
◆ I.M.C.A.S.T. ◆

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WE HAVE MOVED

We are a tiny bit late with this edition (only two months) as we have been awaiting the move to the city and the allocation of new numbers from Telstra. At least they warned us to wait until the actual numbers were connected as they "could" change. They changed four times!

The reason for the move to the city is that I have undertaken a contract with a company called SENTINEL which will involve working with them 2 - 3 days a week around Australia, and so I have moved my offices in with theirs.

Sentinel is a financial management company that has been built on three generalised principles that we have written about before. They are:

1. The principle of interattractiveness.
2. The principle of pre-cession &
3. The principle of leverage.

This company was founded two years ago by two friends, Colin Quarrell and Mac Healy. The company works under the concept of total financial management and networks with specialists in many different fields such as tax, merchant banking, real estate, superannuation and financial

*INTEGRITY MANAGEMENT
CORPORATE AND SALES
TRAINING.*

and investment planners.

Two years ago, the partners started with approximately twenty clients. Today they have over 400 around Aустaralia and employ approximately 30 people and are about to commence their first franchise. So what are they doing right?

1. At a minimum, each client receives 5 newsletters per annum, 5 other pieces of information that is relevant to their work or family or hobbies, and at a minimum, 6 phone calls. That's 16 contacts per year **at a minimum!** Many clients receive more than this.

This is the law of interattractiveness: the greater the rate that you spin with your client, showing them that you **care**, the more they seem to refer other people to you.

This brings in the rule of **RECIPROSCITY**.

2. As they continue to work closely with each of their clients, saving them tax, helping

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them create wealth, showing them how to make more out of their super funds and advising them on real estate projects and shares, these clients bring in more of their friends, business acquaintances and family, so that they can be helped.

The principle of pre-cession - as you throw a rock into a pool, the waves emanate outwards and affect other bodies in motion.

3. The company does NO marketing or advertising at all, as to who it is or what it does. It uses the power of leverage to create business. ie. satisfied clients producing more clients.

It also has a board of advice that they can call on, who are all recognised experts in their fields and who can and do assist their clients.

In other words, it leverages in expertise and out to the client, at no or little cost to the company.

For those of you who pay tax, perhaps you better come and meet these people.

YOU SEE, THE PRINCIPLES DO WORK!

LIVE EVERY DAY AS IF IT'S YOUR LAST!

The opening to 1997 has been in some respects the most traumatic time ever in my life. You see, my second son developed an eating disorder, which saw him drop 20 kilos over a brief period of time.

Potentially, this was life threatening.

I remember sitting at the hospital thinking "if this was his last day, what would I say or do?"

The answer was that I would do a lot of things differently than what I had done up until then.

For a start, I'd tell him a lot of things that I'd thought of, but probably never expressed to him well enough, if at all. For instance, how much I loved him and how proud I was of him.

I'd spend more time with him helping to answer the big questions such as why, what, where and how he would get what he wanted to be, do, have, or become.

I'd talk to him about the biggest Quest in my life, and probably in most other peoples lives, the search for unconditional love!

I'd tell him how in my life I'd always been a conditional giver. ie. You give to me and I'll give back. You do that for me in business and I'll do this for you.

I'd talk to him about the two greatest emotions that we humans have, love and fear, and how they are directly connected to all that we become, our

success and failures, our joy and peace or hurt and anger, whether in our relationships with friends and loved ones, our sport or our business.

I'd share with him how in my early business life I played the normal game called win / lose philosophy, not because I meant to, but that's how the game was played and it wasn't till recent years that I learnt that game was hollow and nobody really wins. That there is a game called win / win in business and how to play it as I have been trying over the last four years.

I'd explain to him that I even did that with my relationships at home and I'd ask his forgiveness.

I'd explain to him about my search for spirituality over a number of years, you know, the BIG question - WHY AM I HERE?

I'd write a list of books that he should read over the years to come, books that have helped me and without there knowledge, I would have found the journey even harder.

THE ONLY DIFFERENCE BETWEEN YOU TODAY AND YOU IN TEN YEARS WILL BE THE PEOPLE YOU MEET AND THE BOOKS YOU READ.

I'd talk to him about the people I have met over the years that have been my mentors, my teachers and explain what the had taught me. I'd encourage him to seek out mentors and coaches that can help him on his journey.

SURROUND YOURSELF WITH POSITIVE PEOPLE.

As I was sitting there with these thoughts it suddenly struck me.

DON'T THINK,- ACT!

And so I started that day 9 weeks ago.

The good news is that he is well on the way to a full recovery now, and even though he still gets frustrated with me occasionally, we're working together to get there.

About a month ago, as I was driving home from delivering my youngest daughter to rowing at 6.00am in the morning, in a half dazed state and a little stressed and overtired, I nearly drove my car right into another - head on!

Shaken, but unhurt, when I returned home I made a pact with myself. From this day onwards **I** am going to live my life as if this day is the last.

Every day I am going to tell all those that I love, that I do. Every day I am going to have some fun and laugh.

Every day I am going to do the best that I can and learn if I make mistakes.

Every day I am going to give **unconditionally** to my spouse and children, my friends, those whom I work with and all people that I come into contact with in some way.

Every day I am going to thank the one upstairs, who pulls the strings, for the blessings of family and friends and for those around me.

What are you going to do?