Create Revenue Now Class 1 Transcript

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Presented by Eric Lofholm

Welcome and the Power of Being

Good morning, everybody! This is Eric Lofholm. I want to welcome all of you to a very special two-part class called Create Revenue Now. And if you were here in the warm-up, we've been having a conversation about being. And until 5 years ago, It had never dawned on me to ask myself the question, who am I being? It was in the unknown realm. So, if you're not aware of something, like, I have a client who has written more than one book, and I went and looked him up on Amazon the other day, and I found his books, and then I went to his Amazon author page.

And it wasn't there. And I was like, Albert, just so you know, you're allowed to get an Amazon author page. Because you published a book, and he didn't know that. So now he can go and claim it. But he didn't previously claim it because he wasn't aware that it was an option. So I wasn't aware... that being was a thing where I could check in on myself and go, who am I being as it relates to fill-in-the-blank? And so what Hardison taught me... Is you can consciously create your being.

So, I've consciously created myself to be the world's greatest husband. And if you're a husband, I'm not saying I'm better than you, it's not a comparison thing, it's a declaration of how I choose to show up in my relationship with my wife. So, that state of being influences my thinking, and it influences my actions. And it helps me have a great marriage. So, let's apply that now to business, right? You have a way of being in business. And it's very common for people to have resistance around business. It's not always the case, but it's very common. Think of sales.

Would you agree that there's a stigma to sales in our culture? If you would agree with that, type the word yes in the chat. I'm gonna be speaking tonight to a group of real estate investors, In the Bay Area. And many of them, We'll show up in that room, Resistant to sales. And so, I'm gonna help them see that. See that possibility that them being resistant to sales creates a certain way. They're gonna approach their real estate investing business a certain way if they're being resistant, and if they let go of that, I'm gonna show them that they can let go of it, and they can choose to embrace sales.

And that... that one shift could create a million dollars for them. Because they could have a deal in their future that would create a tremendous amount of financial abundance that, if they're being I'm resistant to sales, or if they're being I embrace sales, it creates different See, if I'm being... I'm going through the motions in my marriage. or if I'm being, I'm the world's greatest husband, it creates different. One creates one way and the other creates the other way.

So you start taking a look. I am a advocate for building an email list. Carol's on our call right now, and I've been teaching Carol about this. And she's leaning into it. And she's in the process, right now, of getting the technology in place, and it's a shift in her mindset. And the reason that I wanted to do that is because... That database will create leverage for, as evidenced by the fact that there are... Over 60 people on the call right now. And most of you are here because you got an email.

Hey, I'm doing this class, you wanna come to the class? So, if I don't have an email list, Carol, this class is, like, there'd be 9 people. Which is fine, it's still good! But I'd rather have, like, 70. But it's not just the 70 that are here, it's also the other 150 that registered that aren't here that will get access to the replay. And I used to be resistant, To building an email list. And then Robert Imbriale came into my life in 2002, and he says, Eric, you need an email list. And I'm like, I don't need an email list. He goes, no, actually, you do.

And he persuaded me. And because he persuaded me, you're here right now. So, when you take a look at... our topic here, which is Create Revenue Now. And if you just sat with Who am I being, who do I need to be? You would have a breakthrough. Like, I could just drop the mic, and we could call it a day. And this could be the most impactful. Sales course of your entire life. Now, I have more to give you, because we have today and we have Thursday, so it's not like that's all I'm gonna give you, but...

That right there is game-changing.

Capture Your Ten Best Ideas

Now, I want you to create a space in your notes right now, if you're note-taking. And if you're not note-taking, I want you to do it anyway. And so, it's... you create a space, 10 best ideas. I learned. In the class. Something like that. I want you... you can do this in Microsoft Word, or on a yellow tablet, Or in a journal. And you just do this. Just model me right now. Just do exactly what I'm doing. Handwritten, or type it out. And what you're gonna do is you're gonna create a space for your 10 best ideas.

So whenever you hear one, oh, that's one of them, then you go right here and you capture it. And this is teaching you about prioritizing. So maybe one of your 10 best ideas is to explore who you're being as it relates to your business, and revenue, and leads, and email, email lists, and video. Hiring, leadership, sales. Right? You explored the being. Who am I being? And then followed it with, who do I need to be? Who do I need to be? Okay? So you capture this 10 best ideas.

Once you've done that, just type the word yes to the chat, letting me know, okay, Eric, I did it, I got it. Okay, this right here? This could be one of your 10 best ideas.

Creating Revenue Starts with Intention

Creating more revenue starts with intention. So there's a new podcast out. You guys can get it for free, if you choose. Mel Robbins Interviews Oprah Winfrey. Two powerhouses. And, it's a... it's a great interview. I've listened to most of it. You can find it on YouTube, and probably a bunch of other places. It's easy to find. And Oprah told a story Of a time that, on her talk show, There was a... A guy on there who was married, and he was cheating on his wife. And they got the woman who was having the affair with.

on the show, with the husband, with the wife. All three of them are on the show, and Oprah's interviewing them. And During the interview, The guy says to the wife, And just so you know. The woman I've been having the affair with is pregnant. And it was... shocking to Oprah, to the point of, like, what am I doing? What am I doing where there's a show, and I'm involved with... the wife got humiliated. If you listen to the podcast, you'll hear the story. And Oprah said. She made a decision that she was never gonna do that kind of show ever again.

And she shifted to her intention for each show. So, when they would have a guest on, it was the concept of the show. And then what was the intention underneath it? And this was a huge point she was making. And I got it. And I get it as it relates to revenue. Because I am intentional. I have created over 10,000 sales in my career. And that's not luck. That's a mindset. That's consistency. That's action. That's goal setting. That's commitment. So, I'm uniquely qualified to speak to you about what you can do to create clients, to create revenue, to make sales. And I spotlight the fact that I brought in over 10,000 sales to help you understand why this matters.

Meaning, I have something to share with you that's valuable. I have something to share with you that can change your life. So, when I go and speak tonight. And I'm gonna be in front of 80 people or so, whatever the number is. I'm not there selling anything, but I'm there... To transform the room, That's one intention. Another intention... Is to create a space for those that want to connect with me beyond tonight's seminar. And be able to continue to learn from me. And then also create a space for a coaching session for those in the room tonight that would like to have some time with me.

So I will go in, and I will produce those results. So, you want to take a look for yourself. What's your beingness regarding intention as it relates to business results?

Set Clear Revenue and Client Goals

Do you have a revenue goal for this month? Do you have a client goal for this month? Are you in tune with lead generation? Are you in tune with appointment setting? And if you're not. That's why we're all here, we're here to learn! It's like, huh, okay. I need to be more intentional with my leads. I need to have a CRM. I need to be putting leads into my CRM. If you don't know what a CRM is, no problem. Look it up. Go learn what a CRM is, and you can decide for yourself if you need one.

What I hear in coaching calls. from people just like you, and they're just like you, because some of you are clients of mine. Some of you have had a coaching session with me before. And we just talk about whatever's happening with you around your business, is usually what we discuss. Sometimes it goes into the personal life, but, you know, my area of focus, my interest, is helping you make more sales.

Move from Overwhelm to the Next Right Thing

And what you'll often tell me is, I'm overwhelmed. Are any of you in that space, you're, like, feeling overwhelmed with all that's going... just type yes in the chat if you resonate with that. Like, AI, and social media, and global events, and I'm trying to raise my kids, and I'm trying to be a good spouse, and time for God, and my fitness, and... It's just so much! So I want to give you a tool right now. And the tool is... When I get overwhelmed, I get present, and I put my two feet on the ground. So put your two feet on the ground right now.

And they're probably already on the ground, but get present in the fact that your two feet are on the ground right now. And just check in with yourself, and ask yourself, Right now, In this moment, Are you okay? Alright, my two feet are on the ground, I'm with you guys right now on Zoom. Right now, in this moment, I'm okay. Alright. So, now that right now in this moment I'm okay, then Eric, do the next right thing. So this could be one of your 10 most valuable ideas of this course.

is to instantly, at any moment in time, get yourself out of overwhelm, get present, your two feet are on the ground. Okay, am I okay right now? Yeah, I'm okay. Okay, Eric, do the next right thing. What's the next right thing? Deliver a message to all of you that can make a difference in your life. And then when this is complete, then I'll go to my next appointment. And then I'll be present in that appointment. And then when that appointment's complete, I'll go to my next appointment.

And I'll just keep doing the next right thing all day long.

Choose Consistency and Empowering Declarations

So, I hear I'm overwhelmed, and I hear, Eric, I'm inconsistent. This is what commonly is told to me on a coaching call. I am inconsistent. Okay? This is a declaration. So you're declaring... That this is how the world occurs to me. And there... I teach... There's no wrong thoughts, there's no wrong feelings. So, it's not wrong to declare you're inconsistent. However, In my view, that's not create revenue now. That's not create clients now. I'm not gonna be my best version of myself if I'm declaring I'm inconsistent.

And you go, but Eric, I'm just expressing how I feel. Okay. Well, let me ask you this. Who's in charge of your thoughts? Correct, that would be you. And who's the only person that can change your thoughts? Again, correct, that would be you. So, one of the things I learned is you can lose interest in a thought. See, we don't even have to, like, coach around this. You don't have to go to therapy, you don't have to go to counseling, you don't have to hire a coach on this, you can just lose interest and I am inconsistent, and you can just start declaring, I am consistent.

And that creates something different. And you go, but Eric, I'm not consistent. Okay, if you say so. How does somebody go into the military and all of a sudden become consistent? Right? Because it's a choice. If it wasn't a choice, if they were just, like, born inconsistent, and then they show up, or undisciplined, I'm undisciplined! And then they go to the military, and all of a sudden, snap your fingers, they're disciplined. How does that happen? Because it's a choice.

You're empowered to choose. I don't like how I look on video. Okay. You could lose interest in that. You're like, I can? Absolutely. I don't like selling. I'm uncomfortable asking for the order. I'm not good at sales. You can just lose interest in all that. None of that is create revenue now. Create Revenue Now is you, you lock in.

The Create Revenue Now Mindset in Action

So I'm gonna tell you... My ultimate Create Revenue Now story. Okay. So this is a picture of my house. And I got the house, By renting it. And it was a certain kind of real estate mechanism called the lease option. And that means that I had a rental price for 2 years, that was my rent, I think it was $3,500 a month, and then I had the option to buy the house after 2 years. At a set price. $580,000 was the agreement. So we had that in writing, I could buy it in 2 years for $580,000. And then over those 2 years, the house went up to $750,000.

So I could buy my house that's now worth $750 for $580, so of course I'm gonna buy it! And I went to get a loan, right, when it was time to buy the property, and the lender's like, yeah, we're not gonna give you a loan, because of my credit score. And I was like, well, I could buy it for $580, it's worth $750, like, there's equity in the house, and they're like, yeah, but you don't have the credit score. So I went to the seller, And I said, will you... extend... the deadline.

And the seller's like, no. So why did the seller say no? Because he wanted the house back! It was worth $750 now! He didn't want to sell it to me for $580. He was under contract to sell it for $580. He wanted the house back! He could quickly flip it for $700! So, he didn't want to make an extension. And I was down to my last 7 days. I had 7 days... Without going into all the details. I had to come up with... $540,000. That was the amount Cause I had put some money down. I needed 540 in 7 days.

Or I lose my house. And I can't get a traditional loan. So I gotta find somebody like you that's sitting on $540,000 in cash in your bank account, because it's got a fund in the... Real estate mechanism in 7 days. It's kind of like a needle in a haystack. And this isn't my wheelhouse, I'm a sales guy, I'm not a real estate raising money guy. So The way you manifest something like this, you do not say, I'm inconsistent. You don't declare, I'm uncomfortable asking for the order.

You don't get mad at the seller for not extending the deadline. What... I'll just tell you what I did. What I did, is I locked in on, I am gonna create $540,000 in 7 days, and I know it's impossible, but I'm gonna do it anyway. And my mindset was, I'm gonna put all of my focus on producing this result, and then... If I don't produce the result, I'll figure it out. And I concentrated on doing this, and a miracle occurred, and the money showed up. The bulk of the money came from a couple who I still have never met.

And they agreed to help me. They're not clients of mine, they're not family friends, they're not relatives. there was this random couple that I was... working through the bushes, looking for opportunity, and I got referred to them, and I'm like, hey, can you help me? And it was my intention. It was my intention. So What's your intention as it relates to creating clients now? Is it whatever happens, happens? Is it I'll try my best? See, if it... for me, if it was try my best, I would have lost the house.

That would have been a rough day. Facing my wife and kids. And telling him, We have to move. I've been married twice and with my current wife, we've been together for 11 years, and I got wiped out financially from my first divorce. And finally, we have this house, we've got, you know, $150,000 or whatever the equity position is. We're finally, like, getting somewhere. And I was about to lose it. I was just like, oh my gosh, really? Like... We're finally making some headway.

Thank God I had Create Revenue Now Mindset. Because if I didn't have the mindset, I would have cracked. I probably would have just got drunk. And just called it a day. They've been like... Didn't happen. And I locked in. Maybe you're at a point in your life right now where you have to lock in. Who's in a place right now where you got... you'd really need to focus on creating clients and revenue? If that's you, put yes in the chat. I relate with that. I'm in a season in my life, I need to produce.

This is a humbling economy right now. AI is humbling. Inflation is humbling. All the stuff that's happening in the world right now is very humbling to me. I'm not going, oh, I'm sitting back, just rolling. like... This is time to roll up the sleeves. This is time to shift your being as it relates to creating revenue, creating clients. So how did I learn this? I wasn't born this way. I first learned it from Dante. Dante was my first mentor. Multi-multi-millionaire. wore Versace suits.

Accountability and Results

Had a Ferrari, had multiple luxury cars, and he did not believe in mortgages. He's a real estate investor. He owned hundreds of properties, free and clear. And I went to work for him in my 20s. So, picture this. Right before I'm working for Dante, this multi-millionaire, I'm... a cook at McDonald's. I'm 5 years in the junior college. I'm hanging out with kids my age, 20, 21, 22. Doing what 20-, 21-, and 22-year-old kids do. And I moved to Reno, Nevada, And I became his assistant.

I sold for him when I wasn't his assistant. And I was traveling the country with him, and we were staying at the Ritz-Carlton, and the Fairmont Hotel, and we were eating at La Familia in Beverly Hills. drinking $100 bottles of wine, it was... it was a wild thing to go from a cook at McDonald's to, I'm running with this. Massively wealthy guy. And we had a sales board. Meaning, we had a bullpen for the telemarketers, I did telemarketing for Dante, and there was a whiteboard that had everybody's name, and the manager updated the sales results every day.

So every day, You can see your numbers and everybody else's. For an entire year, I was bottom on that board, out of 15 people. And I was put on quota probation. And that's when I met Donald Moine, my sales mentor, and I ultimately became Dante's top producer. That's where this idea came from. Because when you're on a sales team, and there's a sales board, and everybody can see it, you have to produce. At least that was the culture. And then I went and worked for Tony Robbins for 3 years.

Same kind of deal. The numbers were public. Everybody on the sales team could see everybody's numbers. Tony Robbins is as intense as you would imagine. And then, he's probably more intense. Like, you... imagine as intense as this guy is, he's more intense! So, you... for me, as a young person, being around... these... Two people that are just results creators. It taught me how to do it. So, in this class that you're in with me right now. It's a two-part class. We're gonna finish up today.

Then we're gonna train again on Thursday. There's nothing for sale in this class. There is an opportunity, not as part of this class, But on Friday, I'm gonna be introducing... this program. And this program is... it's a guarantee of 10 clients, In the fourth quarter. So I'm gonna be walking through what that program looks like. It's an opportunity to do accountability with me. To receive group coaching and one-on-one coaching from me. So if any of you want to run with me in the fourth quarter, then register for that.

And we're gonna do, essentially, what we're doing in these two-part class. But we're gonna do it over 90 days. In addition, I've been doing a lot of AI training lately. And I'm doing a full 3-hour workshop on Saturday. And so I'm gonna drop that link in the chat. It's kinda early for the West Coasters, it's 7am to 10 a.m. Pacific. And I'm going to be sharing my latest and greatest AI teachings this Saturday. Both those are open to the public. If you want to invite anybody, you can invite them.

How Create Revenue Now Became a Business Practice

The third way that I got Create Revenue Now is in 1999, I started Eric Lofholm International. 1998 was my last year with Tony Robbins. And I was traveling for him. So, because I was traveling, I could live in Chicago, and then he'd move me to Dallas, and then he'd move me to Miami. So, I had a rental car. that the company provided, so I had no car payment. And I had... Medical insurance covered by Tony Robbins Company, and I had, housing covered. So I was making really good money, with basically no expenses. So 1999... I started Eric Lofholm International.

Buy a condo, got a mortgage payment, got a car payment, got a cell phone payment, got to cover my own medical. I gotta create revenue. So, I don't remember when I made my first sale, but I'm pretty sure it was in my first month. Cuz I had to. That was in 1999. I learned to create revenue now. I began to learn it in 92.

Finish the Month Strong and Track Your Pipeline

Okay, here's your next idea. part of the Create Revenue Now mindset. Is to end the last 4 days of a month strong. So we're coming up on that. So you... my suggestion, what I choose to do is maximize my sales last 4 days a month. I want to make as many sales as I can. And that's a mindset. Create revenue projections at the beginning of the month, And track your results. So, we're about to start October. It'd be a good idea, in my opinion, To have some very clear sales-related goals. Not like, I want to make more sales.

like, I want to close 10 deals in October, or I'm gonna close 1 deal, or I want to add $40,000 to my pipeline. So, there's certain vocabulary terms. There's a certain way that I talk. There's a certain sales language. Pipeline is sales language. Pipeline means you started a deal. They haven't said yes, they haven't said no. So, I go to the prospect, and I go, hey, where are you at with you? You know, where are you at with Carol on the coaching package? And they go... Haven't decided yet.

Okay, so you haven't said yes, you haven't said no. They go, correct. That's in the pipeline. You want to have a special place Where you keep your pipeline organized. like a CRM. Like an Excel spreadsheet. Like a whiteboard. So, some of you might not have ever used the term pipeline. Some of you use that term. Having said all that, How many of you recognize... That there's room for you to improve in your pipeline. If that's you, just type the word yes in the chat. as good as I am with my pipeline, There's room to improve.

So, if we go back to the beginning of what I was teaching today. You have a state of being As it relates to your pipeline. You've been being a certain way. Maybe you've been being... I haven't even paid attention to it. I've never focused on it. Or, I focus on it sometimes, but I'm inconsistent. Just like I can choose to be the world's greatest husband, you can choose to be meticulous with your pipeline. You can choose to go through it every day in the month of October. You can choose to spend 15 minutes on your pipeline every single day.

Someone else without that awareness will go through the rest of their sales career saying, I don't do a good job managing my pipeline. And some people don't even use the word. They're not even aware of it. That's a little thing that's a big thing. Could be one of your 10 best ideas of the class. I have got To really lock in on my pipeline. Alright, we'll share one more idea today. So let me see which one I want to share with you guys.

Create Revenue Through Collaboration

Okay. We'll cover this one. This is how I do some of my largest deals. When the mortgage meltdown happened around, you know, 2008, 2009, And I, unfortunately. Lost my home to short sale. I bought the property in Rocklin when we moved to Rocklin around 2005-ish. Bought the property for... I think it was $690,000? $690,000? Short sold it for $349. Ouch. And that was embarrassing for me. To have to face my family. And be like, I didn't make it happen. We gotta move. We had a hot tub and a pool, and the kids had their memories there, and we were on a cul-de-sac, and it was just, like, this amazing place to raise a family.

And we walked away from that property. And I accept responsibility for that. And that was tough. It's tough when you let your family down. It's tough when... It doesn't go your way, and you're dealt a blow like that. That was a blow for me. It's hard. So, my business was falling apart. And I'm, like, desperate plea to God, like, how do I grow my business in this economy? And God said, collaboration. No instructions, just the word collaborate. So I was like, okay, collaboration. This is where my brain went. What would that look like?

Eric, make a list! Make a list of possible collaboration partners. So I made a list. And there was, like, 132 people on the list. So I looked at it, and I go, how do I build relationship with 132 people? And my brain said, It's too many. Focus. It's like, alright, focus. What would that look like? 4. Focus on 4. This wasn't something I learned in a seminar. This was me getting crushed financially. Down on my knees, begging God, help me, what can I do? Collaboration, Eric. Okay, no instructions, make the list, 132 people, okay, I'm just intuitively figuring this out. Okay, 4.

So I'm like, alright, what should I do now? Reach out and connect. Reach out to these 4 people. And whoever says yes, says yes, and whoever says no, like, if one of them said no, I'd go to the fifth person. And if they said no, I'd go the 6, and if they said no, I'd go... and I'd just go and tell... Eric, find 4! So this was my original 4. True story. Made the list, 132 people, narrowed it to 4, reach out and connect. And they all said yes. I was shocked. Loral Langemeier, Brian Klemmer, Alex Mandossian, and Bernie Dohrmann.

And the revenue started to come in. Have you ever heard of T. Harv Eker? Well, Alex Mandossian... I didn't know it at the time. was either good friends or his business partner, so I reached out to Alex Mandossian, and Alex is 2 over from the... from the right. The gentleman with the glasses, Alex Mandossian. And I was afraid to approach him. But I did. And about 6 months after I approached him, and we agreed to collaborate, he called me, and he goes, hey, I got a high-profile speaker that, that, needs some scripting help. And I go, okay. Who's that? He goes, T. Harv Eker. I go, okay.

So we get on a call with T. Harv Eker, and he goes, what are you doing on, you know, November 5, 6, and 7? I'm like, I don't know, what do you got? He goes, come speak at my conference. So I fly to Palm Springs, and I did, like, 60 grand in an hour. Because I wrote Alex Mandossian's name down on a piece of paper. So, this could be one of the 10 best ideas of this class. You may... here's the instructions. Take some notes if you're a note-taker. Make a list. Of your possible collaboration partners.

Identify your top 4, And then reach out and connect and see what happens. There's no magical script. It's just about connecting with a human being. When I reached out to Brian Klemmer. I drove 2 hours to meet with him. For the discussion. And he said, at the time, he had a $10 million company. Brian's no longer with us. Much bigger company than mine. We get to the end of the meeting, and he goes, Would you be interested in being my mastermind partner? And this guy's massively more successful than me, and I'm like, yeah.

He goes, how I like to do it is I like to block out a day. So, one time you come to me, 2-hour drive, the other time I'll drive you, 2-hour drive. So we'd rotate and block out the whole day. the last day I I was with Brian the day before he passed away, and he drove to Rocklin, where I live, and the last thing we talked about was Will Smith The Will Smith. And Will Smith's kid went through Brian's seminars, and then Will Smith called up Brian and said, what did you do to my kid? In other words, he's changed, he's shifted, and Brian had agreed to do a private seminar for Will Smith in his house, because Will Smith can't go to a public personal development seminar, because he's so famous.

And then Will Smith stopped returning Brian's calls. And so we masterminded about how to get Will Smith re-engaged. And that was the last thing we talked about. And then the next day, he suddenly passed away. Brian introduced me to my Hawaii promoter. And I did 2 seminars in Hawaii, and I did 2 seminars in Toronto, because I wrote Brian Klemmer's name down on a piece of paper.

Replay Information and Closing

This page here, the website, is HubPageReplay.com. HubPageReplay.com. HubPageReplay.com, it's blank here. The replay will be here, guys. If you have anybody in your life that you want to share this message with, you just give them HubPageReplay.com, and it'll be here in about an hour. Here's the notes, we didn't go through the notes, but you click on there, there's the notes, and there's some other buttons there at the top. Thank you guys for showing up today. That's gonna wrap up Session 1. I'm gonna have an entirely brand new set of distinctions to teach you.

on Thursday. My hope is something landed. My hope is, not only did it land, my hope is that it helps you... Grow your business in October. That it shifts you in a way That can help you for the rest of your life. Alright, Kimberley, I loved your romper room comment, that was awesome. Alright, team. Well, we'll do it again on Thursday. Have a wonderful, successful, productive day. We'll talk to y'all later. Bye-bye!