

Billionsaire Mentor Jay Abraham on How to Be the Ultimate Entrepreneur

With a client list of who's who and seemingly endless achievements, Jay Abraham gives us the lowdown on what it actually takes to make an impact in business and in life.



By Tracy Leigh Hazzard *CEO, Hazz Design@hazzdesign*

As Founder and CEO of Abraham Group, Inc., Jay Abraham has spent his entire career solving problems and fixing businesses. He has significantly increased the bottom lines of over 10,000 clients in more than 400 industries, and over 7,200 sub-industries, worldwide. Jay has dealt with virtually every type of business.

Bottom Line: He has studied, and solved, almost every type of business question, challenge, and opportunity.

"Every business owner deserves the right to learn how to increase sales, multiply profits, and mine every hidden asset and overlooked opportunity in their world."

After hearing Jay's brilliant non-nonsense mentorship at a City Summit event and diving deep into finding marketing gap opportunities in a Feed Your Brand

podcast interview, I wanted to profile Jay for you because he has an uncanny ability to increase business income, wealth, and success for his clients. Those clients are not all business royalty, many are small business owners like you. He uncovers hidden assets, overlooked opportunities, and undervalued possibilities. In fact, many clients acknowledge that Jay's efforts and ideas have led to billions of dollars of profit increase - yes, that's billions with a B. When you find someone like Jay, whose success is lending tremendously to others success, you have to wonder, what are they doing that is so right?

Preeminence for the Win

Jay is doing business differently and it shows up in his success. Jay calls his strategy for preeminence the foundation for all he stands for.

Preeminence: the fact of surpassing all others; superiority.

Jays approach, focuses on superiority but for altruistic motives and intentions of serving others. This is truly the ultimate competitive advantage, when you're driven by pure intentions, with a purely external focus. With this shift, your focus is always on doing what's best for the whole rather than the self. If you wonder whether or not he floods his own business with this theory, just take a moment to browse all of the absolutely free resources he offers. Why? He knows startups can't afford his services but he believes they deserve the same knowledge and a fair chance at competing. As Jay said, "This strategy should become the underpinning of your culture, hiring, marketing, client interaction - everything should flow from this powerful belief system and new world business view."

Bottom line: Focus on making a positive impact.

Going Deeper Into Preeminence: Be YOU.

When you're yourself, you're more authentic. And we already know authenticity sells.

When you're adhering to a format that isn't authentic to who you are, you place unnecessary constraints on yourself, that provide an intellectual logjam. In this state, you can't reflect, you can't respond, you aren't rational in your thought process or your voice, and you aren't you. It's the most simple truth in life, that transfers flawlessly to business: you don't have to "be" something or someone else to be in business. You just have to be. And the more you can tap into that authenticity of who you are, the more success you will see. What I call the "me only gap", addresses the gaps entrepreneurs are able to recognize and fill, and the more authentic you are, the more easily recognizable these gaps become. This is one example of making a massive impact with small innovation available to any small business.

Bottom Line: When you are yourself and you are more authentic, you are more ready to serve and make a positive impact.

Don't Let Arrogance Be Your Downfall

If you are in your 5th business year, there is a 100% chance that you aren't everything for everyone because you are still in the learning and foundational process. Jay urges all entrepreneurs to get a mentor or as many as you can over your career. Jay has been mentor to many successful entrepreneurs like Daymond John. Adding fresh perspectives, expertise, and energy to your upward climb will only benefit you. And sometimes, we need that reminder, that there is always more to learn.

The Ultimate Entrepreneur

This idea and approach of getting everything you can out of everything you've got, is so clean and so right, especially for entrepreneurs. If you are a small business reading this right now, applying Jay's preeminence strategy is actually an easier task and transition for you than for the larger corporations out there and there is no cost in to start... right now.

