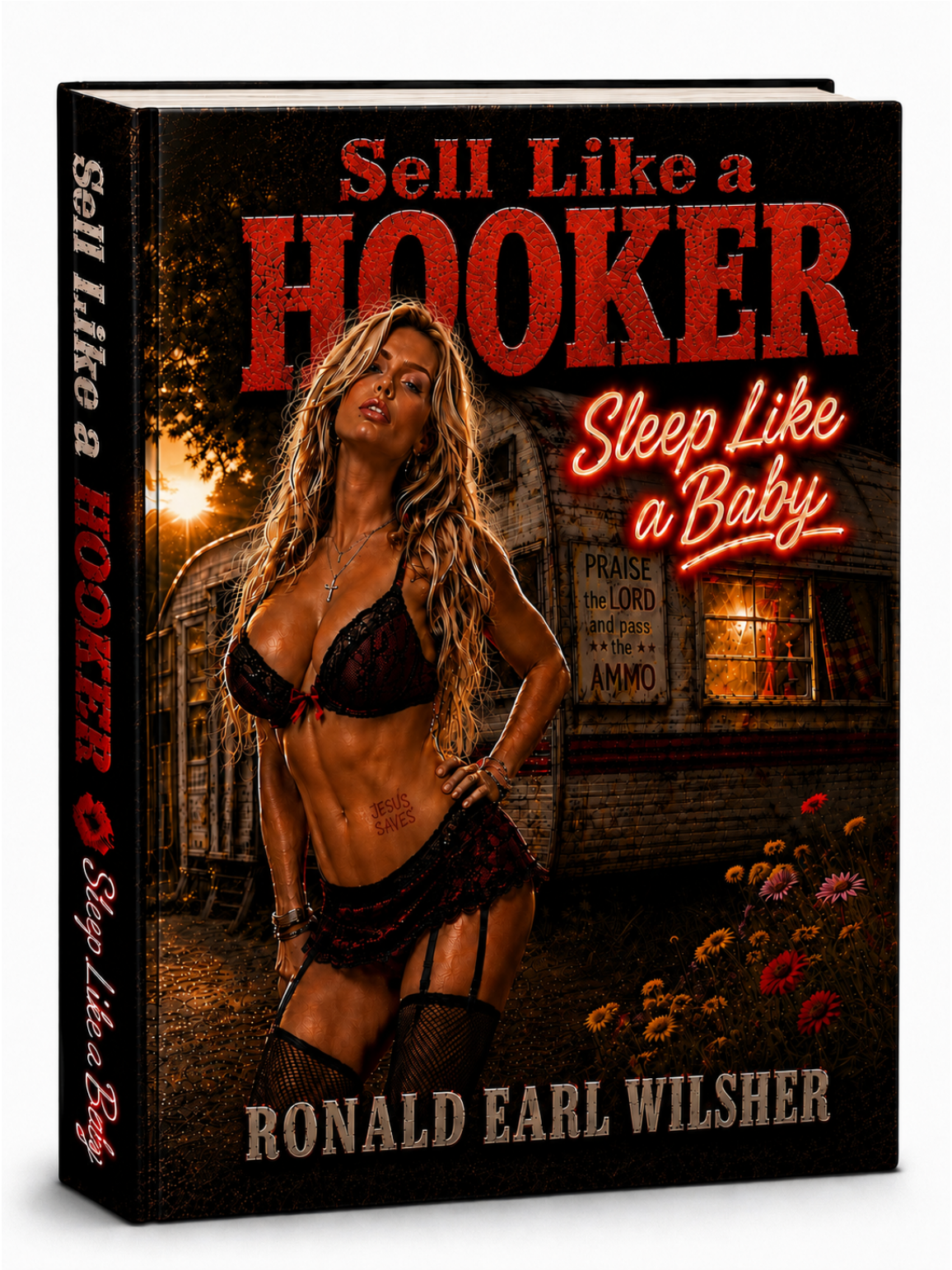

Sell Like a
HOOKER
Sleep Like a Baby
PRAISE the LORD and pass the AMMO
JESUS SAVES
RONALD EARL WILSHER
Sell Like a HOOKER
Sleep Like a Baby

Greetings, my friend!



Ronald Earl Wilsher here.

Great title and cover, eh?

Do I have your attention now?

Yes? Great! I hope you'll listen very carefully to everything I have to say for the next few minutes because it could have a profound impact on your future and the quality of your life for years to come.

And I could not be more serious.

This little written oratory should take just a few minutes of your time and I guarantee you it will be worth it.

Now, I'm not gonna pull any punches with you so I'll get straight to the point.

First off, let me say that I know a few things about you.

Ready?

I know you're probably pretty skeptical. I don't blame you. I'm sure you have lots of good reasons to be that way.

You're probably concerned about money. Aren't we all.

You're probably having some relationship challenges with someone you love.

Boy, do I know the feeling, but that's another book.

Lastly, you've probably suffered a lot of pain and heartache in your life.

Am I close? I've definitely been there so I can totally relate.

Why am I sharing this with you?

Because I've been there and that's why I'm here.

The only real difference in us humans in our ability to manage our prejudice and control our addictions. We all have baggage but the enlightened among us choose not to carry it on our shoulder or wear in on our sleeve.

We're all screwed up in some way or another. Right? Some are just better than others at dealing with it.

Now that we've got that out of the way, let me ask you a question.

Are you on information overload?

Are you suffering from social media fatigue? Are you tired of living in the reactive mode and constantly dealing with FOMO?

You know, The Fear of Missing Out?

Are you terrified that AI is gonna take your job or pass you by?

Are you totally confused and frustrated after listening to all the gurus and experts?

Don't be. It's all a mirage. I'll explain as we go.

I mean, you ask five ***experts*** a question and you get nine different answers. It's enough to drive a person batty.

What if I told you that you're probably doing all this new media stuff wrong and making everything way too complicated?

What if I could show you a simple, proven way to simplify your life and make more money? And in the process, reclaim your sanity.

Sound interesting?

If you'll lend me your ear for a few minutes and really listen to what I've got to share with you, I truly believe that you'll be glad you did.

As you've probably noticed, this is not your ***traditional*** book.

It's basically a *simple* ***how to guide*** on how to Monetize Your Intellectual Capital™.

You're probably thinking about now, that sounds interesting Ronald, but what does *Monetize Your Intellectual Capital™* even mean?

Simply put, I'll show you how to get paid for what you're good at and what you have always liked doing. You know that thing, whatever it is that once you start, you lose all track of time?

Yeah, that thang.

Get compensated handsomely for what you already know and enjoy doing.

In the process, I'll show you how to simplify your life and reclaim your sanity.

Due to the rise and accessibility of technology, we now have more options than ever before on where and when we work.

We are no longer forced to be a geographic prisoner, confined to a cubicle in a stuffy building in a non-descript office on a backstreet in some anonymous Podunk town.

In the next few minutes, I'll explain how you can ***leverage*** your time and how to properly use the new media to ***attract*** people to you who are ready, willing and able to buy whatever it is you're selling.

In other words, I'm gonna show you how the top earners and high achievers use technology and the *new media* to *leverage* their **intellectual *capital*** to build businesses and earn massive incomes that allow them to truly own their time and their life.

I'm not gonna pull any punches with you and I'll do my best to be as simple and clear as possible.

Before we go any further, let me say this:

If you never find a way to make money while you sleep, you are fated to die working.

You may want to read that again.

Leverage is the cornerstone of wealth creation and the desire to do something about it is the foundation.



All the successful people I've ever known or studied have a real good understanding of ***leverage*** and they use some form of this system to monetize their intellectual capital and what they know to truly own their time and their life.

So after studying many very successful people over the last several years, I've developed a very simple ***3-Step System*** that has allowed me to do just that and I believe it can do the same for you.

I've personally used this system to take control of my life and to make a great deal of money in the process

That concept may sound crazy to you but I urge you to take a few minutes and hear me out. You'll be glad you did. I promise. Joe Stumpf, Author of *Have Your Best Year Ever* wrote, "A ***system*** is a process that saves your sanity, time, energy and money."

Michael Gerber, author of the very popular book titled The E-Myth wrote, "Systems permit ordinary people to achieve extraordinary results and predictability. However, without a system, even extraordinary people find it difficult to predictably achieve even ordinary results."

Success is very predictable and it leaves clues for people who *choose* to pay attention.

So, find someone who is getting the results you wanna get and living the lifestyle you wanna live and do the same things they do and you'll get the same or similar results.

It may sound crazy but it's true.

I believe that the key to any system is to ***personalize*** it so that it takes advantage of your strengths and minimizes your weaknesses.

It also must be ***simple***. I call it plain Jane simple and ***kindergarten clear***. If it's not simple, you won't be consistent and stick with it long enough to be successful or see results.

In other words, the best ***system*** for *you* focuses on ***your*** personality, what you're naturally good at and what you enjoy doing.

In fact, I believe that your ***personality*** is your competitive advantage in the content war and it's the single best way to remove yourself from the crowd and the ***chase and convince*** mode and put yourself in the ***attract and engage*** mode.

James Clear, author of *Atomic Habits* states "Goals are for people who care about winning once. ***Systems*** are for people who care about winning repeatedly."

He also said in the same book, "You don't rise to the level of your goals, you fall to the level of your systems."

It's time now to ask yourself some very important questions:

Do you have a system set up? If so, is it simple and do you use it to stay in touch with people on a consistent basis?

I really like simple, so I've simplified everything down to ***kindergarten clear***. Really.

Frank Kern, author of the podcast *Ask Frank Kern* stated, "The purpose of any business is to multiply capital."

You wanna multiply your capital as much and as quickly as possible so you can buy your life back and spend your time doing whatever you wanna do whenever you wanna do it.

And have plenty of money to enjoy it.

This ***system*** can help you do just that and allow you to get the information about your product or service not only in front of the right people, but in front of as many of them as possible, in the least amount of time and at the least expense to you.

In other words, you need a ***system*** that will allow you to ***leverage*** your time, *intellectual capital* and authority status.

What would you do if you truly owned your time? Would you keep doing what you're currently doing? Some would, most would stop immediately and run for the hills.

Success and freedom have more to do with simplicity and consistency than intensity.

Please read that again.

Develop the discipline to work the system and trust the process.

The results will amaze you.

Now please don't misunderstand me, results are important, obviously but they are not what you should spend your time focusing on.

I hope that makes sense.

If you set your system up correctly and learn how to use it *consistently*, it will revolutionize your life and your business.

It has worked amazingly well for me and many other people and I believe it can do the same for you.

This system is very simple but it's not easy because you must be willing to change the way you think.

You must get out of the ***chase*** mode and in to the ***attract*** mode.

You must get out of the **reactive** mode and in to the ***pro-active*** mode.

Are you willing to change the way you think about a few things like what it means to ***work*** and how you make a living?

The above question is a very important question to ask yourself and then answer honestly if you're ever gonna start owning your time and taking control of your life.

Contrary to what some would have you believe; you don't have to pull a Hoyt Axton and work your fingers to the bone either.

Dan Koe, Author of the book *The Art of Focus* defined the delusion of hard work as: "To feel like you should be compensated for the amount of work you do instead of the amount of value you create."

Sadly, I've found that most people are not willing to change the way they think and that's their bidness but if you are looking for a way to improve the quality of your life and you *are* willing to change the way you think, listen up!

You just might be the type of person I can help.

I'm not sure if you've noticed but the way we do business today has radically changed. It seems like everything is different.

Nothing is familiar any more.

How does that make you feel?

Did you know that half of the world's population is thirty-one or under? And in case you haven't noticed, they do business much differently then their parents or grandparents.

Now if you're afraid to get off your couch and actually get to work and do something productive, you can stop reading now. I wish you all the best. Carry on.

Still with me? Great! I'll give you the ***secret*** right up front.

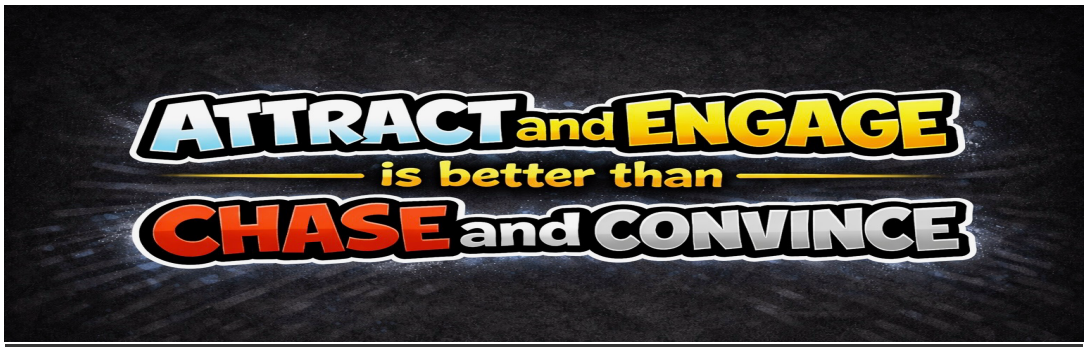
*The **secret**, in my opinion, is having a **leveraged system** that is very simple and easy to use that works seven days a week, twenty-four hours a day whether you do or not.*

It must be based on your true passion and allow you to Monetize Your Intellectual Capital™ and Personal Brand equity.

Sounds excellent, eh?

If the ***fun factor*** is high and you use the system consistently, it will automatically ***attract*** clients to you who are ready, willing and able to buy whatever you're selling.

In the Second Edition of my book titled, Miscellaneous Ramblings From a Slightly Deranged Mind, I coined the following phrase:



Once you start living your life in the ***attract and engage*** mode rather than in the ***chase and convince*** mode, you'll be amazed at how the ***fun factor*** in your life will go up (along with your earning capacity!) and how your stress level will go down.

I'm living proof that it's possible and really can happen to anyone willing to put in the time to set up your system correctly and actually do the work.

Would you like to know the ultimate life hack? Do the work!

But as you have probably noticed, because of the internet and technology, the definition of work and how we make a living these days has drastically changed.

And besides, ***work*** is not really work when you're doing something you love.

Action releases the power of your subconscious to create your reality.

Waylon Jennings, the famous outlaw country singer once said,

"You always want to make them come to you. If you go to them, they have all the power. If you make them come to you, you have all the power."

Do you want the power? Then listen up!

If you simply learn to take consistent action on a clear goal and a definite purpose, you will eliminate most of your competition.

And that my friend is a fact that motivates me tremendously.

What about you?

The simpler (and fun!) the ***system*** is to use, the better chance you have of sticking with it and actually getting the results you want.

In fact, this entire ***system*** is based on ***your*** personality, simplicity and ***leverage***.

I'll show you how to customize everything to fit your personality and take advantage of what you're already good at and enjoy doing.

This ***system*** will allow you to ***leverage*** your intellectual capital so that it works non-stop to ***attract*** rather than ***chase***.

Change is not only constant; it seems like in the last several years the speed of change has only gotten faster!

Now if history has taught us anything, it's that when there is great change, there is also great opportunity.

Why? Because people are more willing to try something new.

But that opportunity only exists for the people who embrace it and are willing to take massive action.

Are you ready?

The good thing about change? It's not mandatory.

Survival is optional.

"The pioneers certainly may take most of the arrows but they also get most of the gold."

Want the gold?

If you're willing to confront your cognitive bias and set aside some of your preconceived notions about work and how you earn a living and you're ready to take some action, I can show you how to get all the gold your heart desires.

Thanks to this amazing invention of alGore called the innerWEBS (or Internet as *normal* people call it!), there is no capital barrier to start a business and all the gatekeepers have been removed.

You may be wondering what that means.

In very simple terms, common people like you and me now have ***access*** (a very magical word!) to over (6) SIX BILLION people who use the Internet on a daily basis.

That almost 74% of the global population.

Think about that for a second.

Over (6) six BILLION people! Wow!

Never before in history has this been possible.

The question is, what are your doing with YOUR access?

Me? I'm using my access to build and expand a business that I run mostly from my iPhone or laptop, and it allows me to control my time and my life.

And if you're willing to pay attention and change the way you think, I can you show you how to do the same thing.

Does that sound appealing to you?

How many of those (6) six *BILLION* people do you need sending you money every month in order for you to get your time and your life back under control?

I am no longer a geographic prisoner in an asphalt jungle forced on a daily basis to travel to a dot on a map just to be trapped for hours on end every day in a box while I slowly lose my mind.

Most people trade five or six days of pure hell every week for a day or two off to recuperate only to start all over again the following Monday morning.

That doesn't sound like a very good deal to me.

Does it to you?

What kind of life is that?

"We speak often of hell but rarely our own contribution to the flames."

So, you may be thinking, "What if I try this and I fail? What are people gonna think?"

You probably need to stop thinking about what people who aren't thinking bout you think about you.

Let me let you in on a little secret.

What people think about you is not your problem.

The fact that people aren't thinking about you is your problem.

I've always said that I really don't care what people say about me just as long as they say something.

Just talk about me, please!

Let me say again just so you don't miss it:

I'd highly suggest you stop thinking about what people who aren't thinking about you think about you and start using that time and emotional energy on something more productive.

Like building a business that can give you your life and sanity back and, in the process, you become an asset to your family and friends rather than a liability.

You must be seen to sell, and money follows action.

If people don't even know you exist, how are they ever gonna talk about you or buy something from you?

I don't know about you but I want people talking about me!

So, it's your responsibility to stay ***top of mind*** and add value to their life by showing them how your product or service can simplify their life and solve their problems.

If you're like most people, you may be thinking why would someone wanna pay me for my knowledge when they can just use the Google or the YouTube and do it themselves?

Great question.

Let me explain it this way.

I know how to clean my pool and mow my grass. I also know how to wash my car and change the oil in my van.

And guess what? I don't do any of those things myself. I hire it all done because I'd much rather pay someone to do those things and use my time in a much more fun and lucrative manner.

You probably feel the same way.

We all have two ***wealth's*** in our life.

We have our health and we have our time with health being the most important. I'm sure you'll agree.

Our second ***wealth*** is our time. If you're in control of your health and your time, you're far ahead of the vast majority of all the people on the planet.

Money is always third since we can always go and make more money, but we can never get our time back.

So be very careful who you spend your time with and what you spend your time on. *#BonusTip!*

It wasn't always that way. When I was younger, it seemed that money was the most important thing in my life.

Can you relate?

Time was second and health came in a distant third.

Now that I've learned how to listen and I've come to lean a few things, I realize that I had it all wrong. Health is now my top priority; my time is second with money coming in a distant third.

Ain't it funny how our priorities change as we migrate deeper into the life span?

I'll let you in on something you may not have thought about.

There is a very large group of people in this world who highly value their time and are willing to pay you for your expertise.

Now if that don't get you excited, I don't know what will!

So why aren't these people calling you and giving you money for your expertise?

Why? Because they don't even know you exist on this planet.

And whose fault is that?

This ***system*** can help you solve that problem once and for all.

It can also allow you to take control of (and ***leverage***) your time (and *intellectual capital)* and spend it only with people who are genuinely interested in what you have to offer.

Either directly or by way of referral.

This ***system*** works really great for anyone self-employed or on commission, but I've also found that it's works really well for Realtors or anyone who is self-motivated and hungry.

In fact, I don't care what business you're in, you need a list.

Period.

If you don't have a list, as my Pop used to say, "Son you're spinning your wheels."

Are you tired of spinning your wheels?

Listen up!

We will talk more about the importance of your list shortly.

If you're not staying in contact with your customers and prospects, someone else is.

I call it ***The Cardinal Rule of Business***.

You're not breaking it are you?

You are currently considered an ***expert*** in your industry. How do I know that? Because people give you money.

I actually prefer the word *authority* instead of *expert* but maybe we can talk about that later.

Do you ever feel like you're not using the new media and current technology to adequately and properly leverage your authority status?

Do you ever wonder how you can better monetize the value of your intellectual capital and get paid for what you know?

I see so many who are selling themselves way short. Not a good way to spend your life, I'd say.

And just in case you think you have to be a genius or ultra-talented, consider the statement below.

In ***The Creator Economy,*** *attention* is more valuable than *talent*.

Now, if you are really good at what you do, that's sure not gonna hurt anything but it's not an absolute necessity to owning your life.

The key to owning your life is using this system to ***leverage*** your time and attention and become the authority in the minds of your target market.

The "*secret*" is to start sharing your knowledge and authority status with the masses seven days a week, twenty-four hours a day and they're looking for someone like you who can help them solve their *issue*s.

This ***system*** will ***attract*** only the people who are ready, willing and able to buy your product or service. You never have to spend your valuable time with anyone else. Really.

Ok, now it's time to get out of the ***sales mode*** and into the ***work mode***. Which is also the ***fun mode*** once you get clear on your life's purpose, identify your *true* passion, and start adding value to the world.

Following is the simple ***3-Step System*** that I use and can teach you how to use in short order.

But only if you're sick and tired of being sick and tired and ready to change the way you think.

Are you ready?

Let's do this!



Step 1:

Register your personal name as a dot com. It's also called a domain name and it's your home on the innerWEBS.

Example: RonaldWilsher.com

In my opinion, it's the single most valuable piece of *digital real estate* you may ever own. This is the first step to simplifying your life and amplifying your authority status in the world.

You'll be amazed at all the possibilities this one simple thing will open up to you and your business.

Not only does it create instant credibility, it amplifies your attraction power and authority status and it also allows you to become ***memory friendly***.

Some call it ***Personal Branding***.

I like to refer to it as ***monetizing your personality***.

Registering your personal name as a dot com is the beginning of removing yourself from the crowd and setting yourself up as the ***authority*** in your business.

When you register your personal name and use it as your *personal brand* and platform, you will never again have to spend any time in logo hell.

Not a great place to be if you want people to remember you and send you money.

A strong personal brand is no longer an option if you want to stand out and get noticed. We want to buy from people, not some impersonal corporation who treat us like a number.



People don't buy what you sell, they buy who you are.

You may want to read that again.

I call it *The Likeability Factor* and it's one of the most important factors to consider in building your personal brand.

Simply put, *The Likeability Factor* states that the more people like, trust and respect you, the more they will buy what you're selling or tell everyone they can about you.

Let me give you a really short and very powerful course in Personal Branding.

The following illustration is probably the best explanation that I've ever seen of the saying I coined several years ago,

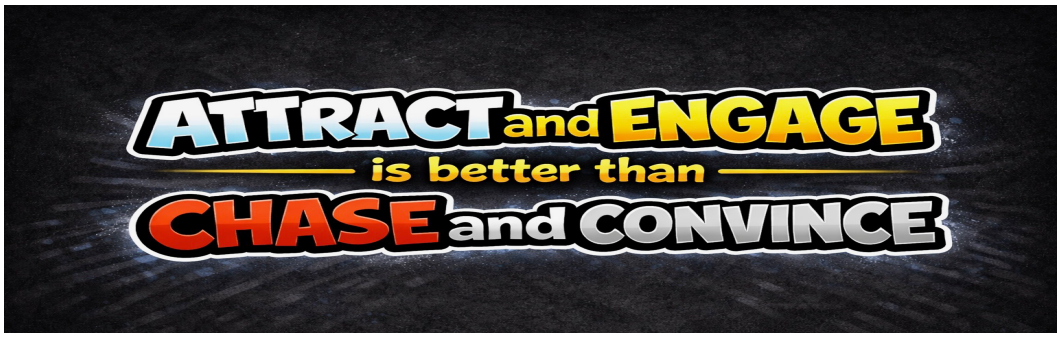
"Attract and Engage is better than Chase and Convince".


I'M A GREAT LOVER!
MARKETING
RonadWilsher.com


I'M A GREAT LOVER!
I'M A GREAT LOVER!
I'M A GREAT LOVER!
ADVERTISING
RonadWilsher.com


TRUST ME,
HE'S A GREAT LOVER.
PUBLIC RELATIONS
RonadWilsher.com


I UNDERSTAND,
YOU'RE A GREAT LOVER.
PERSONAL BRANDING
RonaldWilsher.com



Remember this little saying from earlier?

People invest in Berkshire Hathaway because they like Warren Buffet. People fly Virgin Airlines because they like Richard Branson. People buy electric cars from Tesla because they like Elon Musk.

There's that *Likeability Factor* again.

You can ***attract*** people with your story (and a powerful Personal Brand) or ***chase*** them with your pitch. The former is much more fun, a lot less painful and infinitely more lucrative.

If you set up everything correctly, *Personal Branding* it's a very powerful way to ***leverage*** your time and intellectual capital and ***attract*** quality clients to your business.

But if you're still a little skeptical about the importance of owning your personal name as a dot com (or domain name), go and ask any top producer in your industry.

Or ask Elvis.com or GeorgeStrait.com or DonaldTrump.com or DollyParton.com or TobyKeith.com or….I think you get my drift.

I've helped over a thousand people (and counting) acquire their *personal name* as a dot com and I don't believe I've ever had anyone regret it.

Most only regret not doing it sooner.



I had someone call me a few days ago and register their name and set up their personal email. This person has known me for years but because I have stayed in touch with her, when she got ready to buy, she called me.

What if I had changed my contact information and she would not have been able to get in touch with me?

We both know, she would have called someone else and spent her money with them. Plus, who knows what kind of advice and direction she would have received?

Not good for me or them!

I also had a guy call me recently and register his name and set up his email and he said, "Ronald, I should have done this ten years ago when you first told me to do it."

Well Sir, I agree but you're good to go now and I'm excited to help you get out of the ***chase mode*** and into the ***attract mode***.

How much money have you lost because your clients and prospects couldn't find you when they got ready to buy?

I bet you'd cry us all a river if you actually knew that number.

Not something that's fun to think about, eh?

They couldn't find you because you broke *The Cardinal Rule* of business and didn't set up a simple system to stay in touch with them. Ouch!



Remember, ***attract and engage is better than chase and convince*** and owning your *personal name* and using it to as the platform to build your business is one of the most powerful ways I've ever found to ***leverage*** your time, simplify your life and attract quality clients.

Step 2:

Set up your email address.

Example: Ronald@RonaldWilsher.com

By registering your name as a dot com and setting up your personal email address, you have instantly become much more ***memory friendly*** and made yourself much easier to remember and get in touch with when someone wants to buy something from you or when they have a referral to send your way. Perception highly impacts reception.

The more I know about you before we ever meet will highly determine if I'm attracted to you or not and it will also determine how much of my time and attention (and money) I'll give you. Or not.



Another great advantage to registering your personal name as a domain name and setting up your email address is that now, no matter where you put it or print it, it never becomes obsolete.

People can always get in touch with you.

How powerful is that?

And guess what? If someone wants to hire you and give you money, they're not gonna jump through hoops to find you. You have to make it easy for them to remember you and then find you.

Registering your personal name and setting up your email address will allow you to ***leverage*** your time and attract people to you who are ready willing and able to buy your product or service or send you great referrals.

Or both.

Did I mention the ***leverage*** and ***freedom*** part?



Step 3:

Set up a texting and/or email list and learn how to use them.

Codie Sanchez, CEO and Founder of *Contrarian Thinking* stated that your Social Media audience is rented.

Your text and email list is owned.

By you!
This is a fact that is very important to understand.

Example: I use ***MailChimp*** and ***Project Broadcast***.

My email and texting list is called: My Waykewl! Friends List™.

Notice I didn't say *data base* or *email list*. That's boring and it's not attractive!

Boring is not attractive! Did I mention that? Same is lame so don't add to the noise.

"Weird I can deal with but boring is unacceptable." (From a very pretty girl I used to know.)

You may have heard that ***the money is in the list***.

Well, that is true but the money is in the relationship you build with the value you add to the lives of the people on your list or in your *tribe*.

They will then (over time) become your best resource for new business. They will either buy from you or recommend you to their friends and family. Or both.

This list is a vital component of this ***3-Step System*** because it will allow you to stay in touch with all the *kewl* people you meet and add value to their lives.

Lisa Larter, author of the book *Masterful Marketing* stated, "Any business owner, brand, or influencer needs a direct line of communication to the people who are interested in what they do."

Do you have system with a direct line of communication to all the people who like you and wanna stay in touch with you?

If you do, excellent! Now, are you using it consistently?

If not, when do you think is a good time to set one up and begin using it?



There are many ways to ***attract*** quality people to your list and many more ways to use your list to *keep your name and face in from of people and stay top of mind*.

Facebook, *Instagram* and *LinkedIn* are just a few places online where you can start conversations with *kewl* people and invite them to join your list.

Which Social Media platform should you use? I suggest you use the one you enjoy and the one you'll actually engage.

But let me be clear on one thing here: I mentioned information overload and social media fatigue earlier.

Are you suffering from it?

Well, guess what?

I believe if you brand yourself properly, set your ***system*** up correctly and start using it consistently, your need to be on and engage in the bottomless pit of what has become the social media quagmire will be greatly reduced.

You may wanna go back and read that again.

Now if that don't make ya smile, I don't know what will.

I'm currently using social media much less these days and spending much more time on building my texting and email list and having fun and adding value to the lives of the kewl people who are on it.

Hallelujah!

Another *excellent* way to leverage your time and authority status and attract people to you who wanna give you money is to become a public speaker.

Yes, I said it.



I've helped lots of people overcome their fear of speaking in public and it has not only done wonders for their business but it has given them a whole new level of confidence and satisfaction in many other areas of their life.

If you speak to people in public, you're already a public speaker and ya just don't realize it.

I'll show you how to get really good at it and attract a bigger crowd so you can experience more of that (very lucrative!) ***leverage*** stuff we've talking about.

Ask me how you can easily start today and become a public speaker.

You'll be glad you did!

What's another excellent way to attract kewl people to your list?

Write and publish a short book like the one you're reading now.

With the advent of AI (and all the other amazing publishing tools that are now available), it's much easier (and more fun!) than you can imagine.

Becoming an author has been one of the best decisions I've ever made to build my personal brand, magnify my authority status and separate myself from the crowd.

And ATTRACT kewl people to me who wanna give me money!

You'd be hard pressed to find a better way to leverage your intellectual capital and create passive income than writing a book and becoming an author.

I've never met an author who regretted writing a book but I have met a few who regretted not doing it sooner.

Once we get everything set up, I can show you what to send and how to actually have fun sending email and text messages.

It's not hard at all. Really. I've become addicted, I must admit.

I use an amazing *texting* platform called Project Broadcast. I'll show you how to use it and you'll LOVE it.

I promise.

You can learn more about Project Broadcast at:

RonaldWilsherText.com

Ok, take a deep breath. Feel better now?

I've always said there are two things you must do consistently to be successful.

1. Show up.
2. Stay in touch.

Most people never show up and of the ones that do actually show up, most of them don't stay in touch. So if you'll just show up and stay in touch on a *consistent* basis, you eliminate the majority of your competition.

That there my friend is a solid fact.

This simple ***3-Step System*** will allow you to do both. Very important!

Life is all about starting a conversation. Nothing happens until somebody starts a conversation.

Please stop now and read that again.

The more conversations you start, the more successful you will be. It really is that simple. And the longer you keep the conversation going, the better chance you have of them either buying something from you or telling their friends about you.

Both really good, eh?

Why are people so afraid to start a conversation with someone they don't know?

I haven't fully figured that part out yet but I think we can probably chalk it up to fear. Fear of exactly what I'm not real sure because I think if more people understood the power of starting more conversations, they'd do what they had to do to overcome that fear.

What do you think?

I'm here to tell you, if my Dad had not put aside his natural fear of talking to a stranger and had not started a conversation with my Mother a few years back, I would not be here.

And we would not have John and Luke to be thankful for!

And I'm pretty sure the same goes for you and your parents, too.

We are all the ***amazing*** result of one person having enough courage to simply start a conversation with another person.

There's ya something to ponder!

You tell me that getting good at starting a conversation isn't magical.

If you're not making the money you wanna make, you're not starting enough conversations.

Zig Ziglar, the great motivator and speaker once said, “You’ll be the same person one year from now who you are today except for two things; The people you meet and the books you read.”

Go Zig!

Here is a picture of my Mother and Dad not long after they started their first conversation way back in 1951.





Mother was 15 and Dad was 21.

If you get good at starting a conversation and using this simple ***3-Step System*** to consistently stay in touch and add value to people’s lives, you will be amazed at the results.

What if you could spend your valuable time talking only to people who are ready willing and able to buy your product or service? People who really are in need of and genuinely want what you offer.

What kind of impact do you think that would have on the quality of your life and your business?

Not to mention your sanity.

Once we get this simple ***3-Step System*** set up for you and you start using it properly, I predict your confidence will sky rocket.

And what can you do with a lot of confidence?

That's right. Anything you wanna do.

Remember this…



Now let's do a real quick review and wrap this up.

1. Register your personal name as a dot com.

(Example: RonaldWilsher.com There are many place to register a domain name but I use: WilsherMedia.com)

2. Set up your email address.

(Mine is: Ronald@RonaldWilsher.com)

3. Start a texting and/or email list and learn how to use them consistently.

I use: Mail Chimp and Project Broadcast.

If you simply register your personal name as a dot com, set up your email address with that same dot com (Example: Ronald@RonaldWilsher.com) and start a texting and/or email list (and actually use them!), you'll be way ahead of the vast majority of your competition.

I'll even make this bold statement: If you really knew the impact of setting up an email list and using it properly and consistently can have on your business (and your life!), you would do it immediately. If not sooner.

Yes, really.

That my friend is another historical, documented fact for ya.

Why?

Because most people live their lives in the re-active mode instead of the pro-active mode and don't do a whole lot of anything.

Except just enough to get by.

Og Mandino, author of the book titled *The Greatest Salesman in the World* stated,

"Action alone will determine your value in the marketplace."

Say it again, Mr. Og!

Ever head of Vilfredo Pareto?

He was an economist of some note back in the day and his principle states that 20% of your energy produces 80% of your results.

It's commonly known as the 80/20 rule or Pareto's Principle.



So, after we get this system set up for you and you actually start using it, it can help you determine where to spend your time and energy and you may discover that you don't have to work nearly as hard as you have been lead to believe.

You also don't have nearly as much competition as you may have thought.

So let's wrap this up.

If you remember nothing else from our brief little literary encounter, please remember this:

*I really don't care what **guru** you're currently following into the wild blue yonder, if they're not showing you how to set up a texting and email list so you can keep your name and face in front of people on a consistent basis, as my Dad used to say,*

"Son, you're spinning your wheels."

You may want to read that again just to make real sure you understand what I'm trying to explain to you.

It really is that important.

Are you tired of spinning your wheels?

If you are and you'd like to know more about how I can help you simplify your life and have more fun and make more money in the process, send me a ***text*** or call me right now and let's start a conversation.

*Text the word **YES** along with your full name to:*

(281) 395-1000

I'll text or call ya back and we can schedule a time to meet for a visit in person.

Or if you prefer email, here ya go: Ronald@RonaldWilsher.com

What's the worst that can happen if you actually decide to contact me and start a conversation?

I'm thinking nothing catastrophic.

What's the best thing that can happen?

I may can actually show you how to attract more business and asimplify your life and have more fun in the process.

What about you?

What are you thinking right about now?

Does any of this make sense?

Did I at least get you to think?

I'll explain in detail what this system is all about, what your investment options are to get started (currently less than $100) and whether or not this system is what you've been looking for.

Or, we can meet via phone or video. (I like: Zoom or FaceTime on my iPhone.)

Once we're finished, you'll leave excited.

You'll also leave with a whole new perspective on using the new media to simplify your life and ***leverage*** your time.

I *GUARANTEE* it.

I believe you'll also leave with a new perspective on life and how to have more fun and make more money in the process.

Oh, and there's also that ***reclaim your sanity*** thing, too.

Remember that?

Now you may be wondering why such a small sum to get started.

Well, I want you to actually ***get started*** and I don't want money to be a barrier.

You can correct something; you can't correct nothing.

Action creates energy and momentum.

Remember that. It's not the other way around.

There's a saying I heard once that goes something like this, *"Nothing happens until something moves."*

There are many definitions of *success* but success to me is simply being able to whatever you wanna do whenever you wanna do it with whoever you wanna do it with.

What is *success* to you?

This simple ***3-Step System*** can allow you the true *freedom* you desire and deserve.

It's *your* time to escape the slavery of the box and experience the *freedom* of the stage.

The best way to real freedom is to narrow your focus and simplify your life.

This system can help you do both.

So, now you have a decision to make.

You can either postpone what you must do right now to start living the life of your dreams or you can postpone the life of your dreams.

It's your choice.

It's time to take action and actually do something tangible that will help you start possessing what you desire.

Dr. Benjamin Hardy, psychologist and *author of the book Be Your Future Self Now stated, "100% is easier than 99%."*

*He calls it **decision fatigue**.*

Are you suffering from decision fatigue?

Time to decide once and for all and do it now.

What are the two most seductive forms of procrastination?

1. *Learning more.*
2. *Planning more.*

If you don't start today, I'll guarantee you that a year from now you'll wish you had and the regret will be rank.

That's one thing you can take to the bank.

Seneca of Rome said, "There are more things likely to frighten us than to crush us. We suffer more in imagination than in reality."

Please stop giving the scarecrows in your life so much authority.

Some people search for gold while most just dig in the ground.

Remember, the only thing you're ever gonna learn from playing it safe is what it feels like to watch somebody else have all the fun.

Besides, if you win the rat race, you're still a rat.

Regret is much more painful than failure.

Please don't ask me how I know.

So now you have two choices.

You can set this system up yourself and if you're confident and feel capable in your own abilities, I applaud you and I highly suggest you start immediately.

Or, you can call or text me and I'll walk ya through it.

Step by (*kindergarten clear*) step.

If you wanna take advantage of my expertise and authority status, I'll even throw in a ***FREE*** hour of my time to show you step by step how to set everything up and answer all your questions.

My normal fee is $400 per hour.

"Enhance your learning curve by leveraging the experience of others." #BonusTip!

"Some people enjoy the watermelon while most just complain about the seeds."

It's time for you my friend to start enjoying the watermelon and I'm here to show ya how to do it.

Again, my number is: (281) 395-1000.

Text me the word YES along with your full name or give me a call right now and book some time. (15-20 min.)

Again, my number is: (281) 395-1000.

You'll be glad you did.

I look forward to our visit.

If you decide not to contact me, no worries. I still appreciate your time and I hope you learned something you can use ***now***.

Hopefully, I've also succeeded in getting you to ***think*** differently and I've added some value to your life.

I wish you the very best,

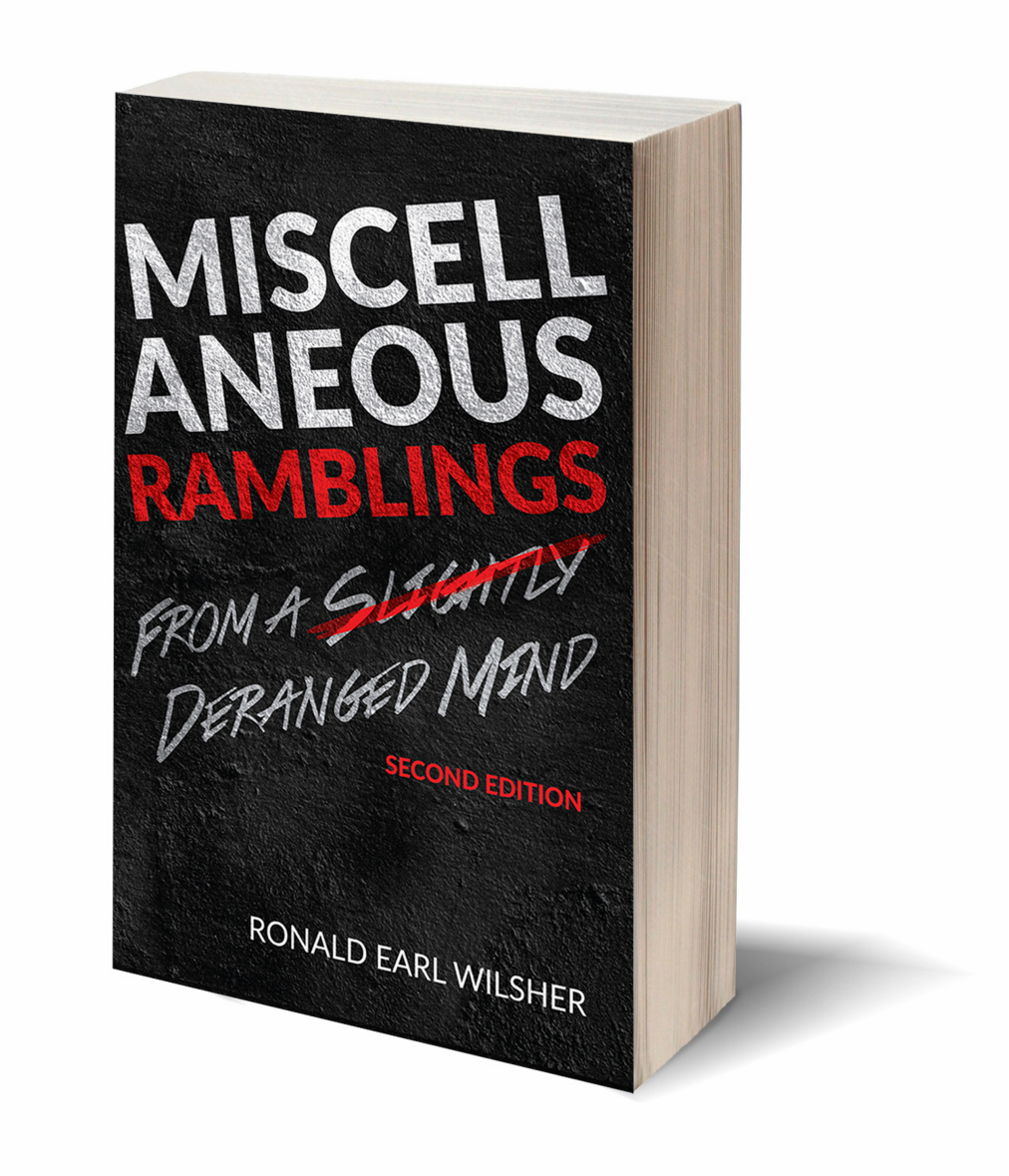
Goooooood day! • #Smile



Ronald Earl Wilsher
Lead Instigator!
ProTalkr™
Podcaster

Ronald@RonaldWilsher.com

(281) 395-1000



My other book: [Amazon]

People are Talking!

(The FOLLOWING is feedback from REALTORS who have attended my CLASSES.)

~Absolutely enjoyable!! Instructor was fantastic, energized and very engaging!

~I am extremely happy I came to this class. So much information that brought light to my life. I knew some things but now they make so much sense. Thank you and God bless!

~You made us laugh a lot, fun class! Thanks Mr. R!

~Great teacher. I never lost interest.

~Excellent class.

~Enjoyed the class. Food was good, too!

~Refreshing not being told "how" to sell. After 38 years, you don't 'sell'. You listen and then show them what they want to see. Be yourself. Look forward to more of your classes. It was a pleasure.

~Enjoyed the class. Very helpful.

~Fun class.

~Excellent class. Builds confidence. Fun and interesting.

~Awesome. Awesome. Awesome.

~Lively is a great way to go. Will look for more classes.

~Great teaching! Excellent class.

~As a Real Estate agent who is very uncomfortable with the way I've been taught, you've made me feel ok with doing it my way! It's ok to do business in my own way that makes me comfortable. Great class!

~Way too much to put on paper. Thank you so much for sharing your knowledge with us. You hold success in your heart and mind. Great personality.

~Ronald kept the class entertained. It was a great experience. Keep being you! Very interested in learning about additional classes.

~Love the class! Thanks!

~Great class to take. Very dynamic.

~The whole presentation was great. Excellent!

~The importance of a sense of humor. Best 3 hours spent! From beginning to end, there was never a dull moment in the class.

~Loved it! Too much to write.

~Thank you for your valuable time and teaching us.

~Great class! Instructor kept class interesting! Laughter is powerful!

~Very interesting and informative class to brand myself.

~Awesome personality! Kept it interesting and fun.

~Great course! Ronald was entertaining and very informative.

~Very fast paced. Entertaining and not boring. Very up beat. Very educational. Thank you!!

~He was amazing! Kept everyone engaged and did not have a monotone voice. Kept me awake and interested in the topics.

~Excellent material. Helpful with Social Media. Very good instructor.

~The topics covered in this course was particularly useful and I would like to see more CE courses in the future.

~Great course. Instructor made it interesting because he was also entertaining.

~The course was great, the instructor was awesome, and the provider was great, too.

~Overall, one of the best CE classes I've taken. Filled with a lot of information and examples.

~I learned practical ways to keep clients for life and get referrals.

~I learned the importance of believing in yourself.

~Instructor kept my attention. I learned how to use texting as a primary communication method.

~You were excellent and engaging! Keep up the good work.

~Fun class. It was very clear he (the instructor) loves what he does and I appreciate that! Thank you for taking time out of you day for us!

~Great instructor! Very informative and great communication skills.

~Thank you so much for the class today! We really enjoyed it.

~Class was very, very helpful and inspiring. Instructor was the best!

~My new favorite instructor. Enjoyed every minute and learned a lot.

~Course information was excellent and helpful.

~Course was very informative. Instructor is very knowledgeable and engaging.

~The class was great. I like that there were a few jokes during the lecture because it made the lecture fun.

~This course was very informational and a nice review of some topics. I appreciate a different aspect of the industry.

~I like his style of teaching. It's funny and informative at the same time. Not stiff like the majority of classes I've taken.

~Very important info. Great engaging class!

~Thank you for the informative class. I will use some of the tips. Class went very quickly.

~Attraction is not a choice. Enjoyed and learned a lot!

~Very interesting and informative class to brand myself.

~Awesome personality! Kept it interesting and fun.

~The importance of a sense of humor. Best 3 hrs spent! From beginning to end, there was never a dull moment in the class.

~I liked his handout. To the point.

~Great class. Very positive and powerful knowledge.

~Get off the couch. Keep it up!!

~Best ever!

~The entire course was very interesting.

~The instructor made me feel recharged as well as giving me some powerful nuggets of inspiration.

~Thank you. Great class.

~Ronald was an amazing presenter and very informative.

~Very interesting class. Learned how to improve on myself.

~Very well presented.

~The instructor is knowledgeable and professional. He is a great speaker.

~Be an individual. Be yourself and have fun.

~Excellent! Excellent! I will be a doer and not just a hearer!! Thank you!!

~Ronald Wilsher was, as always, excellent. I can't wait for the next class.

~The class itself was very helpful. Ronald for sure captivated the audience, stayed on track and challenged us to not just plan but do!

~I learned I should brand my name and myself.

~Thank you. Awesome class!!!

~The idea of building your confidence and having conversations really helped simplify my emotions. Courage to be who I am is vitally important.

~Absolutely best speaker I've listened to this year. Ronald kept it real and made the class interesting. Loved it!!

~A lot of great information I didn't know.

~It's important to brand myself. Awesome class! Thank you!

~Liked "The Likeability Factor". Great class!

~The class encouraged me and gave me more insight and confidence.

~I learned how to better grow the quality of my contacts and how to present myself.

~I learned the importance of my voice. Never considered my voice before today. Would love info on future classes.

~So much to learn. Wish the class was longer.

~Awesome class. Thank you.

~Be the authority. Network.

~Use your brain and think for yourself. Great class!

~Attraction is not a choice. Great info!

~Great attitude and energy!

~Interested in taking more classes with Ronald Earl Wilsher.

~Great class, information and fun!

~Great class. Good topic, points and experiences shared. Learned a lot!

~Excellent content. Fun, engaging environment.

~Enjoyed hearing "outside the box" ideas. Not the same generic tools. Great ideas!

~Loved it! Too much to write.

~That being ‘cool’ or quirky can actually help my business. I don’t always have to be ‘on’ or properly professional.

~It was great. Want to be on Way Cool List.

~Thank you for the informative class. I will use some of the tips. Class went very quickly.

~Wish I was in Ronald’s lecture a long time ago.

You can SUBSCRIBE to my YouTube channel at:

RonaldWilsherLIVE.com



Some Stuff About Me

Ronald spent over a decade in the Real Estate field but has now turned his full attention to his true passion and that's helping others live their destiny. He is currently the Lead Instigator! and CFO (Chief Fun Officer!) at Wilsher Media Group where they comfort the disturbed and disturb the comfortable.

He's a Dad, PawPaw! (to John Mason & Luke Austin), Serial Optimist, ProTalkr, Author, Passion Advisor, Personal Brand Evangelist and authority on all things happy and fun. He's also a TrueBeliever! and HopeDealer!

He helps people make more money (and have more fun!) by simplifying their life and developing the courage to be who they are. He can help you escape the slavery of the box and experience the freedom of the stage.

His philosophy of *Attract and Engage is better than Chase and Convince™* will leave you with a totally new perspective on life and how to use technology and the new media to build a POWERFUL Personal Brand and make more money in ways you never dreamed possible.

He has a (waykewl!) son (Jacob Ellis) and lovely daughter-in-law (Ashlee Nicole).

He also have two amazing little (grand) boys named John Mason and Luke Austin and he is currently learning the gospel according to John and Luke in a whole new way.

He resides in Houston, in (The Republic of!) Texas and is on a personal mission from God to change the world in a very profound fashion.

(He is currently vigorously seeking volunteers to join him!)

(I write about myself in the third person pretty well, eh?)



John and Luke!

I'm current learning the gospel according to *John and Luke* in a whole new way.



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