

# REWIRE

*How To Grow Business  
In A Crazy World  
And Have A  
Great Time Doing It!*

**JOHN G. ELIASON**

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**You've only been getting part**

# of the story.

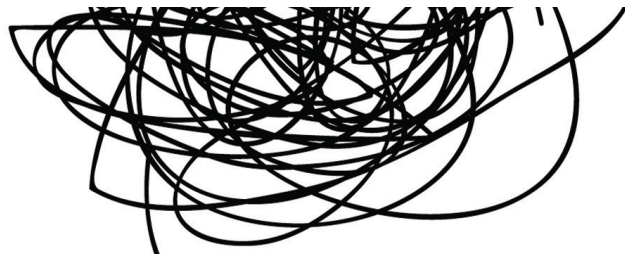
*Rewire* starts where most other business books end—you've been amazed and entertained, and now you want your piece of the pie. But, have you ever noticed, they never tip their hand quite enough to give you their exact methods to use for your own—

*until now.*

*Rewire* is a playbook for winning in business—and enjoying life in the process. You'll learn how to take yourself and your business to the next level, again and again and again.... All in about 100 pages.

- How to get everything you want (page 19)
- Double your business, sales or income—now, with four small adjustments (page 26)
- Simplify (page 31)
- Want more than 2x? Here's the least expensive, highest performing marketing system we've ever used (page 44)
- Build a machine that makes the money (page 51)
- Compress time—day-to-day, minute-by-minute, high-performance “Rewired” schedule (page 67)
- Insurance to get everything you want (page 85)

*Finally, methods that work.*



WE

are the music makers,  
and we  
are the dreamers of

*DREAMS.*

—Willie Wonka

# Getting Rewired

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Using what you're about to learn, I started from zero—no clients and no money, and in a jam-packed industry. It seems like a crazy thing to do, but there was a method to the madness—there's often tremendous opportunity in a competitive market (look at Apple and iTunes). Today we win awards, generate millions of dollars, and serve thousands of clients nationwide. By the way, we have *no face-to-face meetings* with over ninety percent of our clients or team (by design). Every day, the individuals in my company are deeply committed to the work we do—creating better ways to make the next leap upward as we seek to amaze our clients and multiply them.

What we do is *not* business as usual, at least as most of the world thinks of how traditional business operates. We do what we do *by design*, not because it's what the rest of the world does, but rather because it fits us—this ends up being a very important ingredient in everyone's (yes, everyone's) success. We consciously decided to blend life and business in a way that fuels both. I can't think of a better way to live. This is your challenge to do the same for your life and for your business or career.

Of course every day is a challenge. Challenge is what grows you, and when you rise to it, it's what separates you from the crowd. *Welcome* challenge. Rise to it and live! *Rewire* isn't some sort of fairytale, easy-road, get-rich-quick malarkey. *Rewire* is what you can really do to really get what you want. But enough chatter...

You don't have to just read about it—you *can live it too!*

I'll show you...

What we do is NOT business as usual...



# Main Topics

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New  
to QR  
codes?

They are  
easy to

use! Download a free QR code scanner app on your smart  
phone. Use it to scan the QR code. A website pops up—

watch, read  
learn,  
and

enjoy.



# The Lab is Open

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My promise is to deliver to you a guide that you can put to use quickly—a short guide with a big impact. In order to give you precisely the tools you need for success, I have edited out hundreds of pages to make sure that happens. I believe that this guide is better for it.

There's so much more I want to share with you; so much that's cool in the world, so many things just outside the scope of this book, and so many new things that come up on any given day that could be a benefit to your business or life. Our world changes quickly, and you need to run with the most up-to-date tools and techniques. Go to my business-building and lifestyle laboratory, [www.rewirelab.org](http://www.rewirelab.org), or scan the QR code below and subscribe (it's free). When you subscribe, you'll get every new update, every new observation and discovery. The lab is the home, the heart, the epicenter of *Rewire* and the evolution of the methods that speed results. This is where you get expanded sessions on specific ideas, experiences, methods—and more resources. Sometimes you really need to hear how something is said or used for greatest effect; at the lab you can see and hear recorded examples of how it's done. And you can watch and listen over and over and over.

[www.rewirelab.org](http://www.rewirelab.org)



Every time you see the Rewire Lab QR code, it's letting you know that there's more to be found on this subject in the lab.

My books, guides, and the lab are designed to give you fast-track techniques and insight that could take years of trial and error to learn. Now you can read, recognize, install, and course-correct immediately.

# Tangled

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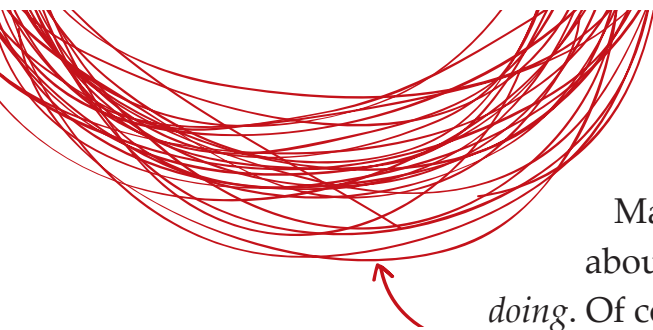
Life is a great teacher, but it isn't always gentle—far from it. Using the standard business-building sales and marketing techniques the world teaches, I struggled to achieve my dreams. I *thought* I was doing the right thing. I did what I was taught; I studied, practiced, and worked hard, but I found myself struggling—sometimes financially, and sometimes struggling simply to understand the best use of my time. It didn't feel like I was headed in quite the right direction to get the life I really wanted (what I imagined as I drove down the road). It was stressful and disheartening. And I'm not the only one; many people report feeling the same. The methods we've been taught simply are not giving us the results we expect. Something is obviously wrong. Something's mixed up. Something's tangled.

But I wasn't giving up—no way—and I suggest you do the same! I knew that if I could figure this out it would be my ticket to the life I wanted.

I was committed. After all, the quality of my future—my life—depended on it.

So I began. I immersed myself in my journey. I read more books, listened to more speakers, went to seminars, and put myself through more paces than I'd ever allow anyone else to put me through. The books, speakers, courses, and seminars felt promising. They were always entertaining, and some of the techniques even worked. But I found that I still struggled to build in the way I dreamed of. I wanted high profit and low overhead, to be nimble and spirited, and to have a model that allowed me freedom.

It finally dawned on me that I



Many teachers, authors, and speakers have great stories about what they *did*, but very little about what they're *doing*. Of course I like to be entertained as much as the next guy, but I didn't need someone else's glory-day advice, and I didn't need *concept*. I needed someone to say, "Do it like this." Period. Just give me the formula, and I'll go at it day and night to make it work.

## Time to Rewire

Finally it dawned on me that either the people talking *really* didn't have the whole recipe, or they weren't sharing some of the critical ingredients I needed to make my world a success. It became evident that those who were experiencing real success were operating methods and systems that were definitely different from what I'd been taught and different from what I was using. I needed to rewire my thinking and my actions!

It wasn't that I was doing poorly, but I needed better, much better, if I were to achieve my dreams. Over time, I'd picked up ideas and methods from some pretty brilliant minds, and I'd re-engineered systems from other industries. My new method came from testing and combining ideas and methods, keeping only what worked really well and discarding what didn't. And all along, I had to continue tweaking. The faster I rewired and tested, the faster the system started coming together. As with any discovery, over time I cracked the code and figured it out. The system didn't all come together overnight; it was years in the making, and it continues to evolve as the world around us evolves, but boy does it work!

This guide is all about transferring that rewired method and system to you—

and then *you* making it even better.

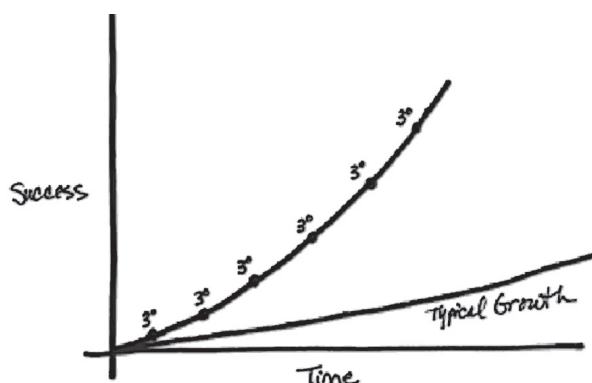
wasn't getting the whole story.

# Something You've Never Had

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## 3 Degrees Different

We'll mention the word "different" a lot in this guide. We don't mean bizarre or radically different, but different as in *better*—what we call *3 Degrees Different*. You see this difference all around you. It's the difference between swinging a golf club in a way that sends the ball straight and long, versus a swing that sends a ball into the next fairway. Those subtle differences, over time, can lead to either the Poor Farm or Millionaire Acres. Just a three-degree shift can spell the difference between living a life of "I'm glad I did" rather than "I wish I had." The differences are subtle, very intentional, and can make a huge impact on your quality of life. *3 Degrees Different* is a cornerstone of *Rewire*.



*3 Degrees Different* is why this book is *intentionally short*. What you see here is about one-third the size of the original—and much better because of it. Because there is so much competition for your attention, we need to be brief and brilliant: You need to be able to put these methods into action fast. The methods you find here are real; they work. I know because we use them every day—it's exactly how we launched, built, and went from zero to hero in our businesses and lives. This is also how we continue to grow an amazing business in a constantly evolving and crazy world.

## What You've Done So Far is Perfect

You have been operating perfectly to achieve exactly what you have right now. You do what you do perfectly—congratulations! And you will continue to have

exactly what you have now, give or take, as long as you continue to use the same beliefs, thoughts, methods, techniques, rituals, and habits. Interestingly, that understanding actually gives some of us a little comfort. It's like, "Hey, I may not be getting what I want, but at least I'm comfortable doing it." Others often report an "Ah-ha!" moment, understanding clearly that they must do things a bit differently if they want something more in business or life. If you choose to operate differently, it will feel different at first. All things do—even clasp your hands with left thumb over right—versus right over left—feels awkward if you're used to doing it the other way. (Try it!) So, even small tweaks feel awkward at first. But massive change can come from small adjustments—just 3 Degrees Different.

## A Better Tomorrow, Today

Do I have *all* the answers for you? Not by a long shot. What I do have, and what I will be giving you here, are the methods that we've found to work, period. What you learn here is how we operate and how we generate very high profit from very low overhead. And it's ready for you to apply to your situation. For over two decades, my team and I have been asking hard questions and pilot-testing better ways that lead to success. I've had the great pleasure of seeing many people use these methods to achieve more than they thought possible—and by "more," I mean more of *everything*, including money, satisfaction, feelings of accomplishment, and a rewarding quality of life. That's why I am positive that the insights and methods in this guide will be valuable to you as

"If you  
want  
something  
you've  
never had,  
you must  
be willing  
to do  
something  
you've  
never  
done."

—Thomas Jefferson



you launch or grow your business and create the best and most meaningful life for yourself and those you care about.

Furthermore, I won't claim that my ways are *the only ways*. There are really a lot of super cool businesses opportunities and methods out there—amazing ideas and processes that actually work! The problem is that there's also a sea of outdated and short-sighted ways of going about business that just won't get you very far. And, I have to be honest, most of what I see falls into the latter category. The trick is to sort out what's a good opportunity, plan, or method, and what's not—what works and what doesn't. But without experience or a lot of time and extreme drive, it's not that easy to distinguish between the two. Sorting through it all can easily take decades. Figuring it all out—finding what works—may never happen for you. That would be a shame.

My job here is to take both what my team and I have learned and what I see every day in business and transfer it to you, so you can shorten your success learning curve to a fraction of what it would be if you set out alone. My job is to help you understand the best methods, so you can start enjoying your better tomorrow, today.

As you begin reading this guide, you may find yourself wondering, "Do I have to quit my current job to get what I want? Do I have to change careers? Start my own business? Or, if I own my own business, do I need to completely revamp my business plan?" The answer to all those questions is, "*Read on*, before you even think about making those kinds of decisions." What I'm going to show you in this guide will help you get from *where you are now* to *where you want to go*, no matter what business you're in, no matter whether you're the low man or woman on the totem pole, building a clientele, managing a team, or the CEO.

Whatever stage you are at in life or business, you can learn these strategies quickly and launch these methods immediately to absolutely shorten the time it takes you to get where you want to go.

So...where's a good place to start?

Let's take a look at some of the observable *different* behaviors between successfully rewired folks and everyone else.

To Win,  
You Need to Understand  
the Game

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Succeeding in business, or life for that matter, without understanding the game is about as likely as winning the lottery. Sure, a few do win, but as a plan, it's not a good one. Understand and apply the basics of your game to assure your winning.

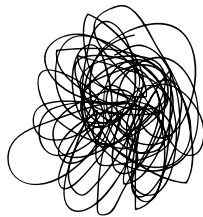
## **The Crowd vs. the Rewired**

Like most concepts that have stood the test of time, the 80:20 Rule sounds simple, but it's real and it's important. The danger is that we've heard it so many times that it's easy to gloss over it. Do yourself a life favor and consider this concept for a moment. It's foundational. Understand how it operates within human nature and how you can give yourself an instant advantage at the 80:20 crossroads.

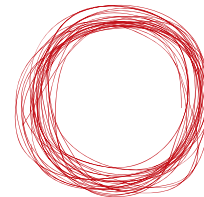
You've heard it before, but go slow here. First, a definition: The 80:20 Rule says that 80 percent of all the good stuff—everything from money and happiness to the best schools for your kids and the coolest travel destinations on Earth—goes to only 20

percent of the population. The top 20 percent get nearly all of it; the rest divide up what's left.

What do I call people who are in the 80 percent? The Crowd.



And the top 20 percent? The Rewired.



## **\$400,000 vs. \$25,000**

You may be saying, “Hey, no big deal—I’m okay being part of the Crowd. I’m still going to make 20 percent of what the movers and shakers earn.” But hold on—that’s not how the math works, nor how it works in real life.

Let’s look at a real scenario where we have \$1,000,000 that is going to be divided up among ten people. It may surprise you to realize that if you’re one of the Crowd, your payday is \$25,000. If you’re Rewired, your payday is \$400,000—that’s 16 times more!

### **Payday Calculator**

**\$1,000,000 to be paid out:**

**20% to the Crowd = \$200,000**

**8 people in the Crowd divide up \$200,000 and get \$25,000 each**

**80% to the Rewired = \$800,000**

**2 Rewireds divide \$800,000 and get \$400,000 each.**

*Which payday do you want?*

That’s right, *16 times more money* goes to the people who have rewired their thinking. They are the committed, purpose-filled people who simply and consciously use the methods that work better than average. And that’s not just math, that’s how we see real life work.



It's all about choosing your own....

## What Does it Mean to be in the Crowd?



If you're in the Crowd, you go with the flow. You do what's "normal." You do what 80 percent of the population does. You don't ask many questions, but you complain that things aren't as you'd like. It's easy to be a member of the Crowd. Just do what everyone around you is doing, think like they're thinking, say what they're saying, and *voilà* you're there. In the Crowd you get pretty much what everyone else gets—a prepackaged, one-size-fits-all life.

## Life Rewired



Living Rewired is all about choosing your own path, designing your own life and then deciding how to fund it. You can be Rewired inside someone else's company or by having your own. The critical piece is making it *your* choice. Living Rewired comes with plenty of challenges, and overcoming them is your price of admission into a world that the majority of all the population only gets to glimpse.

If you want all the gold and all the freedom, you'll challenge yourself, ask yourself different questions, and operate 3 Degrees Differently. Those three degrees, over distance, can mean the difference between an awesome lifestyle and a mediocre existence. Living Rewired, you'll actually find yourself intentionally looking *away* from the crowd. The methods in this guide are the ways people operate who want the money, lifestyle, freedom—all the good stuff.

So if some of the techniques you're about to learn seem just a little foreign to you, and you've never made a high income over a long period of time—or enjoyed life in the process—you may want to take that as a hint that you may need to consider operating differently. I strongly suggest you test these techniques, try them on, and find out how they work.

## Build the Machine, and Then Let it Do the Work



The Crowd works without a whole lot of leverage or multiplication of effectiveness. Rewireds operate 3 Degrees Differently. Rewireds will tell you, “I’ll work day and night to build a machine (think machine, method, system) that helps me multiply my reward or make my work easier.” Rewireds know they need to build and tweak the system before it will work for them. It’s like having to build the airplane before you get the benefit of flight. But once you’ve built the plane and you can fly—wow, does that change life! And that’s exactly what this system has done for me, our company, and many others. I know that if you put in the energy and intention required, using these methods and this system will most certainly change the quality of your life.



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Scan this code to go to the lab and learn about the type of machines we love to create!

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## Will You Choose to be Free?

That old saying, “You reap what you sow” is true! You get out of it what you put in. When you are committed, passionate, and operating with a purpose, it’s reflected in your income, your lifestyle, and the quality of life you can provide for the people you love. Interestingly, few actually operate in a mindful balance this way. Certainly, most of your competition does not. So when you do—congratulations! You’re operating 3 Degrees from normal, and you’re on the right track.

You can be whoever and whatever you want in life. It’s easy to be nonchalant, but it’s also easy to be engaged, determined, committed, and excited! Sometimes we just don’t understand what it takes to live Rewired, but read on, because the methods in this guide show you *exactly* how many do it.

What do you want...