

Jaime: Welcome to eventual millionaire. I'm Jaime Masters, and today I'm excited to have back Daniel Ally. I'm so excited because the last interview we did, people were emailing me about the maxims that he said over and over again. We literally made quote images for social media because he kept coming out with them, and it was awesome. Everybody loved it. Thank you so much for coming back on the show again today.

Daniel: Thank you so much, Jaime. It's so good to see you. As always.

Jaime: Well, and it's so funny. I do a lot of these interviews, and I love hearing feedback from people. And, oh my gosh, people were blown away by that. I was like, I know, he sounds like a Hallmark card, and everything he's saying...as a compliment! As a compliment.

Daniel: Of course.

Jaime: But it was insane how everything resonated with everybody, also. So, I'm really appreciative to have you back on the show. Like I told you a second ago, I would love to really go down the business/sales path because I know you have a consulting and marketing firm, and you've done that for clients, and all that fun stuff. So, why don't we dive right into it. How did you even get into the sale side? Were you always good at sales since you were little? Or, tell me the trajectory of that.

Daniel: Well, sales is the oldest profession in the world. And if you're good at it, you can make a lot of money. Everything around you is sold. And when I realized that at about age 16, I didn't fully register what that meant. But eventually I learned, at age 21, that nothing moves without a sale. Right? Your couch, your chair, everything you're wearing, it must be sold. And the strategic sales person is something who shares the value with the prospective buyer so that they can own the product that they've always desired. And that's what sales is all about.

You see, I always learned that I was good at sales because I realized that I was good at speaking. And, of course, clear communication, articulation, is what is needed in sales. You need to tell people what they need. Steve Jobs said, people don't know what they need until you give it to them. And I realized that people didn't know...you know, I used to sell suits at a store called Joseph A. Bank. And people didn't know that certain colors matched, or that they had to wear a suit and a tie together. You know? They

thought they could wear a sweater, or something. And they're going to weddings, and I'm like, well, you're in Miami. You don't need a sweater. Ditch that. Right? And just showing people what they never thought about. Help them overcome the limitations. Don't limit the challenge, but challenge the limits. And break through in your own success. Yeah, there's another one. Write that down.

Jaime: There's another one. I saw it. I caught it this time. Let me ask you that, then. How do we know what they need? Or, how do we do that? Because it's one thing to be like, okay, I sell suits, so, therefore, it makes a lot of sense. They came into my store, of course they need a suit. But for somebody that doesn't necessarily know, how can you sort of give them more or less, like you said, change their limitations?

Daniel: The power is in your questions. Don't answer your questions, question your answers. Most people are making assumptions about what they think the client needs. A guy knocked on my door the other day, and he's selling roofing products. And he thinks I need it, but I don't. He thinks he can diagnose a problem, but he didn't ask me any questions. And because of that, I dismissed him. Now, if he had asked me some questions about my house; how long have I owned it, do I like my house, when's the last time I got my roof checked. Then perhaps I would have been open to a dialogue.

Remember. The sales process is about the conversation. A step by step process is, how are you doing? Start with the small talk, and then you keep on building up until you have a crescendo of rapport. You have to add the value to people. You have to show them that you care. Because people don't care about what you know unless they know how much you care.

Jaime: So, how do we do that? Because I agree 1000%. Having someone come to my door, I try and critique them, and it's hilarious. But they don't care about you. And you can tell that they don't care about you. They're like, I'm trying to sell you windows, or a roof, or whatever it is. And you usually get dismissed because we don't – even if you needed a roof, it's kind of annoying. Right? So, tell us, how would somebody go about caring? Showing that they care, and starting a conversation? Can you give us some tips on that? Because I feel people don't know exactly what to do.

Daniel: Of course. Well, the foundation of business is love. And you have to become a consummate lover to be a professional. And for me,

one of my first businesses was websites, and I discovered that people needed a website. A website is a new business card in 2017, 18, 19, 20. And if you're not marketing strategically online, then you're not going to get anywhere. So, people would come up to me and they say, well, Daniel, I want to start my own business. Or, I want to get promoted in my life. And I'm like, where's your website? Where's your web presence? Where's your headshot? Where's your description? Where's your bio? What's the story that you're telling people? You see, in selling, you need a product to sell and a story to tell. What is your product? What is your story? What kind of business are you pursuing, and how are you adding value to people?

So, knowing that people need something out there, your viewers have to ask themselves, what is it that I can do that no one else can do in the world? What is it that I have? Could I bake brownies? Could I speak to audiences? Could I flip products? What is it? And how can I get it out to the consumer? Because what are people doing right now? A lot of people are wasting time. They allow themselves to get caught up in the reality. And a lot of commission salespeople are just trying to pay their bills. They can't see past that. You need a purpose that's greater than you. Because if you try to become bigger than your purpose, you can't do anything. But if you allow your purpose to become greater than you, you can do anything.

You have to put yourself in a position to understand the customer. And you have to be their friend. You have to be their best friend. You have to understand their needs. You have to ask them very strategic questions. You can't be – they can't assume that you're an untrustworthy salesperson. If you come off sales-y, the first thing they say is no. Because we need trust, and trust is a must. We have to know who we're dealing with, and we have to believe in them. But we, as salespeople, have to believe in ourselves. Because remember, Jaime, if you believe in yourself, then everybody else in the world will believe in you. Isn't that right?

Jaime:

You're good at this. Yes. Very much so. I love how grounded you are, just in your speech patterns, in general. So, what are the strategic questions? Because let's say the people listening right now most likely have a product, or something that they want to sell in their business, and they want to sell a lot more of it. And it might be more online, and it might not be sort of a commission, salesman type role. But what are those questions that we can start asking? You said strategic questions.

[Crosstalk]

Daniel: Of course. The kind of questions you should be asking are the who, what, where, when, why, and also, how. How is your sales process right now? What are you doing? What kind of revenue are you earning? Sometimes I like to straight up ask people, how much money do they have in their bank accounts. Because why go any further if people don't have the kind of money that they need to purchase the service that you are sending them?

Jaime: A thousand times over, yes, but how do you build that rapport beforehand to ask – because otherwise, if you would ask someone that question and you don't have the rapport, they're going to shut the door in your face.

Matthew: Exactly, exactly. So, you know, for me, my customers come to me. So, a lot of times people know what they want from me. So, the trust is already there. You know, I have hundreds of articles, over 300 articles professionally written. I have videos, I have podcasts like this one. People know who I am. But when I started and I didn't have that reputation, I had to build that. And your reputation is your best advertisement.

So, as a salesperson, if you're just going out there to pitch a product, you're going to have to try really hard. To get a sale, you're going to have to try 20, 50, 100 times, if you must. Depending on what you're selling. But the question you should be asking people is, what exactly are you looking for in the product or service that I'm offering? If they don't know, then you need to make suggestions.

For instance, if I'm at a pizzeria, I want to be able to tell people that we have the best pizza. We have the sauces coming in from Italy. Flying in first class. And bring awareness. Because people have so many things they're thinking about. The average person makes about a thousand clicks a day.

Jaime: Wow.

Daniel: What are you clicking on? And where's it taking you? And are you taking the customer to a visual representation of where they need to be? Because remember, people think in images. So, if you're trying to sell a product, and you can't draw a picture to someone, they're not going to buy it.

Like the guy who sold me a Jaguar the other day. I just bought a Jaguar, brand new. Beautiful car. Over \$100,000. And this car is – he drew an image in my head. He said the Queen of England sits in the back right here. And I saw the Queen of England right there. Now, I didn't know that I wanted that kind of royalty and prestige until he said that. And then I saw myself hanging out with the queen, like, hey. I don't know if I could touch her, but... You know, I felt like I was there. So, he took me there and I was sold immediately. I already knew I wanted the car, but knowing I was next to the queen now confirmed it even more.

Jaime: That's impressive. So, how do we figure out what those pieces are to tell the stories – the right stories, for the right people, for our products, or services?

Daniel: So, first of all, we have to know how we think, and we have to know how other people think. Like I said first, we all think in images. We all think in visual representation. So, we do have to know what people want. People want to live nice lives. And the same think, when I go to China, when I go to Brazil, I see the same thing everywhere, people want happiness and security. People want to be prideful. They want to keep up with the Joneses. It's the same thing everywhere. You go to Batswana, New Zealand, and every single country, we have the same dynamics.

And people say no matter where you go, only the faces and names change. And so, we have to understand these basic desires, these motives. People want love and security and protection. And they want these things to make them feel like they are an adequate and successful person. So, we have to find out what it is that our products have to deliver that kind of value to the people that are willing to buy it. Our prospects. Right? Does that make sense?

Jaime: It totally makes sense. Can we...? Can you give me some examples, too? Because I love the idea, and I know when people are listening, they're saying, oh, that sounds great, but how do I correlate that, what people normally want, to my specific thing? Because usually there's a gap trying to do it for yourself.

Daniel: Well, it depends on what you're selling. Remember the price of your product has to add up to the value that you're charging for it. You know, for me, if I'm selling my book, my book, *You Are the Boss*, my first book that I wrote, I know that when someone's paying \$20, they're getting way more than \$20 worth of value out

of it. I'm going to give you a lot of information, and in my 12 chapters, I talk about things that no book has ever covered, and it's just pure truth. So, when someone buys that, they're getting an incredible amount of knowledge. And I tell them that. I tell them this through my book cover, I tell them this through my reputation, through my book content.

And I allow them to understand that this investment is better than the other investments that they would make. There's an opportunity cost. Instead of spending \$20 for a night out at the movies, I'm like, a \$20 book would take them even further. And I have to help them educate themselves upon the value of learning. Because, you know, there's only three stages in life: learning, earning, and returning. And I'm like, you can't earn if you don't learn. And you can't return, you can't give back, unless you learn and earn. So, understanding that there is a level of knowledge that people already have, and then bridging that gap so that they understand it even further is imperative to a successful salesperson.

Jaime: Do you think that's innate, or something very learnable?

Daniel: It is innate, but it's also very learnable. Now, when I say innate, a lot of the introverted people say, oh, well, I can't do that then, because I'm not talkative. But the fact is that, introverted people can actually be more talented salespeople because they're more introspective. They're more empathetic in some ways than extroverted people. So, I am an extrovert, but I also have introverted qualities, as well. And to me, none of that matters. So, what really matters is, do you have an understanding, of yourself first, but also of the people that you're serving, and are you giving them exactly what they want in the way that they want it? Are you exceeding their expectations? Are you meeting them where they're at?

Because most people, they're not doing that. They're just knocking on your door and expecting you to pay them because they have to catch up with bills. And this understanding that, like I said, the purpose is greater than you, then that's the most important thing.

Jaime: How do you assess them where they're at? Right? Because every person is in a different place, I'm assuming. Right?

Daniel: Yeah, and that's questions. You have to ask them. For instance, I said, if someone's trying to buy my book, I have to ask them, well, what are your goals for this year? What are you planning to do?

Are you happy with yourself? How's your family? Are you married, do you have kids? And then, once they start talking, I get the answers to my questions. And those answers lead me to more questions. Follow up questions. And then I'm able to diagnose the problem. Boom! I found it. Right? Let's say this guy, he's only making \$100,000 a year, but he wants to make a quarter million. I'm like, okay, well, how are you going to bridge that gap? How are you going to find that 150?

Well, my book is only \$20. If you read that, I guarantee you're going to find at least ten tips. All you need is one, right? One good idea. And once you apply that in your life, it becomes practical instead of theoretical. And then, you're going to buy my course. And it's going to help you. Because you already made 250, now you want to make a million. My course is going to help you get there. And so will your course. Right, Jaime?

Jaime: So, let me ask you. It's funny, because I don't have any digital courses, because I do the exact same thing for you. I need to know if I can even help them. That's my goal. Whenever I do a sales call, I'm like, I don't know if I can help you, let me find out. Let me ask you...I tell them to pretend I am interviewing them. Because I will bombard them with questions at the beginning of my sales calls. Because I won't pitch anything unless I know that it will actually help. Which is, you know, integrity. Kind of important.

Daniel: Right. It is true.

Jaime: But, you also need to know exactly what their pain is, so you can go, oh, this is actually going to be a good fit for you. So, that way it will be a no brainer for them to get it. So, when you're looking at assessing that, it's one thing to be able to have a back and forth conversation, because it's a lot easier. What do we do when we're online? So, when we can't pull out all the pieces, right? And be able to have a two-way conversation because we're actually...and I know you do marketing all the time. So, it's a marketing thing.

Daniel: I do.

Jaime: So, how do we do one too many and still have this level of connection?

Daniel: It's so simple. Just get your face out there. You know, when I go on Jaime's website, I see this beautiful woman. And her face is

there. I trust her automatically. She's right there. It's so available. When people see my Ted Talk, and they see I have millions of views, and they see that I'm very sincere about the words that I talk about, they believe it. There's a believability factor. They read the comments. They understand what I'm saying, because it resonates with them. They never heard it before. They wanted to hear it. Some of the people I'm talking to, they wanted to hear it from their parents, or their teachers, or their pastors, or their preachers, or whoever, but they never heard it before.

And once they hear a truth, said in such a different way, especially in my rhetorical style, they start to say to themselves, you know, this is something that I need. I need a leader to hold myself accountable. I need goals. I need to read books. I need to manage my time better. And once they come to the understanding that they need to improve, that's when they pull their wallet out. And that's when they say I'm ready to buy, I'm ready to get to the next level.

In fact, I have a rule where I say you need to invest at least 10% of the money that you want to earn. So, if you want to earn \$100,000, you need to invest 10%, which is 10,000. If you want to earn a million, that's 100,000, right? And I believe that if you keep investing yourself, pouring that money back into yourself and your business, it's going to take you to momentous heights. It's going to help you to get to the echelon of success.

Jaime: It's funny, because we were just talking in the last interview that I did, all about putting money back in. And she was like, I don't think people understand, that aren't in business, how much me reinvest back in. Right?

Daniel: Right.

Jaime: Especially when you're on a growth trajectory and you're really trying to change things. So, what do you suggest for investments? Are you talking about just learning side of things, or are we talking about testing new marketing tactics? What is the investment definition to you?

Daniel: Right. So, every excess dollar that you have. Every discretionary dollar. Needs to be eaten. You need to indulge it. Because every dollar that you make needs to be reinvested back in yourself. A lot of people are trying to save, but honestly, the only you reason you save is to invest. So, even if you have 10,000, or \$100,000 in the bank, you need to take that money and pour it back into yourself.

Or even if you have a couple hundred, ten dollars, whatever it is. Take that last dollar, and invest in yourself. Start reading books. Start going to conferences. Hire the coach that you need. That can give you the step by step process that you need.

I think a lot of people need wisdom and understanding and wisdom is knowing what to do, and understanding is knowing why you did it. So, wisdom is like following this podcast. Because you know that it's going to give you the valuable input that you need. And understanding is like shaking your head and saying, you know what, this is the right decision. I did choose the right people to listen to. And I think before someone starts a business, they need to be properly guided into getting to that point. And that's why we do what we do. We give people that step by step process so that they can be able to maneuver past those obstacles and get on their path of success.

Jaime: Because there will always be more obstacles. No matter how much money you make, there's always more investment to be done. I mean it's funny, I work with most seven figure businesses, some six figure, but, in general, there's always another problem, potentially bigger. There's always a growth level trajectory as a human being, let alone as a business, or a leader, or whatever. So, how to we mitigate? Or, not mitigate, but how do we figure out, like you said, what that right path is? Because there are a thousand things we could invest in. How do we know what is the right book? Just because we got sold it? You know what I mean? What is that right path?

Daniel: Well, you know, time is limited. And we can't read all the books, but we can read the books that are most pertinent to our success. We can't go to all the conferences, listen to all the people. So, honestly, you have to be guided by your spirit. Because there's an inner part of you that knows exactly what to do. I'm going to repeat that. There's an inner part of you that knows exactly what to do. And each person is wired with this god like perspective that navigates them to where they need to be. And so, you need to sit down with yourself. Meditate, and pray, if you do. And think about what is it that you need to do. First of all, what is my talent, and where is it taking me?

Someone once said that your gift will make room for you. So, what is your gift? What is your skill, what is your ability, and what are you doing to cultivate it to such a level to get you to where you want to be? If you want to cook, then you better get the best

cookbooks. If you want to speak, then you better study the best speakers. If you want to travel, then you better start looking at the map and figuring out how the globe works, and figuring out how to get your next flight ticket. So, everybody has a desire, but what they do in the process to acquire that desire is really what they need to figure out. And that's really when they need to look inside and find out who they are. Because the truth is always there.

Jaime: I'm so excited that you actually lightened up that spot. Because I just came back from a ten-day meditation retreat, also. And so, I had shut down looking inward for a long time. And I was just, not randomly, but I was hiring coaches, and I was having people – and I have lots of really smart people that I interview that wanted to help. So, I was literally going, ooh, you know what to do, and you know what to do, and you know what to do. And sort of shutting down that inner guidance side. And going, how come that didn't really work as well? I don't really like that one, why am I doing...? Right?

And so, I got myself all crossways for a long period of time. Especially when I first started, because I wasn't an expert. I didn't really know exactly what the next steps were. And really paying attention to what felt right was difficult for me. Because I had shut, sort of, that piece down. So, how do people tap into that more? I know what I've done with meditation, and that sort of thing. I do meditation every single day. But some people, I mention the word meditation to them, and they're like, oh, I've got an entrepreneur brain, and I can't do that. That sort of thing. What other option, or continuation of that option, can people do to really enlighten that guidance?

Daniel: Well, knowing Jesus Christ is really the best thing that has ever happened to me. And since I've been reading the bible, I've discovered new truths. I mean, Jesus is the greatest salesman that has ever lived. He's only been alive for 33 years, and 2000 years later, there's billions of people that still believe in him. If you're not going to believe in him, you might as well not even be in sales at all. To neglect the fact that people still believe in and still talk about him to this day, shows that he is real. And I read the bible every day. You know, someone once told me that bible stands for basic instructions before leaving earth. And every day, I just sit down, and I get deep within this book, and I fall on my knees and my face. And I just pray, and I ask the lord for truth, and forgiveness, and mercy, and wealth, and abundance. And he gives it to me. Because he knows exactly who we are. The lord knows

exactly what we're called to do.

So, in business, we need a spiritual side. We need to understand what our purpose is, but only god can ordain that purpose and show us exactly where we need to be. We need to get in touch with that higher being. Whether it's god, whether it's our self. Whatever they believe in, but they need to really believe in it, and we need to teach it to others so that we can reinforce those values. Those foundations.

Jaime: So, it's so hard to tell people to be more spiritual if they're not already. So, was that something that your family gave that to you?

Daniel: Not at all. No. I was a huge rebel. Honestly, I used to smoke like two packs of cigarettes a day. I used to drink alcohol, smoke weed, everything you could. Right? I was like the worst person, spiritually. I had all these jobs, I was broke, I cursed, I lied, I cheated, I stole. I did everything that I wasn't supposed to do. And what I realized, that all I was doing was running away from god. That's all I was doing. All I was doing was running away from my purpose. Because, Jaime, I knew that I was called to be great. But success was my greatest fear. I was afraid of my potential, and how great I would be. I know that you understand that.

Jaime: No, I do. And what's...so, let me clarify, too, because I find that really interesting. And it likens to some of the interviews that I've been recording today because we've got this thing where we feel like we need to grab onto something else. Right? You're like, no, no, I can't...

Daniel: Mm-hmm. Distractions.

Jaime: Yeah. Super distractions. So, how do we pay attention to when we're being distracted versus when we're being called?

Daniel: Well, yeah, distraction is a choice. And we have to ask our self...usually there's two or three options that most people have. Right? Do I want to go on Instagram, or do I want to open a book? Right? It's usually a this or that.

Jaime: See, I love Instagram...no, I'm kidding. I do like Instagram.

Daniel: I do love Instagram, too. Follow me on Instagram. Danielallyway.

Jaime Exactly. Wait, go read a book. No, follow me on Instagram.

Daniel: Yeah. Follow me on my website. But seriously, it's so important to just make these crucial decisions. Everyone's making dozens, hundreds...entrepreneurs are making thousands of decisions every single day. And we have to know who we are, and access those truths. So, to the people who are not as spiritual, you don't have to be spiritual. You don't have to be this guru where you know everything. All you have to do is look at yourself, and ask yourself, what is it that I need to do that I haven't been doing? What are three things I dislike about myself that I need to cast out? And what are three new things I can adopt? Is it better fitness? Is it more knowledge? Is it more income? And what are those three things holding me back? Is it pornography? Is it lying? Is it cheating? Is it stealing? Is it gossiping? Whatever it is. And get true to yourself so that you can be able to reach that higher level of success. That's basically all it comes down to.

Jaime: I really – it's looking at yourself, again, with an actual mirror that's real, and not a façade of what we pretend to be.

Daniel: Exactly.

Jaime: So, the other question, though, is do we have to be perfect all the time, either, then? Right? So, like, on a long day, a glass of wine... You know what I mean? Where does that line come in?

Daniel: Well, that's where, I believe, asking for forgiveness... First, forgiving yourself. Because if someone makes a little mistake, they get so hard on themselves. Like, oh, I didn't work out today, so...now what? And people just get so mad at themselves, and it just leads to more debilitating behaviors. So, forgiving yourself and allowing yourself to be who you are. Knowing that you're going to make mistakes. If you're going to do 100 things, you're probably going to make like ten mistakes a day. So, allow yourself those opportunities to learn and grow.

You know, why did I miss my workout time yesterday? Is it because I didn't manage my time well, or is it because I didn't want to put on my running shoes? Right? Answer the truth. If it's the running shoes, then maybe you need new shoes. Or maybe you need to just put your socks on all day so you can just slip them on. Because maybe it's the socks that are holding you back. So, it's a pain or pleasure principle. And it basically says that we try to avoid pain, and we try to absorb pleasure. So, if putting on our socks is a painful experience, then we're going to do the most

pleasurable thing, which is like, surfing on YouTube, or calling up a friend, or something like that. Right? A distraction. Whatever that may be. So, just being true with yourself, and knowing the consequences of each action, I think, is something that can help you to sustain success. You don't have to be perfect, but you do have to understand who you are and what you want to accomplish as you continue to reach your higher goals.

Jaime: Well, and that's sort of the next trajectory then. So, yes, thank goodness, we don't have to be perfect. So, then the perfectionist...recovering perfectionist that I am...how do you continually...? Because it's a continuous forward motion, right? A continual process. How do we continually keep pushing outside of our comfort zone? Keep trying new things? Keep moving forward on that trajectory of, like you said, you were called to it? So, we have to keep working on that piece, and sometimes it's easier to just go hide in the corner, or go on YouTube, whatever.

Daniel: Right. So, there's a lot of answers to this. Journaling is important. Write a letter to yourself, or write a letter to god. And tell yourself, or tell god, everything you want in your life. It could be five pages, ten pages, just put the pen to the paper and let it flow. That's one tip. The second tip is making positive affirmations and prayers. Lord, help me to know the way. God, show me the way. Or, universe, protect me, and prosper me, and lead me, and help me meet people that I want to meet.

The other day I met Ted Cruz. And, you know, he was a former presidential candidate. But before I met him, I was saying to myself...I knew...I was like, lord, show me someone big today. I know universe, that you will prosper me and help me to meet someone interesting tonight. And the moment I saw him, I was like, you know what, this is a cool guy. And we had a nice 15-minute conversation.

So, you have to understand, the universe is going to put you in the right place if you ask for it. So, journaling, affirmations, praying, and meditating, like you were talking about, we were talking about. And just having a good support system to pull you up when you're down. And just feeding into them, and allowing yourself to be fed from them. From the other hand. Because if you don't have good people around you, it doesn't matter how many books you read, or how many podcasts you watch, you have to have people that lift you up, that hold you to higher standards so that you can keep succeeding.

Jaime: Let's talk about that for second, because I think that's really, really important. It's one thing to try and find that support system...so, talk about, how do we find that support system?

Daniel: Right. So, first of all, you've got to get rid of all the wrong people in your life in order to get the right people in your life. And even the wrong people can be very close, like a spouse, or brother, or father, mother. And we need to understand who we're dealing with here. If our mother is giving us advice, and she's only making minimum wage, and talking about money, then we need to stop listening to her. We actually need to do the opposite of what she's doing. Right? We always hear people saying, don't get a credit card system, and people don't know why. People don't know that our system was built on credit. And that credit, if used in a business correctly, it can help you to prosper. It can leverage you substantially. So, not listening to certain people, and their expectations, and their suggestions, I think, is imperative to success.

So, you've got to find successful people. I used to make a list, in my first year of business, and I said, I need to talk to 50 millionaires this year. And I made a list of 200 millionaires. And I did get past 50 by September. So, my goals were becoming actualized, because I actually made a list. And I do recommend people writing their goals down every day so that they can gravitoward – gravitate toward their success. That's a good word, though. Gravitoward. So, write your goals down every day. What do you want to accomplish in the next year, five years, ten years, 50 years? Who do you want to become? Where do you want to go? Write down those capitals of the states and countries that you want to visit. Write down your top 50 people that you want to talk to, interview. Write down the path of income, or the potential businesses that you can start. Write down all these things, and every day you'll keep getting new ideas, and you'll just be so inspired, and people will just start gravitating towards you.

Jaime: See, and I just came back from that meditation retreat, and during it...I have a vision board downstairs that I painted, right? And I look at that – it's in my workout room, and they had me make a mind movie. I don't know if you – I know the guys that own that company. And it was really interesting – I have where I want to go, I have tons of things in this mind movie that you watch every day. And there's a song – and somebody commissioned me a song for my birthday, by the way. Best birthday present ever. About my

perfect day. And so, I watch that every single day now. I know, right? And it invokes emotions, and it's amazing. And it's funny, because I have a picture of the Eiffel Tower, because I really want to go to Paris. And my friends are getting married in Paris, so now I'm actually booking tickets in October to go to Paris, which...I know, right?

So, it's amazing to see, it's not just about writing. It's not just about you going, I want this, putting it away, that's great, the universe might give it to you. It's like, I'm seeing it every single day. Going, these are the things I really, really want. Oh yeah, these are the things I really want. And your brain starts to, even just scientifically, your brain starts to find solutions. We are problem solvers as entrepreneurs. We can figure this stuff out. So, as you go, you see all these new opportunities. Hopefully not distractions. Hopefully just opportunities, that make a huge difference. So, how do you, actually – because I'm sure you have a thousand things that you want in life, right? Jaguar...all sorts of fun stuff.

Daniel: Well, it's a nice car.

Jaime: My mom wants one so bad. I told her I'd buy her one at some point.

Daniel: It's so beautiful.

Jaime: Look at your face! But that's what I mean. So, how did you make sure that that was top of mind for you? How do you make sure that you evoke that even after you've had a thousand other things that you also want?

Daniel: Right. So, knowing that it's already out there. And I believe that when the mind is out there, the money will come. And, let's say you want a Rolls Royce, and you know that the dealership already has them. Go to the dealership and test drive one, if you want one. If you want a really nice steak and lobster dinner, pick the finest restaurant in your area, if you've got to drive four hours to get there, do what it takes. If you want the nicest clothes...I remember I used to go to Nordstrom every day and try on brand new \$1000 suits. And within a year, I was able to purchase one for myself.

So, what the mind dwells upon will come to fruition. But you've got to allow yourself that chance. The house that you want, the mansion, is already vacant, but you just have to take it. You have

to go visit it. You have to look at the marble countertops, and the fireplaces, and the swimming pool, and the closets, the walk-in closets, the double shower, the triple sink...right? All these things. The marble floors. It's already out there. You have to go there. And see for yourself. You have to imagine it, take in the breath of fresh air. Listen to the salesperson suggest the highest and best thoughts, if they're good. And start looking for opportunities of wealth, and abundance, and prosperity. Look for blessings, don't look for curses. Look for what you can do, instead of what you can't do. Stop thinking about those limitations and excuses, because the world doesn't want excuses, it wants execution. It wants you to live up to your potential. It wants you to realize your greater wealth. And it's already out there. When the mind is ready, the money will come.

Jaime: You mean we want to go look at houses, and cars...? Have those experiences, so that way you can really bring it out. What do you think that is? Is it the emotional feeling? What do you think...?

Daniel: Oh, definitely.

Jaime: Yeah, so, tell me more about that.

Daniel: It's an emotional process. Because when you see it, the first thing you might say to yourself is, I can never get that house. It has ten bedrooms. It's ten million dollars! Oh, no. That's the first thing...and then the second thing you think is, you know what, this is reasonable. The third thought is, I'm going to get this. The fourth thought is, you know what, I'm going to find a way to get this. And then you get really excited. And all of a sudden, your soul starts to bubble up. You start to gravitate toward, what can I do in my business to add more value to my customers? How can I create a family around this type of environment? What are these potential neighbors like? Do I have a brain surgeon next door? Do I have a musician that's well known? And just imagine, and fantasize these people in your life. And as you collect all these thoughts, it will mesmerize you. It will take you to a deeper dimension.

Jaime: That just sounds fun, anyway.

Daniel: It is.

Jaime: Yeah. You might as well have the fun of the experience of dreaming about it. And potentially have the fun of actually having

it. So, who wouldn't do this? And that's actually a really good point. Because in my mind movie, we're looking to move, and bring the kiddos to another area because there's a school we want to send them to. And I've been looking at houses. And in my mind, I'm like, these are like three years down the line houses. They are really, really nice houses. And now I'm like, I want to go, I want to go visit that one. Like the one, specifically, that's in my mind movie, I want to go visit it. Which makes total sense.

Daniel: It could happen now, Jaime. It's on you.

[Crosstalk]

Jaime: I know! That's exactly what...

Daniel: It's on you.

Jaime: I know. Man! Alright, fine, challenge me. But that's a really valid point, that it's not about the time. So, that's a piece of the meditation retreat that we went to, too. Time is relative, right? And there's many different things that can happen that don't matter with time at all. The people that have all the money – or, not all the people, but...the people that have good wealth and abundance in their life also have amazing amounts of leverage. And things can happen like that. So, you don't have to think that it's going to take you a really, really long time. Which is awesome. Alright, this is amazing, you know I love it.

Let me ask you one question before we get to the last question. Because when you were talking about support, there was one thing that I wanted to bring up. Because it's one thing to have the people that seem like they're successful, or, I shouldn't say seem, that are successful, around you, because that's who we want to surround ourselves with. And it's another thing to actually receive their support, right? I had this one issue – I still have this issue, I think – where people would offer me something, and I was like, no, I'll do it on my own. Nope. I don't need it. So, how do you get better at letting in, and really asking for the help that you might need?

Daniel: Well, you know, you have to support your team if you want your team to support you. Right now, I have a dozen employees watching me. Because they expect the highest and best of me, because I expect the highest and best of them. They're all smiling right now. And I see 24 eyes staring at me. Because they believe in me. And I know that I've put a lot of time into them. When we

read books, and when we talk, and when we go through our experiences. You have to invest time into your people. And you have to find the right people.

When you're looking for people, there's two things you've got to see. There's motives and skills. Skills is the competence, like the actual job they can do. Can they actually do the job. And motives is their intention. Are they there to support you, to love you, to challenge you? Will they hold you accountable? Are they who they say they are? And for the rest of your life, if you're looking for motive and skill, you're going to be able to find them. Sometimes there's a skillful person that has the wrong motives. And sometimes there's someone has the right motives, but has no skill. And so, you need both. And if you have those, and you find that they're compatible to yourself and your business, then those are the people who you need to hire immediately.

Jaime: How do you tell the difference? How do you know, though? Especially...so, I just did a whole hiring guide. I'm trying to flush some of these pieces out. Because some people can say they have the skill, or say they have the motive...

Daniel: Put them to the test. Make them work for free. And see what they're all about. If they don't work for free, then they can't work for you. Forget about it.

Jaime: See, okay, okay. Tell me more about that. Because some people are like, well, if they know their worth, they won't actually work for free, blah, blah, blah.

Daniel: Yeah, that's garbage. You know, if you look at the most successful people, they have to work for free. Look at the recent president. He had to give free speeches a thousand times in order to get there. No one paid that person to get to where they are. No one paid Jeff Bezos to start Amazon. Or Bill Gates to start Microsoft. If you do more than you're paid to do, then you'll get paid more than you do. You have to go the extra mile all the time. And if someone thinks they're worth this much, and they're not willing to add any value up front, then they're not the people you should be working with.

Jaime: Maybe they're only worth this much for the rest of the...yeah.

Daniel: Yeah. I mean, if all they want is money, then that's all they'll have.

Jaime: See, you're so good at this. It's funny, because I'm like, oh, there's

another one, there's another one. Now I'm noticing. Last time, I was like, ooh. Now I'm like, we need to write these down. This is what's so amazing about you. I know we have to start wrapping up, so I'm going to ask you the same last question, what's one action listeners can take this week to help them move forward towards their goal of a million?

Daniel: Well, there's three things. Start your journal. Alright? Write a letter to god, or your higher self. And write your goals down every day. One year, five year, ten year goals. Fifty year goals. Write them down every single day. All the time. Don't think about how silly it might be. Keep it to yourself. Write them down, and start to ponder, and imagine yourself accomplishing that goal. And start seeing it happening. And it could be anything. It could be a spiritual goal, a financial goal. It could be the car that you want. The cities that you want to go to. The people that you want to meet. Every day. If you write your goals down every day, it will impress your subconscious mind, and it will reveal the depth, the inner truth of yourself. It will expand your soul, and help you to do the impossible.

Jaime: I love that. Now, are we writing the same goal? Or, are we allowed to change it? Or, how does that work?

Daniel: All different goals. It's going to change every day. Right? What you write down today is going to change in day ten. Because you're going to start looking at yourself. And you're going to start challenging yourself. Do I really want this, or do I want that? And then you're going to start deciding.

[Crosstalk]

Jaime: Do I want a country, or do I want an island? Oh, no, I want both. Alright, good.

Daniel: Yeah. You do want both. Yeah. You'll come to my island soon, Jaime.

Jaime: Hey, invite me! Yes, sir! I think that's what's so amazing, to see – being able to see the way that your brain thinks way bigger. So, anybody that's listening, make sure – he's like, yes, you can have all of it. All of it. Right?

Daniel: Everything that you want it already out there, waiting for you.

Jaime: Yeah. Aww. Thank you so much for coming back on the show today. Where can we find more about you? And I know you have books, and your Ted Talk, and everything else.

Daniel: Right. Well, I love you too, Jaime. And my website is www.danielally.com. A-L-L-Y is my last name. Find me. I'm out there. And I'm ready to serve anyone who's ready for it.

Jaime: You're the best radio voice ever. Alright. Thanks so much for being on the show. I hope you have a fantastic, amazing day. Take care.

Daniel: You too. Take care. Thank you, Jaime.

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Duration: 48 minutes