

DANIEL PRIESTLEY

BECOME A KEY PERSON OF INFLUENCE

EBOOK - PREVIEW EDITION

The 5 Step Sequence to becoming one of the most highly valued and highly paid people in your industry



BECOME A
KEY PERSON
OF INFLUENCE eBook

5 Step Sequence to becoming one of the most highly valued and highly paid people in your industry.

Daniel Priestley

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I dedicate this book to the people who use their power of influence to improve the world.

To those who promote better care and protection of the natural environment, reverence for animals, the rapid pursuit of human justice and the movement towards a humanity that is far more aware, I humbly dedicate this book to you.

I hope that the ideas in this book assist you in creating a world that works for everyone.

If ever you see a turtle sitting on a fence post, you can be sure he didn't get there on his own.



... And also the
entrepreneurs who most inspire me,
but I don't know personally ...

Steve Jobs

Richard Branson

What others are saying about this book...

"Why be a 'worker-bee' when you could instead be a 'Key Person of Influence'? Daniel's book explains exactly how to get into the inner circle of any industry, fast. Read this book!"

- Mike Southon,

Financial Times columnist and best-selling business author.

"This book hits on the big trends of our time and shows you how leverage them to your advantage and to the advantage of the the people you meet. This is a must read."

- Thomas Power,

Founder of Ecademy.com and Co-Author of "A Friend In Every City".

"This book has very powerful ideas that will have you achieving much more in far less time. Hard work is not enough, if you want to make it big you must strive to become a Key Person of Influence. This book shows you exactly how to do that faster."

- Mike Harris,

Creator of 3 Multi-Billion Pound Businesses and Author of "Find Your Lightbulb".

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Introduction

At the center of every industry you will find an inner circle of people who are the most well known and valued people. They are the “Key People of Influence”, or KPI’s as they will be later known throughout this book.

You probably already know of these people in your industry:

*Their names come up in conversation
... for all the right reasons.*

*They attract a lot of opportunities
... the right sort.*

*They earn a lot more money than most people
... and it isn't a struggle.*

*They can make a project successful if they are involved
... and people know it.*

Key People of Influence enjoy a special status in their chosen field because they are well connected, well known, well regarded and highly valued. They get invited to be a part of the best teams and projects and they can often write their own terms.

Key People of Influence also have more fun. They get invited on trips away. People buy them dinner and drinks. They are treated with respect and others listen when they speak.

People think that it must take years or decades to become a Key Person of Influence (KPI). They think that KPIs need degrees or doctorates. They think KPIs must be gifted or from a wealthy family.

While time invested, qualifications, talents and a wealthy family are helpful, they are not a reliable way to make yourself a KPI.

There are plenty of people who have been in an industry for years who are NOT a Key Person of Influence. There are plenty of MBAs and PhDs who are NOT KPIs. There are people with talent and people born into privileged families who are not KPIs either.

And then there are the unusual stories like mine.

I arrived in the UK with nothing more than a suitcase and a credit card in 2006. I knew no one and I didn't have a lot of money.

Within three years, people started calling me one of the most connected entrepreneurs in London. I had built a business turning over millions and I could get on the phone to all of the high flyers and heavy hitters in my industry within a few calls.

All this in London; a city that is known for being a closed shop, full of 'Old Boy Networks'. I was told that it would be impossible to crack into the 'Establishment' and impossible to network 'above my station'.

How very wrong the critics were. London works like any other city in the world because it is full of people and people respond to the ideas I will talk about in this book wherever you go.

***It's not difficult
to become a KPI in your industry
in the next twelve months.
But, you have to take the steps
set out in this book and
you have to do them very well***

If you do, you won't need to do more University training or spend decades climbing corporate ladders. You will become a Key Person of Influence in your field very fast.

This book contains powerful ideas

The chapters are set out in a particular order for a reason. There is a theme to this book and it's pretty obvious. I'm actually going to give you a five step sequence that will fast-track you towards KPI status.

Behind the obvious theme of this book and the five step KPI Formula, there is a hidden theme. There is a story behind the story you could say. It's more powerful than anything I say in this book overtly. It's not a secret but it's still hidden from most people.

When it becomes obvious to you, you will get a feeling and a sensation in your body. This hidden theme will click

a lot of ideas into place quickly and it will trigger a rush of energy, insights and brainstorm. You might sit up through the night 'working' and still not be tired.

If you spot this hidden theme you will find it easy to earn lots of money and you will discover some very exciting trends. Your future will become crystal clear and you will know your next steps.

It's not a secret, but it is hidden from most people. It's worth taking the time to discover though. Maybe you will discover it the first time you read this book, maybe on the tenth time. Maybe it will hit you in the shower one morning and then you will re-read the book to confirm it.

Either way, don't give up on getting the real message; all the juice is in '*the story behind the story*'. It's in the chapters that you haven't examined that will point the way.

You might think that the chapters are out of order, that there are too many, or too few chapters. You might think that I haven't told you about the chapters you haven't seen yet. None of this is the case.

All the chapters are there for you to explore and when you can '*connect the dots*' you will step into the realm of the true KPI.

You will never fear not having money or influence again.

You will already have everything you ever need.

Part 1

The World Has Changed and So Must You

"We are living in a very different world today than we were just a decade ago. We're at the beginning of a whole new time.

We are no longer in the Industrial Age; we are in the Ideas Economy and everything has changed."

Looking Good Going Nowhere

I know an accountant. He is a great accountant however he's not happy and I know why. When he was 18 years old, fresh out of high school, his best thinking was to study for this job. He was good at maths and economics and for all the right reasons it made sense at the time to study and get into the accountancy profession.

Today he's frustrated. He's brilliant at what he does but he still has to compete on price. Like most of the people in his industry he thinks that the key to making more money is doing more study on the technical aspects of his job. Unfortunately for him, everyone in his business is focused at getting more qualifications and he finds himself constantly playing catch-ups. Regardless of how much he earns he still feels that he is only just slightly ahead of the game.

Lately he's been questioning everything; he feels that his life today is based upon the best thinking of an 18 year old. He has lived out 17 years of this teenager's decision and now he's in his mid 30s, his values have shifted and so has the world.

His story isn't unique. I hear it all the time. Many people are great at what they do but aren't fulfilled. Then the feeling creeps in that



your life is passing year by year and the goals you had for yourself haven't been realised. You might even start questioning whether you made the right career choices.

By the end of this book you are going to see that you don't need to turn your life upside down. You don't need to go and do more study. You can forget the MBA and the PhD if you want. You can forget the get rich quick schemes that take you off track too.

If you follow what I am about to tell you in this book you will become a Key Person of Influence in your industry in the next six to twelve months. You'll enjoy yourself more, you'll make more money and it won't take you more time. You will even feel more sure of yourself.

However before I begin to share with you some of the actions that need to be done, we must first face up to some facts. We are living in a different world. It's not the same as it used to be. There are some new concepts you need to understand and some old ideas you need to let go of quickly.

If you are willing to do that, then let's begin.

Your Best Thinking Five Years Ago Is Your Baggage Today

In the last few years we have seen the explosive growth of social media, online shopping, massive breakthroughs in technology, a global recession and a massive shift towards entrepreneurship over employment.

In the last few years we have seen the economy change, the environment change, developing nations stride forward and the collective mind-set of the world has radically shifted too. All in just a few short years.

Your best thinking from five years ago is your baggage today.

Any decisions you made about your career, the location you lived, the technology you used, the people you associated with, the thought leaders you followed were all based upon a world that no longer exists.

Software I purchased five years ago for £10k+ is superseded by free web-based software today and what I dreamed of doing five years ago costs £50 a month!

Entrepreneurs I admired five years ago have lost their fortunes if they didn't shift their business model. Experts of five years ago are now scratching their heads.

Things people would pay for five years ago they expect for free today. Products that you used to shop retail for are freely available wholesale online.

The countries that offered the best opportunities for wealth creation five years ago are on their way to bankruptcy and are introducing socialist policies. The poor countries of just a few years ago are the powerhouses of tomorrow's free markets.

Unless we can let go of everything we currently think and do, we will fail to see the opportunities of tomorrow.

When Steve Jobs took over Apple in 1997 one of his first decisions was to get rid of the Apple Museum that occupied the foyer when people walked through the front door. He said that he refused to be in a company that was living in its past.

He didn't want the future of the company to be affected by the best thinking of its history. He wanted it to be living up to the best thinking of the future.

It's time to draw a line in the sand, take some time out and ask yourself the question:

If I was starting completely fresh, in a world where anything is possible, what would I love to be doing?

I haven't asked you what you should be doing. I've asked you what you would LOVE to be doing. If you are like most people, your passionate purpose is a lot closer than you think. There are parts of your business that you LOVE

but you get pulled away to do the tasks you hate. Maybe you have a hobby you LOVE but the job you hate keeps you from it.

This book will reveal to you exactly how you can position yourself as a Key Person of Influence (KPI) in your field within the next twelve months. As a result you will attract opportunities, connections, ideas and resources that mean you will be able to do what you love and get paid what you are worth.

In this new exciting, changing world you will discover that it's the people who are doing what they LOVE who are thriving. If it feels like hard work, you will always get trumped by the person that has a passion for it.

So let's take a look at what lights you up.

Exercises ...

1. What comes easy to you that is harder for others?
2. If you had to do a month of 'work experience' in any industry, job, business or hobby, what would you do?
3. If you had to do something as a 'labour of love' what would you LOVE to do?
4. What did you discover about yourself when you answered these questions?

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Vitality Is More Valuable Than Functionality

Key People of Influence are Vital People not Functional People. You can't get the results you want without a Vital Person. They are different to Functional People.

Functional People might be great at what they do, they might talk the talk and walk the walk but at the end of the day they are replaceable. If you can find a cheaper option you will take it because a functional person is just one solution to a problem. A Vital Person is the only solution.

Functional people see themselves as executing a set of processes. They try to get better at those processes and they make marginal improvements. Functional people worry about being downsized or overlooked. They are fearful that someone might come along who can 'do it' better.

Vital people see themselves as aligned to the result rather than the process.

No matter what, they will always be okay to adapt and change dynamically if it gets them towards a better result, or a faster result.



They feel like they own a specific piece of turf and no one could replace them. They see themselves as redefining the game in some way. They have their own unique take on things that makes them almost impossible to replace or overlook.

Functional people are scared to take a holiday. They worry what will happen while they are gone. Will they have a job to come back to? Will their clients find someone else? Will they lose opportunities they really need? A holiday is a scary thing to take when you are functional.

Vital people love taking holidays. They know that part of what makes them vital is that they have a certain spark that few people have and they have fresh ideas that people want to tap into. For a vital person a holiday is a place to get re-energised and to stimulate ideas. It's also a great reminder to everyone just how vital they are. A vital person knows that while they are gone, people are worried that they won't come back!

Functional people like to associate with people who reaffirm that life is tough. They like to be reassured that the economy is affecting others too and that times aren't what they used to be. A Functional Person loves the comfort of their friends who don't push them or inspire them to step up to a whole new level.

A Vital Person likes to be seen by their contemporaries.

They welcome challenging debate and stimulating ideas.

They want people to push them, to bring the best out of them and to stay true to the idea that there's always a new level to play at. A Vital Person will leave a group of people who slow them down for a group that stirs them up.

A Functional Person wants to get more
... *A Vital Person wants to produce more.*

A Functional Person wants to learn more
... *A Vital Person wants to share more.*

A Functional Person wants to be shown a path
... *A Vital Person wants to create one.*

A Functional Person is worn out by their functionality
... *A Vital Person is re-energised by their vitality.*

Want to see what a person of Vitality will do
(even after they have the money and the fame)
in order to keep pushing the boundaries?

Check out this video of David Blaine telling you
what he's willing to do in order to make "magic":

<http://www.keypersonofinfluence.com/davidblaine>

Exercises ...

1. Who do you know who is a Functional Person?
2. Who do you know who is a Vital Person?
3. What are some of the differences you notice between them?

Activity ...

Plan a holiday that would inspire you. Where have you been wanting to go but haven't yet? The Australian Outback? The Austrian Alps? The Brazilian Rainforest? The Canadian Rockies?

Now go to your diary and lock in a date. Call up the travel agent and buy a ticket. On holiday, you will get a sense of what's really important to you.

I'm serious.

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Your Career Is Over

The concept of a career is like the fax machine. Sure enough, every office will probably have one lying around for a few more years yet, but it's only a matter of time before they figure out how to get rid of it. A career, like the fax machine was a good idea in the past but it simply has no big future. The world has moved on.

My grandfather had a career. He was accepted as an electrical apprentice in a factory, he worked hard and became a Technician, then a Foreman, a Junior Manager, a Manager and finally he retired as the General Manager of the company. He was with one company for 40 years. In this whole time he lived and worked in two cities.

My parents have had a few careers. Each spanning about ten years before they changed for something new. They have lived and worked in four cities each.

My sister has had several jobs and one business already. She's 21 years old. She's already lived and worked in three cities.

The US Department of Labour estimates that a worker who enters the labour force today will have 10-14 jobs by the time they are 38. In addition, never before has top talent been so mobile, living and working their way around the world.

It's easy to see where this trend is going. In the future we will see a massive trend towards 'Work on Demand'.

Just like in Hollywood teams come together to make a film project. They work on the project for six to twelve months and some of the people have multiple projects on the go at once. At the end of the project, everyone goes their separate ways. They might work together again on another project or they might not.

Employers aren't silly. They know that with increasingly strict labour laws, they can't run the risk of hiring people like they used to. They will outsource everything they can and only as a last resort will they hire people. If you are already in business, don't think that you are safe either. With the speed at which things are moving today, your business is going to have to reinvent itself constantly.

Almost every two years you're going to sit down and dream up a whole new plan for what you do and how you do it. If you don't, you'll be overtaken by those who do.

So if there's no security in jobs anymore and if small businesses are constantly changing, where does someone go to create certainty?

You go to your personal brand, your network, your experiences and your passion.



In the future your most valuable asset is the number of people who know you, like you and trust you. In the future, you will be defined by 'your take on things'.

In the future, you will discover that what you do has changed but your passion has only become stronger.

From now on, you personally must see yourself as being in an enterprise that others get to know about. If you are in a job, your 'enterprise' sells a result that your employer wants. Currently your method of delivery is showing up for eight to ten hours a day. If you are in business, you and your business need to become known for something unique.

You won't be known for the place that you work; you will be known for the people you're connected to and the ideas you are immersed in. Once these things are known, you will have a constant stream of opportunities coming your way.

Your career may be dead but as a Key Person of Influence your adventure is just beginning.

The Harder You Work The Less You Earn

***Your best ideas will come out
to play ... not to work***

In the modern economy, hard work is not a competitive advantage anymore; everyone works hard.

If you were to gather up all the hardest working people in the world you would not find the top CEOs and the

Entrepreneurs, you would find the people who are struggling to make it up the ladder or struggling to survive at all.

The competitive advantage is in thinking expansively, connecting with the right people and spotting fresh opportunities.

With that in mind, a week of sailing with friends in Spain could yield you more ideas, connections and perspective than a week of answering emails, catching up on paperwork and attending meetings.

As I said, I believe that the difference between the successful people on the planet is not Functionality, it's Vitality. Functionality is about performing a task well, whereas Vitality is about doing it joyfully.

In the last ten years we have seen machines and systems replace a whole lot of Functionality in the workplace however we are a long, long way from seeing the first machine that can compete with raw human Vitality.

If you look at the top earners, they don't consider what they do to be work. They are playing a game that they love and they make sure that it stays fun. They exude a level of vitality for what they do and because they love it, they get good at it too.

The minute you begin to feel yourself 'working hard' as opposed to 'playing a challenging game' it's time to take a break.

Disappear for a week, get some sun, read up on your favourite role models, explore fresh ideas and spend time with people who are 'in their zone'.

More than anything, reconnect with your humanity. Beneath your desire to have a great home, a snappy wardrobe and some money in the bank is a part of you that longs to make a difference as well. Getting in touch with this part of you will give you a broadband connection to your Vitality.

From a place of Vitality all the work comes easily, the ideas flow freely and the money comes in more effortlessly. A week of play will do more for your career or business than a week of work. An hour of inspiration is worth more than a week of drudging on.

Success isn't about engaging in a struggle; it is about getting into flow.



Exercises ...

Here's a couple of great questions you might want to explore:

- What would I LOVE to do this week?
- Who would I LOVE to spend some time with (reading a great biography could count)?
- Where would I LOVE to be going this week?
- How would I LOVE to deliver more value to others?
- What difference would I LOVE to make on the planet?

If you get stuck with the answers to these questions, you know what to do ...

As scary as it might seem, pick up the phone and book yourself a week away.

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The Eiffel Tower and The Parisian Landscape

There was a time when Paris became unpopular and its citizens started moving abroad.

Although Paris had a beautiful landscape, there was no focal point in the city, nothing exciting or iconic to really put it on the map and the people got bored.

Then one day Mr Eiffel put up his tower and the culture rapidly changed. People who had visited Paris showed their photos and soon people all over the world came in droves to see the Eiffel Tower. It was interesting, unique, distinct and had a certain je ne sais quoi.

Once people were in Paris they discovered the beautiful landscape and decided to stick around. They spent money in the shops, galleries and hotels and the city became vibrant again.

***Every KPI needs an
'Eiffel Tower'- something
impressive and unique
that others can talk about
with their friends.***

Big businesses understand this. On Facebook, users being able to 'tag' friends was the 'Eiffel Tower' idea. Apple customers proudly display their iPods with the iconic white headphones. Nike pays the best athletes in the world to be their 'Eiffel Tower'.

You will need to create something exciting about yourself that people want to tell others about. It's going to have to be unique to you. Something that puts you on the map. Later in this book you will see that getting clear on your micro-niche will draw people to you.

You will also see that being an author of the right kind of book is one of the best ways you can create an 'Eiffel Tower' for yourself.

You also need a landscape - a place where people can become a 'citizen' of your brand.

Once someone finds you, they need a suite of products and experiences that they can take part in. Apple customers eventually buy the computers as well as the iPods and then they can't switch back to a PC. Aspiring tennis players see Rafael Nadal wearing Nike and then buy the clothes and the shoes and the rackets and they are 'Niked'.

You will need some products that people can adopt as their own. For example, they might hear that you have a very unique take on things and that you're an author of a book, they might read it and like the ideas. Then they will want to get the audio workshop or the DVD. They will want to join your online group, read your regular blog updates and follow your twitter feed. C'est tres bien! They are now a citizen of your brand.

Already, you should be beginning to ask yourself...

- 1. What is my flagship idea that people get talking about? What core ideas am I known for? What is unique about my story? What can people agree is an icon for me or my business? What do people want to come and see/hear/sense from me? What do people keep asking me about at a dinner party?*
- 2. When people come and see me and then like what I do, what can I do to make them feel like a 'citizen' of my brand? How can my ideas and products become part of their everyday life? How can I get them to feel more connected with me long term?*

With an 'Eiffel Tower' and a beautiful 'landscape' you are on your way to being a Key Person of Influence.

Don't worry if you haven't got all the answers just yet; later in this book I'm going to share the five things you can do that will rapidly achieve these goals.

For now though, I want to share with you why NOW is the most exciting time in history to get these things right and to establish yourself as a KPI.

The Internet Has Changed Everything

The internet has changed the business landscape massively in the last five years and in 2010 and beyond new opportunities and challenges are emerging.

Google allows people to find very specific information. New Media allows people to connect with like-minded individuals around the world. E-commerce allows you to sell products to a global marketplace.



In the next ten years we will see the effects and they will be huge. So far the internet has been in development, but only now are people starting to connect the dots with all of this new, free (or cheap) technology.

Remember that there is always a lag time between the release of new technology, its uptake and the impact it has

One thing we know for sure, whenever there is a new and more powerful way to connect and communicate, it has a huge impact on business. Phones, commercial air travel, television, email and mobile computing have all shown us that the companies that adapt quickly get a jump on those that don't.

It's now possible for a 17 year old girl sitting in her bedroom to start a group on Facebook for free. She can have thousands of followers and fans worldwide ... for free.

She can talk to them all on video... for free! She can write to them all ... for free. She can get them all excited about her ideas..... FOR FREE! You get the idea?

This teenager can create or source a product easily and cheaply. She can design a brand easily and cheaply. She can have a web-store easily and cheaply. She can take payment easily and cheaply. She can send her products whizzing around the world easily and cheaply. And all from her bedroom.

These are the times we live in. Already we are seeing people as young as 20 making six figure incomes from their crazy ideas.

Most people think that these 'whiz kids' are succeeding because they are good with technology but this is not the reason.

These teenagers aren't stuck to the idea that a business has to be the way it used to be. They don't think a brand needs to cost a lot of money or that they need to live in a particular geography. They



don't think that the idea needs to please everyone or that they need to meet their clients face to face in order to deliver a powerful experience.

That's why they are succeeding; not because they are better at using the technology. They are better at letting go of the past ideas, probably because they were never attached to them in the first place.

The game has changed

The game has fundamentally changed. The internet, social media and the mobile-web will change everything.

Just like 150 years ago when the game changed. The Industrial Revolution introduced new technology that changed everything.

The people who used machines made fortunes and the people who stuck to their old ways ended up on the factory floor.

The economy is always looking for a better product for a lower price. For the last 150 years big companies who could afford big factories were the only ones able to deliver it. But not any more, not in the Ideas Economy.

Small business can deliver better quality at a lower cost. Small businesses can source products and ideas faster and cheaper over the internet than big businesses can. Small enterprise can access big factories when they need to but don't have the overheads when they aren't using them.

Small is faster. Small is more dynamic. Small is cheaper. Small is more flexible. Small is more fun. And small can look big.

Best of all, Small has the feeling that it was made bespoke for you. Rather than buying things that everyone has, you can have unique things that were made for people 'just like you'.

If you are a Vegetarian and you want to go to the gym, you can learn from the world's best Vegetarian Bodybuilder. He could give you recipes, workout routines and products made just for vegetarian bodybuilders.

If you love vintage Mercedes-Benz convertibles from the 1960's but you hate the ones made from the 1970's onwards, there is a group you can join. There are blogs for people like you and videos and downloads and web stores to buy from. There will be a 'hero' you admire because she hates the 1970's cars just as much as you do and she has a mint condition 1963 SL280.

If you love reading about Deep Sea Free-Diving you can read the blogs from world champions. You can watch their home movies, listen to interviews with them, keep track of their adventures and even buy the same gear that they use.

On the internet, you are not some freak who is too fussy or who has strange taste. You are part of a 'tribe', a gang of people who believe as you believe. This gang has conversations that 'regular people' wouldn't understand.

This gang has leaders. This gang has thousands and thousands and thousands of members.

This is a fundamental shift that big business just can't cater to. IKEA can't make 'one of a kind' furniture. Microsoft can't make special software especially for owners of tattoo parlours. Flight Center can't advertise travel packages just for Jewish singles who love rock climbing.

It's all too hard for big business but it's all too easy for small entrepreneurs on the internet. Never has there been a better time to be a small entrepreneur.

Key Ideas ...

- People can search the internet for everything and anything.
- In the future they will want things that were made 'just for people like them'.
- Big business can't cater for these specific requirements and small highly niched businesses will emerge as very profitable and fun places to be 'working'.

Activity ...

Go online and search for your specific interests. Don't just search Google. Have a look on Facebook, Twitter, YouTube and Ning. Get really specific and see what comes up.

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The story of the happy lawyer with the ripped up jeans.

Recently I attended a breakfast event and was seated next to a commercial lawyer. Naturally we kicked off the conversation with the age old question, “What do you do?”

I was interested to discover that he had been a lawyer for a big corporate consulting firm but had recently set up his own home-based, private practice.

At his previous job he had just five hedge fund clients to service. Each day he would get up at 6:30am put on the suit and tie, fight the commute into town, sit in a stale corporate environment and then fight his way home in time for dinner at 7pm.

He was well aware that his charge-out rate was several times what he was being paid. So one very brave day, he decided to hand in his notice and, along with two others like him, set up in private practice (based out of their individual home offices).

No sooner had this happened, his five hedge fund clients followed him loyally into his new venture and continued taking his counsel. The only difference is that they pay about 65% of the fees they were paying before (most of the money they were spending went into the city offices, the golf sponsorships, the middle managers, the senior managers, the magazine ads, the gifts, the bonuses, etc).

So now, the clients pay less and get a better service, he has an extra two hours a day that aren't spent commuting and he's earning more money than ever before.

Better still, he told me that sometimes he does video conversations with his clients from home with a jacket, shirt and tie up top and a pair of ripped jeans under the desk.



I personally don't think this is an isolated example, to me this is the shape of things to come in an economy where big business has a hard time competing with KPIs in their own small business.

At one of my events I told this story,
you can watch the quick video here:
www.keypersonofinfluence.com/rippedjeans

If you like, feel free to share it with someone you know who is sick of being a corporate slave.

Now is the time to be a Key Person of Influence

I could not have written this book 150 years ago. Back then there were only two types of people - those who could afford a factory and those who could not. There would be no point in telling people to go for their dreams; they simply didn't have any means of production to be Vital, they had to be Functional or they would starve.

Even fifteen years ago I couldn't have written this book. You still needed to be a generalist. No one could find you if you had a business that did something specialised and arty. Big companies still controlled all of the niches and you had to work within their structure.

Today all that has changed. Today the 'factory' costs almost nothing (a laptop, a phone, a website and a passion). And since the whole world can find you once you start taking your ideas online, every industry has broken down into sub-categories of little niches within niches. I call these 'micro-niches'.

Every industry you can imagine can be broken down into niches and micro-niches and each one needs a KPI.

When someone asks, "*Who's the best wedding make-up artist in Majorca?*" you will be able to google them and find them easily.

In every niche and micro-niche there will be Key People of Influence. There is virtually a limitless demand for KPIs in the world right now.

In the next ten years there will be huge advantages for people who stand out as a Key Person of Influence in their chosen field.

Teams will form around them, people will track them down from around the world and the top money will flow to those who step up to be a KPI in their industry.

Fortunately you are at the beginning of a trend. Things are possible today that were not possible just a few years ago. You are a 'first settler' in a 'brave new world'.

The Brave New World

I am an Australian and I was brought up hearing the stories about the 'First Settlers' in that 'Brave New World' in the 1800s.

In that time it was an agricultural economy so in order to create wealth and power these first settlers staked their claim to a piece of land. This became the place they built their wealth and it was the place they could be found.

People who failed to claim a piece of land wandered around aimlessly doing odd jobs for the people who owned the land. These itinerant workers were called Swagmen because they carried their rolled-up sleeping bags called

swags on their backs on bush tracks. They had no place to call home and they just kept wandering around looking for work.

After a while all the land was taken and they were stuck feeling resentful that they hadn't claimed their land when they had the chance. They complained that they worked hard and didn't get paid enough.

In the Ideas Economy the first settlers create wealth and power by staking their claim to niche (or a micro niche - a niche within a niche). This is the place that people can find you. Others quickly figure out where you stand and they can send the right people your way.

Owning a Micro-Niche is as valuable as owning land. If you are known as a Key Person of Influence in your field you will attract the money and the opportunities that are flowing around you. Even if you pass those opportunities to others, your wealth and power grows.

Some people in the ideas economy aren't staking their claim to a niche. They are the modern day 'swagmen' who just wander around looking at the other people who have claimed their 'land'. They want to try and please everyone but they don't attract anyone. They keep coming up with new ideas but aren't brave enough to settle on something and really give it a go.

After a while all the Micro-Niches in their industry will have thriving KPIs and these wandering Swagmen will wish they had claimed their place sooner. They will resent the KPIs

and say “*I could have done that*”, but they didn’t, instead they became an aimless wanderer who will end up working for a KPI. Do you want to be a swaggie or a KPI?

Now is the time to claim your micro-niche. It’s the time to say,

I won’t try to be all things to all people. This is exactly what I do and this is my unique take on things

Some examples of Niches and some Micro-Niches:

Niche: Heath and Wellness

Micro-Niches: Raw Food Parties, Fresh Juice Delivery, 10 Day De-toxing Retreat, Spirulina Supplements in Cakes, Vegetarian Marathons.

Niche: Small Business Services

Micro-Niches: Hair Salon Marketing Advice, Facebook Advertising Agency, Testimonial Video Production in Manchester, Alerts on Distressed Advertising Space.

Niche: House and Family

Micro-Niches: News and Advice for Divorced Fathers, Dog furniture for Cocker Spaniels, Accelerated Learning for Toddlers, Painting Portraits of Owners with their Horses.

Niche: Clothing and Apparel

Micro-Niches: Socks with motivational quotes on them, Clothing that works with iPods, Non-leather 'leather' jackets, fashion advice for CEOs of publicly traded companies in New York.

Niche: Travel

Micro-Niche: Jewish Singles Travel, Cruises for over 65s, Follow the F1 Circuit for a year, Diving to Rebuild a Reef.

In every industry there are going to be Micro-Niches within the Niches.

Each Micro-Niche will be an opportunity for a KPI to claim it as their 'land'.

The internet will allow people from all over the world to find that KPI and do business with them.

People who fail to claim a Micro-Niche will wish they had.

Exercises ...

- What industry do you enjoy spending your time in?
- Make a list of Micro-Niches in that industry (Think: Gender, Geography, Specialty, Common Interest).
- Google some of these Micro-Niches to see if someone has already claimed this land.

Activity ...

Create a mock-up brochure for yourself as the KPI in a micro-niche. See how it feels to claim this space as your own.

Notes ...



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You already have a unique set of skills and talents

The very good news is that in this 'new found land', almost anything can be turned into a fun, profitable business with a little bit of thought.

Your greatest asset is your existing passion, the skills you already have and most of all your own personal story.

You may think that the key to your wealth lies in some fan-dangle wealth creation vehicle that you don't yet know about. Maybe you think it's the Stock Market or the Property Game, or a Franchise or Multi-Level-Marketing company.

The truth is that your real wealth lies in your story. Your journey thus far has not been a waste of time; it's been perfect. Your hobbies and interests are not meaningless, they are a gold mine. Your passion isn't hollow; it's the best fuel you will ever have.

Quite literally there are already people taking home six figure incomes from their passion for the strangest things.

I've seen people make great money:

- Teaching people to do their make-up to look like comic book characters.
- Selling mobile phone covers that are covered in fake diamonds.

- Teaching beginners how to play U2 songs on guitar.
- Giving business advice on setting up in Asia.
- Running an annual amateur yacht race in Thailand.
- Selling little bags of organic mixed nuts that help give you a colon cleanse.

But here's the problem. Everyday you will open the paper and read about some guy or girl who has made big money doing some new thing. You hear a story about some newly made millionaire who's achieving success in some strange and different industry.



The assumption you may wrongly make is that it was the 'thing' that made the money. You might think it was the product or the industry that was responsible for their success and not the marriage of that 'thing' with that person.

"Oh, if only I was in the property game".

“Of course, it’s FOREX Trading I should be doing”.

“Why didn’t I think of being an NLP Master sooner”.

“What was I thinking not being a Dog Cleaning Franchisee last year”.

“Silly me, I knew I should have been part of that exotic juice MLM from the start”.

THEIR thing might not be YOUR thing.

What you may miss altogether is the story behind the story ...

The person who just made it from real estate loved real estate for a long time before they got rich.

The person who trades the markets was happy riding through the ups and downs for a long time before they just seemed to ‘get it right’.

The NLP Life Coach did three years of unpaid work in the industry before they got their break.

And so on and so forth.

It’s their story that people buy into. You like them. You like their take on things. You like their ideas. You see how connected they are in their industry.

You want to spend time and money with them because they are a KPI and that's attractive to you.

The person in the story hasn't found THE thing, they have found THEIR thing. However, I could almost guarantee that it's not YOUR thing.

Unless you have been keenly interested in something for at least seven years, forget trying to be a success story in that field.

You simply can't out-do the people who genuinely love that industry, not because they think it is a quick formula for cashing in.

But wait a minute. Aren't I contradicting myself? Didn't I say earlier in this book that it takes just twelve months to become a Key Person of Influence? Now I'm saying seven years! No, I said ...

How to become one of the most connected, visible, accessible and valuable people in your industry ... in the next twelve months

The most important word in that sentence is 'your'. You already have a story, you already have a set of skills, talents and experiences that are valuable.

There is already a theme to your life that has been unfolding. It may seem that you have done many things

or that you have some strange and unrelated talents, but it hasn't been random at all. Everything you have done up until this point has been for a specific reason. It has brought you right here, to this chapter in this book where you can get this message.

***You are already standing
on a mountain of value.
Your story is valuable, your
experience is unique, you are
worth your weight in gold
... just as you are!***

You don't need to learn new skills; you are ready to create value. You are no longer on this planet to be a consumer; you are here to be a producer.

“All of your future learnings will come from the process of producing value.”

This may rattle you a little. Surely, if you were valuable already you would already have the money? No, the reason you don't have the money is because you have not yet established yourself as a KPI and you haven't crystalised your value into products. In the next few chapters you will see exactly how to do this in five clear steps.

When you are ready, let's take a look.

Exercises ...

- Map out the timeline of your life with high points and low points. Start out as early as you can remember and try to remember some of the details for each memory.
- Once you have your life's timeline, look for the themes - were you with groups? Were you outdoors? Were you the leader?
- Make a list of you skills and talents on separate pieces of paper and see if you can join them up. Eg: Bilingual-Archery-Consultant.

Activity ...

On your bathroom mirror stick a sign that reads:

"I am already standing on a mountain of value. My story is valuable, my experience is unique, I am worth my weight in gold just as I am.

All of my future learnings will come from the process of me producing value."

Notes ...



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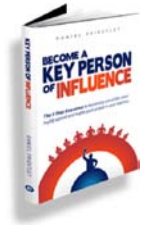
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Part 2

The Five Step Sequence to Becoming a Key Person of Influence

“In business a KPI is a Key Performance Indicator. It is a benchmark that people measure themselves against. Likewise, a Key Person of Influence sets a standard that others aspire to. If you become a Key Person of Influence people will associate you with the level of performance they want to emulate”.



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