



Get Clients Now Podcast

Episode #349 Transcript

David JP Phillips – JP University

Hey everybody ... Ken Newhouse here from KenNewhouse.com and I want to welcome you back to the Get Clients Now podcast ... where the one-sized-fits all marketing model is dumb ... the client-centric business model is King ... and successful business owners and industry experts SHARE Methods that Get You Clients so you can Accelerate Brand Acceptance ... Skyrocket Your Significance In the Marketplace and Elevate Your Status ... allowing you to Build Your Tribe With Certainty.

Today is episode #349 of the Get Clients Now podcast and on today's episode I'm speaking with one of the world's leading experts in communication ... presentations ... and storytelling for business ... and that would be David JP Phillips. You know whether I'm talking to Ryan, Russell ... Joe, Brendon or Frank ... every one of these guys has been a student of David's at some point over the last 24 months ... and as successful as we've all been ... they know as well as I do that David JP Phillips is someone you want to pay very, very close attention to. I've been wanting to get David on the show for the last month or so ... but because of the worldwide launch of JP University he hasn't had the time to sit down with me and do the show. And, then about two weeks ago ... I get an email from his assistant asking me to give a testimonial for the platform ... which I was delighted to do. I've had tremendous success with it and in my



conversations with David and his team ... I've told them on more than one occasion ... that they're not charging enough for access.

So, David and I did a Zoom video call 2 weeks ago ... and that's when we got him scheduled. Now, the interview has already been done and I can tell you that this interview without question will be one of my highest rated shows of all time ... not simply because I'm interviewing David JP Phillips ... but because of the information David shared with me during the call. Super high-level communication secrets ... probably close to a dozen of them is what you're about to hear ... but before we get to my interview with David ... I want to read the BEST question that was submitted to us this week by a Member of the Get Clients Now Nation ... and then answer it. And then after I've run through the answer with you ... we'll dive headfirst into the interview.

So, this week's question was submitted by my private coaching client and bestselling author Robbie Kellman Baxter, author of *The Membership Economy* and *The Forever Transaction*. Robbie asked:

"I want to follow up on this whole concept of why if you're looking to create instant influence and trust in the marketplace ... you have to work hard to create an atmosphere where your prospects and clients are FASCINATED with you.

Can you go into this subject a bit deeper than you did on the last episode? I like this concept and if I can get a better handle on it I'd like to include its



premise into the Membership model I created in The Forever Transaction framework.”

Thanks for the question Robbie ... and Wow! ... what a compliment. I'll be happy to answer your question but before I do ... I want to say quickly that if you haven't invested in Robbie's books *The Membership Economy* and her latest book that was just released *The Forever Transaction* ... BUY THESE books!

The framework Robbie unveils in her books can transform your business ... like for the rest of your time in business. In fact, these books are in my top-10 biggest money generators in my library ... which makes her comment about adding this premise to the framework of *The Forever Transaction* know that it's high-level stuff.

Robbie got her start about a decade ago when she played a pivotal role in helping Netflix become a \$150 Billion dollar membership powerhouse ... so having the opportunity to coach her and help her with her business is like a BIG deal for me. OK ... let's answer Robbie's question and talk about what you can do to create an environment that will have the marketplace your clients and prospects under your power of persuasion and fascination.

OK ... let's take a closer look at the Game Changing Principle called “Fascination.”

On last week's episode I explained that you will never become a market leader ... you will never rise to the top of your niche if your marketplace doesn't recognize you as a person of influence. I also mentioned that you



don't become a person of influence by simply becoming an object of interest in the marketplace. You become a person of influence in the marketplace by becoming an object of the marketplace's fascination. Let me give you an example. The greatest basketball player of all time was Michael Jordan and people by the millions watched him play for one reason. They watched him play basketball because they were fascinated by his ability to perform. By his ability to do perform feats that seemed to defy human ability. And while you might not be able to dunk a basketball, you CAN Become the Michael Jordan of your industry or niche. And over the next several minutes ... I'm going to unveil the formula for doing that.

I think it was about 15 years ago that Larry King said that: "You can't enjoy baseball unless you're statistician. True baseball fans joy out of crunching stats and memorizing them and committing to memory stats, names and baseball experience from the past. A casual fan just goes to games to be a part of the experience of doing something." *People who are Fascinated with the game of baseball can spot the casual fan a mile away.*

That means that people in the marketplace who are casually interested in you ... have little to no value for you. On the other hand, people who want to know what you do, why you do it, how you do it are fascinated by you are incredibly valuable to you. This is why making certain disclosures in the marketplace are so important for your success. In that same vein you don't want to unveil too much information about yourself and what you do because you want an air of mystery to remain in the minds of your fans. Doing so, will always keep them looking for and on the quest to discover



more about you. And so, a powerful element of Fascination comes from disclosure and holdback.

Your aiming for a level of fascination with you that people have with the fiction characters they love. So, in essence ... you want your persona to utilize many of the elements used by fictional characters. Now, as you and every member of the get clients nation knows ... I a voracious reader ... 2 books a week for over ten years now. Some weeks three. A lot of my private clients and members are voracious readers too ... and unfortunately ... some of these people pride themselves on not reading fiction. But this is a huge mistake. Listen to me carefully: If you want to create instant influence in the marketplace ... if you want people in the marketplace ... the niche you serve to be utterly fascinated by you ... you've got to see yourself differently. In fact ... let me put it this way: **It's hurting you big time to think you're in the non-fiction business.** I learned from Mean 'Ole Dan Dan Kennedy over ten years ago as he put it: **"You're in the fiction business. Over. Period. Done."**

Most prospects are never going engage and work with you personally ... which if we look at this pragmatically ... their experience with you is fictional. They *dream* big, but don't *do* big. They actually believe they're doing something meaningful for themselves by simply buying your stuff. Confusing the activity of purchasing for accomplishment is a place most of your clients feel at home at. It's good for you to know this. It's an ugly truth ... but the truth no less. And if it wasn't like this ... no one selling information, systems ... even tools would make ever any money because



no one is going to get rich purely on the buyers who take action. There's not enough of them.

Have you ever thought about what most of the best copywriters and marketers have in common?

One thing is that they've had face-to-face, nose-to-nose, toes-to-toes sales experience. The other thing most of them have in common is that they read a boatload of novels. Great copywriters like Halbert, Bencivenga, the late Clayton Makepeace, Carlton ... Kennedy ... Kern ... all of us pay attention to this stuff you should too.

Ask yourself this question and then seriously ponder it: *“How fascinated are your clients and prospects with you right now?”*

- Do these people ask you personal questions?
- Do they ask you philosophical questions?.. Or is all your correspondence along the lines of mechanical, practical business questions your assistant could answer?

Listen ... Arousing fascination begins with cultivating your personal narrative. But **Your Personal Narrative Is Vastly Different Than Your Resume of Qualifications or Credentials and Is Vastly More Compelling.** Most people try to influence prospects based on their resume ... instead of their personal story line. This is a terrible idea! Your personal narrative establishes what you're about and what you represent. You want your personal narrative ... your BACKSTOR to be simple like a Tony Robbins or a Zig Ziglar's.



This is incredibly counterintuitive ... but your personal narrative much more so than your resume is what gives you the authority to tell people how they should be conducting themselves. Telling people how they should be behaving is what you're in the business of doing. **Even if you're selling a commodity like my dad was when he still owned his glass company. My parents owned a company that replaced and installed laminated glass in those massive bulldozers and heavy equipment that companies like Caterpillar and Kamotосу make.** In fact, it was my Dad's relationship with Caterpillar that helped me get them as a client. But virtually everyone who owns a glass company like this sees their business as a commodity business ... and one of their primary method of competing is on their resume. A huge mistake that I helped my parents take advantage of.

OK, Ken ... But What If I'm Boring? What if my personal narrative isn't super cool or whatever?

Good question. Think about sitcom T.V. here. Now, I don't watch TV anymore ... so, I'll use an older reference. Look at Seinfeld. This was a show about nothing. Certainly nothing exotic. And on this show, the stories aren't about hair-raising heroics or doctors curing cancer ... but it was the #1-rated sitcom for almost ten years running. Why? Because the most enduring sitcoms tell stories that everyone can relate to. You don't have to have be battling coronavirus and on the verge of death to have a compelling personal narrative. You don't have to have been hit in a head on collision with a dump truck ... almost die ... lose everything and then make the comeback of the ages like I did so people will be fascinated by your stories.



Listen: This is a writer downer: *“All that you’re doing with fascination is giving people ways to connect with you ... and this as I mentioned a few minutes ago ... comes through disclosure. And you keep revealing to keep them interested.”*

There are countless people at the top of their niche who have no background, no resume, no credentials, no anything to support their position. The thing that mattered most was that they decided to be seen this way ... and went about marketing themselves as such.

Over the last 15 years I have worked with hundreds of dentists ... and this is probably one of their biggest sticking points. I’m not sure why ... but they struggle with the notion that your resume is completely irrelevant when it comes to influencing people. Maybe that’s why almost all of them post their certificates, diplomas and awards all over their office. Maybe that’s why they go out of their way to display this stuff on their websites and brochures.

But consider this: Consider the fact that we’ve never elected the best most-qualified person by resume to be the President of the United States. With the exception of Donald J. Trump – there’s pretty much no reason to put anybody there that we’ve put there ... based on their credentials. Especially not the guy who was in office BEFORE Trump was elected. And can you imagine Joe Biden as President? His resume reads more like a rap sheet than a resume ... yet people will still vote for him. You’ll also notice that when people do try to run on their resumes they get their butt kicked by voters.



The fact that it doesn't work here, in one of the most visible positions on earth should make it clear that it doesn't matter.

So, You have to rid yourself of the need to be overly dependent on your resume and giving it more credit than it is due.

Telling people your story and how you were given the secrets to your success by an old German guy with an eighth grade education who was a multimillionaire on top of it ... is incredibly more valuable than telling them that your secrets for success came from the doctorate and two bachelor's degrees I have. So, get it through your head. No one gives a hoot about your degrees. Your personal narrative ... your back *story is MOST persuasive and it exists separate from your certifications and degrees.*

And let me add this to what I just said. You never tell a story without a point and you never make a point without telling a story

Even the testimonials you use should be story based. This is something I'll be teaching in Social Proof Profits ... the upcoming 'Live' training I'll be doing in June. Let me quickly mention that right now I'm giving 100% free access to our Selling with Social Proof Video Testimonial Training ... which is a NEW and updated version of our \$997.00 training. And I'm giving you free access to this NEW training as part of a campaign to introduce and create interest in the 'Live' training class Social Proof Profits. You can access the Selling with Social Proof videos by simply going to my website ... [KenNewhouse.com](#) and at the top of the home page you'll find a big blue button that says "NEW VIDEOS". Click on the that button and you're



off to the races. And while I've mentioned this like a bazillion times already ... I'll say it again. There's NOTHING for sale in the Selling with Social Proof training videos. It's 100% content ... nothing else.

So, if after watching these videos you're like: "Yeah!... I want to register and pay to attend Social Proof Profits ... you can't. It's NOT for sale yet. If you watch Selling with Social Proof and you decide that you like it ... and that you want more information like it ... you can put your name on the Early Bird Notification list. The people on that list will get a 24-hour advanced notice of when Social Proof Profits goes on sale ... but right now ... nothing is for sale. And do me a favor ... if you watch Selling with Social Proof and you get all excited ... don't be the guy who emails me and tries to cheat ... jump ahead of everyone else and offers to pay the registration fee. Let me say it one last time: Social Proof Profits is NOT for sale right now ... and if you're on the Early Bird Notification list ... you'll have a 24-hour head start on everyone else.

Well, Robbie ... I've answered your question and now it's time to bring David JP Phillips on to the show ... but first let me read his bio. Then once I've done that ... we'll welcome him onto the show.

Many of you have seen him on YouTube already, but for you who have not. Let me welcome David JP Phillips, an international speaker, author, coach and a global authority on public speaking, communication and self-leadership. He was recently awarded as one of the TOP 30 global gurus of communication, He is best-known for his three TEDx-Talks, the first one being "How To Avoid Death By PowerPoint", and the latest one, "The Magical Science of Storytelling" and the last one, based on a 7 year study



of 5000 speakers he distilled the 110 common skills we all use when communicating - together the TEDx-talks accumulate over four million views. Today he is here, 2 weeks after the launch of JPUniversity, the world's most comprehensive platform for learning communication and leveling up in life.