you in the service mindset required to make TSOP work.

As you might notice, this is very different than sitting down to pen an email while asking yourself, “What's the best way to sell what I have?” That's an approach where you're taking a preset solution and searching for people who want it. That's selling, not advising.

**Advising is helping in a way that creates impact.** Impact often stimulates ACTION. And that brings me to the second point Jay highlights about authentic communication:

*“Remember: Your message doesn't have any value unless it makes an impact. Information alone is not motivating. Unless it makes a positive and profound impact it doesn't have any value.”*

Impact is a powerful tool if you know how to create and use it. I certainly didn't know for quite some time. But eventually, I began to understand it.

Impact is what matters. Impact requires empathy, because impact requires a deep understanding of the person with whom you are interacting.

One simple question to ask yourself with anything you do is, “Is it clear how this will help them?”

Impact is something you can use everywhere. Impact is why certain ads work and others don't. Impact is why no one wants your 450 page ebook about X. There's no obvious and immediate impact to getting something like that. It's not clear enough HOW the impact is going to get delivered or specifically WHAT that impact will look like. And so there's little to no action. Compare that to this ad I've been running. This one communicates a possibility



**Incomparable Expert**

December 9, 2015 · 🌐

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of immediate impact. People actually **SHARE** this, which I always find funny as it's an advertisement. But it's not funny, it's really just simple. The impact here is obvious for the right person.

Two more things to highlight before we wrap up this look at TSOP...

First, a few miscellaneous statements/questions Jay offers in an attempt to retrain your perspective and tune it to the frequency of a "master of preeminence."

*"Most people think, 'What do I have to say to get people to buy?'"*

*"Instead they should say, 'What do I have to give? What benefit do I have to render?'"*

*"To accomplish this, you have to believe your purpose is to contribute great value, not to take their money, but to give them a great outcome or result for what they are doing. You have to subordinate yourself and your interest and focus on **them**."*

And finally, we come to the way all of this turns into something real from the perspective of the business owner. You might think Jay's approach is a nice philosophy to have... until you have to sell something so you can eat. I'm sure a lot of people think that.

Not only is that shortsighted, it's also probably a clue this isn't the right path for you. Because if you're looking for a payoff YESTERDAY, this is not the way to get that. No hard feelings, of course. We all belong on a path that works for us.

If you're still here, then here's how TSOP actually takes a win for your prospect/client and turns it into a win for you as well. I could explain this, but Jay does it well already, so here's how it works:

*“Instead of making a conclusive statement, give ammunition that allows a person to come to their own conclusion. You never want to draw the conclusion for them — you want them to draw the conclusion and then take action that makes a commitment.”*

*“By allowing people to come to their own conclusions, not only do you get them to ‘buy into’ your product and your service, but they will also ‘buy into’ the end result they believe they will achieve. When they draw the conclusion that, ‘Yes, this really will make my life easier, or make me richer, or I’ll be more respected in my community, or more powerful in my business’ — then they have begun to embrace the end result, and they’ll have a much higher likelihood of actually reaching it.”*

This is what the platform does folks. It provides enough raw material, over a long enough period of time, for your prospects to come to their own conclusion that YOU are right for them.

You serve, you attract, then you serve some more.

In the work I do with coaching clients, this path towards service is basically the journey we take. Slowly, working together, we reconfigure their messaging and marketing and selling systems to assume the role of SERVANT of their prospects and clients.

**This Does Not Mean They Are “Powerless,”  
In Fact, It Means Just the Opposite**

**The servant is a position of great power.** The mindset of a servant is not interested in what others think about him, he is focused on serving the greater good of those he is helping.

The servant is not interested in short term personal gain at the expense of long term progress for all parties involved.

The servant is not easily pushed off track for he has his eye fixed on arriving at the goal. This supersedes his need to be accepted, or liked, or spoken well of.

Oddly enough, this power the servant emits is extremely attractive to many.

As Jay is known for saying, instead of falling in love with your product or service, what happens if you fall in love with your prospect and client?

Think about that for a bit...

Onward,

Jason Leister

[www.incomparableexpert.com](http://www.incomparableexpert.com)

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