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Gail Buckley & Greg Land



**“If You Can Find A Better Deal
On Any Product We Offer
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That Product For You!”**

Your Full Spectrum Content Provider!

The Neotech Wealth Creation System

**It will transform the way you think about
Your Life and Your Work.**

The Neo Tech Wealth Creation System

Quick Note of Introduction:

This work actually began as my own notes as I made my way through the massive "Nouveau Tech Discovery" manuscript. The whole of this manuscript is actually 3000 pages long, but the part addressing wealth building is only one third of that. You will note that this document is only 30 pages, so I have done my very best to take a hugely complex and (you will have to trust me on this) very difficult read and hopefully make it understandable and relatively easy to follow.

I did not attempt to polish it in any way. I simply laid it all out for you as simply, clearly and concisely as I could, given the massive amount of material I had to work with. It is my hope that you will get as much out of reading this as Greg and I did.

Gail

Demystifying Money and Power

No great wealth creator became successful from academic management books, positive thinking or self-improvement courses. Those books and courses offer inspiration, not integration.

True wealth comes from integration, not inspiration. In order to truly succeed, you need an integrated approach.

Business is a powerful, complex matrix, with many, many integrations.

The fundamental problem blocking success resides within the average person himself: He unknowingly seeks automatic guidance, external guidance from "How To" courses and self-proclaimed experts.

True power in business comes not from following others, not even from following in the successful footsteps of proven leaders (as we've all been led to believe). For then, one is *following*. One is blocking the great integrating power in his own mind.

Acquiring wealth comes down to one, earthy fundamental that can be readily accomplished by all and that is: **integration**. And the fast track ticket and only ticket to integration is...

Removing Limitations

There are three grand pieces to the Neo-Tech puzzle of wealth creation and they are:

1. The Self-Capture Discovery
2. The Company-Capture Discovery
3. The World-Capture Discovery

The Neo-Tech System starts small with the *Self-Capture Discovery* to allow you to remove all current limitations in your day to day routine and thinking. By doing this you begin to acquire an integrated power that takes you into the new experience of rapid forward movement.

Then the puzzle builds as the *Company-Capture Discovery* integrates you directly with money making, removing all the limitations imposed by your traditional, white-collar thinking.

The puzzle grows further with the *World-Capture Discovery*, removing all limitations around you and within you to enable you to explode like a power reactor into the Neothink mind. And by evolving into the Neothink mind, you acquire the integrated strength to build a mighty worldwide, wealth building empire.

Gathering Control – The Self-Capture Discovery

Harvey Firestone, founder of Firestone Tires, once said that “success comes from *hard thinking*.” Hard thinking means self-thinking from within: **integrated thinking** or wealth creation thinking.

To escalate to hard thinking, and thus launch wealth, first requires the ultimate working *format*, a format that induces thinking – a format with minimum physical disjointedness.

The ultimate money-making format demands smooth physical movements, for a smooth physical flow throughout the day allows one to think!

First Key Concept: A Powerful New Technique – The Mini Day

In order to illustrate this key concept, I will use the example of Mr. Mark Hamilton, who runs a multi-million dollar I & O Marketing Company. As you might imagine, as head of the company, he has literally dozens and dozens of tasks he must accomplish each and every day in order to keep his company functioning smoothly. And yet, not only does he manage to accomplish each and every one of these nitty gritty detailed tasks easily, but when he is done he still has time left over at the end of each day?

How does he do it? He uses **the mini day concept**. He breaks down each task into its basic *physical movement*, so that rather than just having a bunch of unrelated, un-integrated tasks, he can sort through his day of tasks and categorize each and every one as follows:

- | | | |
|-------------------|-----|------------|
| 1. Phone Calls | 20% | or 2 hrs. |
| 2. Letter Writing | 15% | or 1.5 hrs |
| 3. Copy Writing | 10% | or 1 hr |
| 4. Accounting | 20% | or 2 hrs |
| 5. Meetings | 15% | or 1.5 hrs |
| 6. Operations | 20% | or 2 hrs |

Once he has assigned each task into one of the following categories or physical movements, he determines what percentage of his day to devote to each physical movement. And then he goes ahead and translates that percentage into time.

So that his typical Daily Schedule ends up looking something like this:

8:00 – 10:00 am	Phone Calls (2 hrs)
10:00 - 11:30 am	Letter Writing (1.5 hrs)
11:30 – 1:30 pm	Operations (2 hrs)
1:30 – 2:30 pm	Copy Writing (1 hr)
2:30 – 4:30 pm	Accounting (2 hrs)
4:30 – 6:00 pm	Meetings (1.5 hrs)

Of course, in his agenda book, under each main heading are all the actual tasks he has to accomplish during that particular mini day. So, for example, under the “Phone Call” mini day listing for Monday morning he might have down...

Call Stuart
Call InterMarket
Call Video Shops
Call MacLean Hunter

And under the Letter Writing Heading, he might have down...

Write Nightingale-Conant
Write telex to Peter R.
Write Newsletter Management
Write exploding-envelope letter

And so on...

But the key to the *mini day system* is that it forces you to industriousness, to exert an iron-grip control over your time and thinking. Mr. Hamilton now has his own personal assembly-line of productivity in place and he turns it on each day.

Key point: By treating each mini-day as a full day in itself, Mr. Hamilton starts each mini-day on time and ends each mini-day on time. When the mini-day is up, that day is over, regardless of the amount of tasks that were or were not completed.

For the physical movements, *not tasks*, are integrated to time.

The leverage of the mini-day comes from the INTENSITY it delivers. Breaking a job down into its true division of labor and establishing the mini-days sets DEADLINES. Those deadlines multiply intensity, multiply one's capacity/success many times over.

The person on the mini-day schedule becomes a natural leader. He soars past the low intensity, un-integrated colleague or competitor on a traditional schedule. He accomplishes more in a day than he did in a week. Moreover, his mini-day intensity makes him mentally energetic.

Setting Up Your Own Mini-Day Schedule

1. Begin IMMEDIATELY by listing on a pad every task you perform at work for the next 3 days. List each task AS YOU DO IT for 3 FULL days.

Do not list your responsibilities; list only **tasks** such as:

- Called Stuart
- Wrote Nightingale-Conant
- Did video copywriting
- Reviewed invoices
- Answered emails

... and so on and so forth...

Also, list tasks that you want to do or plan to do, but just haven't had the time to do.

Be sure not to confuse PROJECTS with TASKS. You want to list simple, basic tasks ONLY. All projects should be broken down into their task components.

2. After the third day, go through your list and determine the basic physical movements of your job. These physical movements streamline your tasks like an assembly-line and will become your mini-days.

The easiest way to do this is to go through your list and single out the most obvious movements first (i.e. phone calls). Gather together all those tasks under # 1 and then move on to the next. Through the process of elimination you pick off all the obvious movements and are left with the seemingly disjointed tasks, which can all be grouped into an "Operations" mini-day.

But remember, you are determining basic physical movements. If, for instance, you only make one or two phone calls a week, then phone calls is not a basic physical movement and should fall under the mini-day of "Operations."

Any physical movement that would benefit you by having consistent time assigned to it on a regular basis should be broken out as a mini-day. (HINT: You might want to establish a mini-day for "Personal Life.")

When you are finished, count the number of physical movements or mini-days you have determined. You will no doubt be surprised to note that your entire career breaks down into a simple handful of movements.

3. Next, integrate the physical movements with time. Determine the percentage of time and actual time you should devote to each mini-day.

These physical movements are 100% of what you do each day. Think how you are going to break that 100% down. Say you work an 8 hour day. How are you going to divide your time most effectively to balance your handful of mini-days?

In determining how best to assign time to each physical movement, do not consider the time you currently devote to each task. Instead, put down what you know would be best. (Don't worry, these initial time frames are not set in stone.)

Go ahead and assign times and percentages to each of your physical movements or mini-days. Does the sum of your percentages add up to 100%?

Before you proceed with this task, if you don't already have one handy, you should go out and purchase a standard "Week At a Glance" schedule book available at any office supply store.

Now you are ready to set up your mini-day schedule.

In your "Week At a Glance" schedule book, you can go ahead and assign a proper time to each mini-day and fill in the list of sub-tasks you need to accomplish under each one.

Helpful Mini-Day Tips:

1. If you find day after day that you consistently don't get to a specific task, take a close look at it. It may actually be its own physical movement needing its own mini-day.
2. Some tasks may require mini-days that occur less regularly than every day. This is OK, as long as the mini-days are properly integrated into your schedule, say once a week.
3. The moment a task comes to mind, write it into that week's (or the next week's) schedule in the corresponding mini-day, so that it won't be forgotten or overlooked.
4. If your desk tends to accumulate clutter, rifle the clutter into your in-basket to be handled either during your "Operations" mini-day, or, if you have a lot of clutter, during its own "Sort Through In-Basket" mini-day. Your desk never needs to get cluttered again.
5. If for whatever reason you start late on a particular mini-day, still begin the next mini-day on time. (Of course, you will have to use some common sense with this advice.)
6. Have your mini-day "Week At a Glance" schedule book handy at all times. Keep each day on a tight leash.
7. Keep a file for each mini-day. These become your most important and used files.
8. Recognize that your personal life can be organized into a mini-day. You may be pleasantly surprised as you put daily attention and thought into an often overlooked integral part of happiness and success.

Mini-Day Exceptions: Computer Programmers, writers, artists, architects, accountants or entertainers are in a unique situation. They all have a PRIMARY movement. The writer writes – this is his primary movement. Yet he has secondary movements to handle from certain business details to personal details. So he would mini-day his secondary movements.

These artists listed above, or those faced with any career with a tight deadline, would work a mini-day in reverse schedule. Since their primary-movement, when meeting a deadline, drives them with more intensity than even a mini-day schedule, they approach their secondary movement mini-days with singular focus: *Can I smash through these mini-days in as little time as possible to get back to my primary movement?*

Second Key Concept: Power Thinking – Pulling In the Future

The mini-day schedule, broken into smooth physical movements opens a whole new power reactor dimension to making money; hard, integrated thinking called *power thinking*.

Again, we will start with the example of Mr. Mark Hamilton using this effective tool. While in his mid-20s, Mr. Hamilton initiated several major marketing programs overseas in England and Ireland. The new projects were complex and should have taken many months to get underway. However, Mark did the following: He focused in his mind on the end result.

He could tangibly see in his head the completed project right up to the hundreds of thousands of marketing packages filling a containerized truck being lifted into the ship.

In seeing that finished project, he swiftly began to see what he needed to do to achieve that full container. He began focusing on the suppliers he needed to contact, the shipping routes he needed to uncover, the postal systems he needed to work with, the schedules he needed to orchestrate... In short, he began integrating into the future.

He thought about and imaged in his mind as many steps as possible to achieve that container full of his marketing packages and wrote them down. He called that list of steps his *power thinking list*.

But this power thinking list turned into much more than just projecting ahead, for Hamilton then went ahead and fed the projections into the high intensity action units – his mini-days- that quickly got the work done!

His high-capacity mini-day schedule opened to the young Mr. Hamilton the whole new dimension of *power-thinking*. He could suddenly power-think large, major projects and rapidly move them into action – and through to completion.

NeoThink Makes The Ordinary Extra-Ordinary

The new dimension of *power-thinking* – made possible by the *mini-day schedule* – propels the ordinary person toward success!

This integrated Neothink *mini-day/power-thinking team* enables the average individual to be able to easily handle 150 tasks, 22 projects at one time – a job that would overwhelm most people – even the most qualified.

Here's how he does it:

1. First he determines the steps needed to complete a project by focusing in his mind the completed project. He focuses on one project at a time.

2. He uncovers and lists the steps needed to complete the first project. Then he puts that project out of his mind altogether to make room for the next project.
3. He then concentrates on the next project. He imagines the completed project and writes down the steps to reach that image.
4. Then he clears his mind and goes on to the next project, and so on, each project forming another puzzle piece to the complete Neothink integration puzzle.
5. All the puzzle pieces will eventually be pieced together into the integrated, combined projects mini-day schedule.
6. He does his power-thinking ("Firestone- thinking") when he has finished with the above, and incorporates or integrates *all the projects steps or tasks* into physical movements and into his mini-day schedule.

The beauty of this system is that every task in the final, completed Neothink puzzle integrates synergistically with several other tasks, enabling anybody to move major projects toward rapid payoff.

The human mind can focus intensely or concentrate on just one project at a time. But with the use of special tools, like *the mini-day/power-thinking team*, you can operate beyond your own limited mental processing capacity. With this team an ordinary individual takes his first step beyond the limits of the human mind into Neothink!

Starting Your Own Business With Iron-Grip Control

The mini-day/power-thinking team enables any ordinary person to smoothly handle (integrate) the many responsibilities of starting his own business.

Here's how to get started:

Focus on a current project in your job or beyond your job, perhaps the project of starting your own business.

Envision the finished project. Get a clear, integrated look in your head at the finished outcome. Clearly focus on the total, final outcome in your mind.

Once you've got that image, begin to concentrate on what precise actions will accomplish that finished project. Sit up... take your thoughts into the future and imagine the completed project. Think hard on exactly what steps, integrated action steps, are needed to complete the project.

Now, write down each step to form your *Power-Thinking List*.

Finally plug your *Power-Thinking List* into your *Mini-day Schedule*. Go through each step on this list, determine what action or physical movements are needed to do each step and record those actions or tasks under the corresponding mini-days. (You may find that you have to add some new mini-day categories).

Once you have done all of the above you will move through your project swiftly. Generally speaking, one week will be all you need to move all projects through to completion.

Helpful Mini-DayTips:

1. Before starting power-thinking, you should be on the mini-day schedule for a week or two, so you are comfortable with it.

2. To start, initiate your power-thinking for just one project; then capture it with your mini-day schedule. After that experience you can decide whether you want to move up to multiple projects or just focus on one banging out project at a time.
3. Power thinking is needed only for projects, not for carrying out routine work.
4. Do your power thinking once a week, prior to the week. (Sunday evenings are a good time so that you can make up your schedule for the following week.)
5. If you prefer, you can put your power-thinking schedule on a word-processor and merely update it each week. Remove completed steps and add new steps and projects.
6. The mind, like your desk, can accumulate clutter that smothers money making. You can prevent such mental clutter by quickly rifling project thoughts, ideas, integrations or responsibilities into their corresponding mini-day slots in your weekly schedules.
7. After a few weeks of intense mini-day/power thinking, you might actually run out of work! You might then slow down, lose intensity in order to fill up your day. Do not let this happen. Force new projects in areas you would never have considered before. The real pay-off of this system is that it allows you to broaden your horizons, to readily multi-stream your income and money making potential.
8. Recognize the personal aspects of your life that lend themselves to power-thinking. Switch from a passive to an active mode.

What are the Ultimate Advantages of the Mini Day Schedule?

There are multiple advantages, yet it all reduces down to your job, life and money no longer controlling you. Instead you control EVERYTHING. By integrating all the basic movements of your job and even your life into the mini-day schedule, you can essentially control everything that moves.

Through the *mini-day/power-thinking team*, you integrate the future into today. You lock your scope on projects before the projects even begin. Then you capture the projects immediately with the mini-day schedule.

Neothink evolves beyond the automatic thought by thought, actions-based-on-active-thoughts process practiced by today's typical white collar executive. Here's how he operates: thought, call this person, write this letter; thought, talk to business associate. Thought, thought, action, thought, action.

Neothink goes way beyond this to activate integrated thinking, so that one can handle vast horizons, not just hundreds and hundreds of isolated, automated single thoughts and actions.

Once you experience Neo-Tech Control and get on the mini-day/power-thinking team, you will rapidly pick up momentum and motivation. You will gain the creativity and intensity needed to become extremely wealthy and successful.

How Can You Use Power Thinking to Capture Future Money Today?

You can do so simply by turning long range projects into mechanical steps, inputting those steps into a mini-day schedule, which immediately puts that money within your reach. Because any project you put into a mini-day schedule quickly gets done.

The reason the ordinary person doesn't make a lot of money is not, in most cases, because he won't put out the effort. For most people would apply themselves if they could get rich by doing so.

The reason the ordinary person does not make a lot of money is because he does not know how to go about it... he simply does not know what to do.

Power-thinking brings out one's creativity fairly quickly. Soon, power thinking lets him itemize how to make money. Then he inserts those steps into the mini-day schedule. From then on, the process becomes more or less mechanical as he merely follows this schedule. The money will come to him – money that was before out of his reach.

Albert Einstein is known to have said that he refused to remember his phone number, for it cluttered the mind. Well, power-thinking essentially clears the mind of all the many thoughts, steps and complications of work or money-making situations. It lets a person forget about things needed to be done until they mechanically appear in the mini-day schedule.

Power-thinking clears out the stifling clutter in the average entrepreneurs mind, leaving his mind free to create and integrate more and more knowledge until he routinely generates ideas... lucrative ideas that he could never, in his wildest fantasies, have imagined before.

Third Key Concept: The Company Capture Discovery

The *mini-day/power-thinking team* brings you the control to start your own business.

The *Company Capture Discovery* brings your starting business the control to grow into an empire.

What is the purpose of business? The purpose of any business is to build WEALTH. But in today's specialized working world, most jobs merely MAINTAIN the business.

Seven decades of specialization (as opposed to integration) has disintegrated business into specialized departments and jobs that are ends in themselves and that do not integrate with their purpose.

Purpose means to BUILD wealth. Purpose can be found throughout your business, that is, areas that can build wealth.

The Neo-Tech System shows you how to define the **areas of purpose** in your business. You must define the areas in your business that can build and grow without limits.

Process To Determine The Areas of Purpose in Your Business

1. Begin by listing the basic responsibilities of your company or business. Again we will use the example of Mark Hamilton, CEO of I & O Marketing. Here is his list (left hand column)

Basic Responsibilities:

Buy Television Spots
Set Up Commercials
Buy Space (newspapers, magazines)
Set Up Space – Media Ads
Rent Mailing Lists
Set Up Mailings
Manage Database
Keep Data/Statistics
Keep Books
Do Accounting
Control Order Processing
Control Shipping Products
Control Product Manufacturing
Control Customer Service
Control Computer Needs

Areas of Purpose:

Television Marketing
Space-Media Marketing
Direct-Mail Marketing
Database Marketing

2. Once you have listed your basic responsibilities, determine your areas of purpose.

To determine the purpose of each responsibility, simply finish the sentence: "This responsibility exists due to _____." For example, "Buying television spots exists due to the *television marketing program*."

In Mr. Hamilton's case, his areas of purpose are 4 marketing programs. These programs become wealth building jobs in his company. As his company grows, these programs divide further into specific marketing projects, every job always remaining an integrated wealth-building job.

3. Once you have determined your Areas of Purpose, the last step is to place the basic responsibilities into their respective areas of purpose.

So, once again using Mr. Hamilton as an example, here is what we come up with:

<p><u>Television Marketing</u></p> <p>Buy Television Spots Set Up Commercials Keep Data/Statistics Keep Books Do Accounting Control Order Processing Control Shipping Products Control Product Manufacturing Control Customer Service Control Computer Needs</p>	<p><u>Space-Media Marketing</u></p> <p>Buy Space (newspapers, magazines) Set Up Space – Media Ads Keep Data/Statistics Keep Books Do Accounting Control Order Processing Control Shipping Products Control Product Manufacturing Control Customer Service Control Computer Needs</p>
<p><u>Direct-Mail Marketing</u></p> <p>Rent Mailing Lists Set Up Mailings Keep Data/Statistics Keep Books Do Accounting Control Order Processing Control Shipping Products Control Product Manufacturing Control Customer Service Control Computer Needs</p>	<p><u>Database Marketing</u></p> <p>Manage Database Set Up Mailings Keep Data/Statistics Keep Books Do Accounting Control Order Processing Control Shipping Products Control Product Manufacturing Control Customer Service Control Computer Needs</p>

If you take a closer look at this diagram, you will note that the basic responsibilities listed below each area of purpose typically become departments in traditional companies today. Split off into specialized departments, the basic responsibilities become dead-end jobs that cannot build without being integrated into their areas of purpose. Such split apart responsibilities lead nearly everyone today into stagnation.

What would happen to these areas of purpose if the basic responsibilities under them were split off? They would become obliterated. However, integrated into their areas of purpose, the basic responsibilities become the means to drive the purpose forward, which enable people to grow and build wealth forever... *with integrated strength*.

Basic Responsibilities Fall Into Two Categories

Essence Responsibilities

The first category of basic responsibilities involves those that drive the area of purpose into existence and drive it forward. For example, in the diagram on the previous page under the first area of purpose: *Television Marketing*, the first 5 responsibilities are *Essence Responsibilities*.

Because these crucial responsibilities drive the purpose into existence and drive it forward, their actions down to the last nitty-gritty detail must be handled by the one person in charge of the area of purpose. Hands-on knowledge is needed by that one person who becomes the integrated force to drive the purpose forward.

Follow-Through-Work Responsibilities

The second category of basic responsibilities involves those responsibilities that occur as a result of the area of purpose. For example, look again at the diagram on the previous page under the first area of purpose: *Television Marketing*, the last 5 responsibilities are *Follow Through Responsibilities*.

These responsibilities, such as order processing, are a result of the business generated by the area of purpose. They do not directly drive the business forward. Therefore the physical work itself can be done by others.

However, integrated control over that work, keeping a finger on the nitty-gritty detail, is vital to the success of the area of purpose. The person in charge of the area of purpose must control and track every minute detail.

NOTE: If you are just beginning a business with an area of purpose (or several), you will and should handle most if not all of the responsibilities yourself, including the follow through responsibilities.

As you build your areas of purpose into larger and larger volumes of business, then you can put your physical follow through work through others, while keeping finger tip control of every detail. Above all, you must retain iron-clad control at all times over the *essence responsibilities*, those responsibilities that drive the area of purpose into existence and drive it forward.

Mentally Integrating Responsibilities

Just so you're clear about this: Responsibilities come together as the integrated means to push forward their money-making purposes. Therefore, once integrated, all responsibilities in the business become wealth-building responsibilities. These integrated wealth-building responsibilities are called **mentally integrating responsibilities**.

Uncovering the Business Crippling Disease: Split Responsibilities

Areas of purpose, areas that can build wealth, rarely exist today. For they have been obliterated into ends-in themselves responsibilities... into specialized jobs and departments not integrated with making money.

Today, nearly all businesses follow this specialized structure. Responsibilities are ends in themselves, not able to grow, able only to MAINTAIN the business. Since the responsibilities cannot grow, the person handling them in his job cannot grow.

Thus, under traditional companies, most people stagnate. Their futures are set without growth. The average person gets cut off from his wealth building potential as the white collar hoax flourishes.

Dispelling a Popular Myth – Delegate To Free Up Your Time For Forward Movement

As we have already learned, integration – not specialization - is the nature of business. To go all the way... to build an empire, a person cannot delegate, for he then loses a degree of integration and control, inherent in turning something over to someone else.

Delegating escapes integrating the whole body of business needed to BUILD wealth.

Delegating allows one to pass details onto someone else, to never really integrate those details, and to stay in a non-integrating, automatic mode, handling just what fills your mind at the time.

Worst of all, delegating leads to the business crippling disease called **split responsibilities**.

In the words of Mark Hamilton himself:

"Your company is like a living entity. Your business has a mind and a body. And the mind and the body must act harmoniously. Now, right from the start, we see the problem with delegating:

"You bring people in, you begin to delegate, and the body or details of your business begin to get pushed down... while you, the entrepreneur, maintain the mind of the business – responsibilities that move the business forward.

"You're delegating away from you the body and all its important integrations. And as you grow and more and more people work for you, the body and all its integrations that are crucial for building the business increasingly move away from the mind of the business. What starts forming is something that I have never seen identified in any of the management books: split responsibilities.

"Indeed, the responsibilities that need this harmonious integration with the mind and the body of the business begin to split. In other words, the more glamorous mind of the business stays upstairs in most companies, in the upper management. And the in-the-trenches body of the business and all its vital integrations get delegated to the working class.

"A destructive 'take this job and shove it' attitude grows among your work force, for those working for you have no purpose. Without purpose, they feel no excitement and feel no happiness in their careers.

"How can anyone feel motivated if the details that he handles are just dead-end responsibilities? He has no mind of the company, no knowledge to integrate growth, money, profits. He has no purpose.

"With the Neo-Tech System, however, he learns what's going on. As he uses the NeoTech System his un-integrated management style will soon be replaced by integrated strength..."

"Imagine a company full of people with purpose. They're responsible for forward movement and profit of their areas. Imagine every person in a company responsible for forward movement – for an area of purpose. Just imagine the drive and attitude."

Before any growth can begin in your start-up company, you must remove the limitation of *split responsibilities*.

Uncovering The Physical Movements of Your Company – The True Division of Labor

Okay, have you defined the wealth building Areas of Purpose in your company or business?

Well, here's some more food for thought. The money making Areas of Purpose in your business are actually the **physical movements** of your business. They represent the true division of labor in your company, the true physical movements to BUILD wealth.

The result? Your company now breaks down into its physical movements – its true division of labor that includes not just the body... but both the body and mind of your business.

Just as the division of labor mini-day schedule induces integrated thinking (i.e. power-thinking) in your career to cause an explosion in productivity, the division of labor areas of purpose induce integrated thinking in your business to cause an explosion in profits!

The Division of Essence – A Business Leap

The essence of your business is: the integrated thinking and actions that make the business and profits grow.

Indeed, every responsibility of your business is now tightly integrated under its money-making physical movement. Once one responsibility gets delegated, the physical movement is broken; momentum snaps and split responsibilities are back.

You see, a phenomenon occurs by pulling together the mentally integrating responsibilities into physical movements. The full mind/body integration of making money comes together. Everything that needs to be integrated from the nitty-gritty details (the body of your business) to the finances, negotiating, deals (the mind of your business) mentally integrate and all come together into the fully integrated physical movements to making money.

From the *Self-Capture Discovery*, you acquired a boost of power by establishing physical movements – the *mini-days*. Now, your start-up business itself acquires a boost of power by establishing physical movement – the areas of purpose.

You are interested in one thing only – pulling together the mentally integrating responsibilities into their money-making purposes. The areas of purpose quickly obsolete the specialized, departmentalized, white collar hoax. Only integrated profit machines remain. Only the physical movements of building wealth remain that can drive profits forward with unbroken momentum.

Welcome to the next evolution of the division of labor: welcome to the division of essence.

The Power of Replication

By now you are probably asking yourself. "How can one person possibly handle all of these responsibilities if their business continues to grow?"

Consider that the growth of your business does not increase the number of basic responsibilities in a physical movement (i.e. area of purpose). Instead, growth expands the number of projects and volume of business in that movement. But the number of responsibilities within any movement generally stays the same.

So, when the volume of projects grows beyond one person's capacity to handle it, one of those marketing projects can break off from its marketing program into its own area of purpose with the same

or very similar tail of responsibilities. This new are of purpose gets transferred (i.e. gets replicated) in tact to a new person.

In other words, an integrated chunk of the business – an entire physical movement – along with its full tail of responsibilities gets transferred to another person. That person acquires a complete physical movement of his own.

So... now there becomes two people, two wealth building pumps, where before there was one. Before long, you will fill your company with integrated money-pumps (instead of departments and specialized, dead-end jobs), which is the division of essence... the proper division of labor of business.

Entrepreneur Power

A brief refresher course...

You can leave behind your current specialized job, get on the *mini-day/power-thinking* team and start your own business.

As your start-up company grows, you must determine the *areas of purpose*, the *physical movements* of your business.

The *mini-day/power-thinking* team pushes you through project after project and brings you into a rapid growth stage.

Now you are ready to take on your first employee. When you do so, you establish him in a *physical movement*, his own fully integrated *area of purpose*.

Unhampered by *split responsibilities*, he will acquire the fully integrated mental picture of your business and drive profits forward with unbroken momentum. He becomes your first *wealth pump* (of many).

Okay, have you got all this so far? Then you are ready to take the next step...

Performance Pay Mini Companies

The next step integrates not only each job with the marketplace and making money, but each person. For you will eventually be putting each employee on **performance pay**.

You see, their pay will be integrated with the profits they generate in their *area of purpose*. The key is to integrate their **personal pay** with the *net* of their efforts. Their jobs take on a new meaning as they build not only their areas of purpose, but their own *wealth*.

Those on performance pay become tightly integrated with the net after their costs and efforts. They become the most integrated, incentive-ized people at making money. They become the essence of business: the money makers.

By developing performance pay throughout your company your employees – your greatest assets – drive hard every day with you. The essence of business – to build values and profits – gets driven forward every day in every nook and cranny of your company.

Suddenly, every person working for you focuses on performance (something not seen much in business today). Instead of you and only you pushing the business forward, your wealth pumps also push the business forward. This phenomenon again is called **The Division of Essence**.

The secret to effective performance pay: Performance Pay should be carefully designed to act as a launching pad to send a person into fulfilling his potential, thus multiplying his value to your company many times over. The key is that performance pay launches one's value to the company several times over the added money he takes/receives from the company.

Properly designed performance pay brings leverage to both the company and the employee. Because of the high ratio of income to payroll, the wealthier each employee becomes, the more you and your company gain several times over.

For example: say the ratio of gross revenues to payroll is 10:1. Your performance pay employee may increase his income from \$1500 to \$5000 a month, but in doing so he in essence increases the revenue of your company from \$15,000 (1500 x 10) to \$50,000 (5000 x 10).

More importantly, for the first time in their lives, your employees see wealth in their direct control. They work hard; they think hard. They are highly motivated to succeed. By maximizing your number one asset – your employees – your company flourishes!

And, of course, those who do not push their essences forward, do not last. They drain little money from you. Employee expansion becomes essentially risk free!

Mark Hamilton at the Neo-Tech World Summit

“Go on the mini-day/power-thinking team, start the business you've always wanted to start, dump the American dream and, instead go for an empire.

“You may not want to leave your job just yet in order to have the income, but consider your job a mini-day. An income mini-day. Start in the evenings, maybe in the mornings too, surrounding your job – your income mini-day – with your own start-up company mini-days... what you've always dreamed about doing. Feel your energy and exhilaration grow. Feel your motivation and momentum build with your mini-day/power-thinking team. You no longer have anything limiting you.

“In your current career, you're most likely trapped in a specialized structure. You most likely stagnate in split responsibilities. You can't really function on a mini-day schedule in your specialized career. You can't really do power-thinking because you can't move ahead on those projects you want to move ahead on. You're doing responsibilities that are ends in themselves. You have no essence to go after. You have no future.

“But you use your mini-day/power-thinking team to begin your own start-up company. For the first time, you can really use power-thinking. You can press forward into projects. You can break down your day into physical movement . You now have nothing stopping you!

“All right, you start growing. You become successful because you're handling more than the next person can. You've surpassed your competition so you're going to do well. You start to grow. However, you're not going to delegate. You're going to keep all of the mentally integrating responsibilities. Remember, spit responsibilities are specialized responsibilities, the path to stagnation. Mentally integrating responsibilities are integrated responsibilities, the path to prosperity.

“Next you're going to discover the physical movements of your business. You're going to discover those smooth physical movements by understanding mentally integrating responsibilities. You're never going to let a responsibility become an end in itself. Responsibilities are merely means to the ends. You're always going to let the handful of purposes to the many responsibilities be the ends. The areas of purpose bring you profits and move you forward. The responsibilities are going to stick without exception to their purposes... their essences. Responsibilities are never going to get split. You break down your growing

company by the true division of labor and create the assembly-line of wealth creation, right there in your start-up company. You discover the division of essence.

"You start growing, and you bring your first person in with growth. You are not going to delegate responsibilities. He will, as you did when you started the company, learn to integrate every detail in is area of purpose from the smallest nitty-gritty detail to the negotiating, accounting and money matters. He works an integrated physical movement, driving ahead with unbroken momentum on his essence, and now you've got a motivated working force that you put on performance pay.

"Every area of purpose can be put on performance pay. Every person and every responsibility in your company can now push forward the profits. Your business continues to grow because you have people expanding in different directions. You walk into I & O at night, on weekends, and you'll find people working in their offices... working on their own details because their details are integrated with their essences. And their money-making essences have no limits. Those people can now generate money. They are entrepreneurs. They are essentially just like you – the owner of the company. Imagine that.

"Imagine walking into your office in the evening to see people working away in their own best interest. And because they're established on performance pay, they're highly motivated. What a great arrangement that is for your company, because every dollar that they're so highly motivated to generate... is bringing in maybe ten dollars to the company.

"Even the ordinary person can build his own empire eventually, right in your company! And that's just one out of potentially dozens of empires in your Neo-Tech business!"

- Mark Hamilton

A Powerful New Concept: The Mini Company

To further motivate your workers (strengthen the division of essence), why not go ahead and give each of your employees on performance pay their own **mini-company**.

In other words, when you put them in charge of an *area of purpose*, and upgrade them to *performance pay*, let them go ahead and operate it as their own *mini-company*. Give them the full reins of control over their own business, so they can now handle all their own needs just as any independent entrepreneur would.

Doing this has powerful psychological implications: For your employee no longer expects or looks to you for external guidance. He wants control and he wants profits. He is highly motivated to work even harder to excel; to achieve success. He works with drive, excitement and incentive, for he works for himself -- on performance pay!

Performance Pay Tip: Setting up effective performance pay is very tricky and requires experience. To start the process, set up your mini-company employed with a reasonable salary on an hourly wage and link, informally, bonuses to net profits. Do not overdo it at first. It is a lot easier to add to performance pay later on than to take away.

Now You Are Really Ready To REPLICATE

Soon your start-up company is ready to blossom. With the foundation established you are going to eventually want to multiply your wealth pumps.

How do you build your company with these wealth pumps? The one and only process that will effectively transfer the vast mind/body integrations of an area of purpose is the Neo-Tech discovery called **Replicating**.

Starting with the most specific nitty-gritty detail up to the most involved financial deal, an entire area of purpose is integrated like the body and mind, so that both can work together in harmony.

To master control of your company requires **the three demands of building and empire**.

The first demand is knowing the business itself: knowing the nitty-gritty, minute, grind-out body details.

The second demand is learning and integrating the *crucial detail*.

What is crucial detail? The detail that your employee cannot integrate. The detail that requires wider integrations than your employee can handle.

The third demand is knowing and advancing the essence of the business. The essence consists of the most integrated issues of the business where forward movement occurs.

The Neo-Tech method to growth, called replicating, consists of *Neo-Tech Replicating Meetings*. These meetings are a threefold series of evolving meetings that directly answer the three demands of building an empire.

Stage One: Full Scale Working Meetings

Remember, you are bringing in another person in order to essentially replicate yourself – your mind/body knowledge – for building an entire area of purpose. You will not merely train that person. Instead, you will continue doing that person's job yourself – all the work, all the details, as your successor observes at your side. Soon, your successor will TAKE over, not be given, more and more of the nitty gritty details, and you will wind up taking charge of the *crucial detail* – that detail that he cannot yet integrate.

One advantage of these working meetings is that they force you to know the details of your business... better than anybody else!

Stage Two: Focusing on the Crucial Detail

Crucial Detail meetings may continue weekly - or perhaps every other day – for a few months or longer, depending on the area being replicated and on your successor. They can be held in person or on the phone or even via email or other correspondence. In any case, your successor steadily takes over the broader integrations of his area of purpose and your business. As he gains these wider integrations, the time you spend pays off, as he begins to generate wealth for you!

Stage Three: Building Your Start-Up Company Through the Essence

Your successor takes control of his full area of purpose. He now works a fully integrated area that is a MEANS to push forward the business. He develops power-thinking to push forward his developing mini-company and to generate greater profits/performance pay. Therefore, he himself, soon encounters essence issues.

Again, essence is that which can move the business beyond its current level to build profits. Essence meetings communicate back to you new integrations your successor would like to pursue. Now, instead of your feeding integrations to your successor, he begins feeding new integrations to you.

Now, before we move on, let's consider the role of replicated mini-companies in essence for a minute. The replicated areas of purpose... the real physical movements of your business. Each one of these mini-companies is a company within itself. Therefore, each one of them has its own essence.

Being the physical movements of the overall company, the essences of the mini-companies form the essence of the overall company, broken into the most efficient units by the true division of labor. Therefore, every day, the many people in the company (the mini-companies) drive forth the essence of your company.

Your start-up company depends heavily on the financial success of your first mini-company. As your business grows, however, eventually you will lose your financial dependence on the success of each new mini-company. When that occurs, you no longer need to replicate. For your greatest leverage at this point is to propel the existing business, along with your established mini-companies, forward.

At this point, your mini company heads, both new and old, must dig in their heels and act on their own to make their companies a success, just as any starting entrepreneur would.

Tracking Reports: Iron-Grip Control

First one must replicate the work. Second one must develop special tracking reports that manage the replicated work and enable one to keep fingertip control of his business in just a few minutes a day.

To build your start-up business into an empire, you must capture Neothink control. You must capture larger than life processing capacity... well beyond the processing capacity of man's unaided mind. You must use special tools to capture vast integrations at your fingertips.

Your first step into Neothink took you beyond the capacity of the mind through special tools – the *mini-day/power-thinking* team. Your second step will take you beyond the capacity of the mind through special tools – the *mini-company/power-tracking* team. Going beyond the capacity of the human mind brings you enormous advantages.

What do Tracking Reports consist of?

Remember that each mini-company has its "tail of basic (mentally integrating) responsibilities." Well, you must develop the tracking reports to answer every one of those responsibilities; to determine whether or not they are indeed being met.

The mini-company head fills out his tracking reports. In order to fill out the reports, the responsibilities must all be done and done right, or they jump out as wrong on the catch-everything reports.

With these tracking reports, you will know at a glance exactly what is occurring throughout your replicated mini-company or companies.

With one file containing each replicated mini-company's tracking reports, you can, within 30 minutes, know whether every responsibility within your entire company is being properly met (even if you grow into a multi-million dollar business).

Once your business has grown to the point where you are secure with experienced mini-company heads and you are no longer dependent on the income from any new mini-company, you do not need to see anything but the *essence* tracking reports – even from the new mini-companies.

The tracking reports also act as powerful tools for the mini-company heads, for they will know if something is wrong and can correct it immediately, before time passes and before it goes beyond them.

Mini company heads also use essence tracking reports to calculate and measure their own performance. With these reports, their performance-results sit always before them, so they cannot help but know whether or not they are measuring up.

Designing the Tracking Reports

Every specific responsibility must be met and answered through these specially designed tracking reports.

To make your tracking reports, begin by studying or determining the specific responsibilities of a new mini-company. Make sure that you incorporate each responsibility into answerable form, either directly or indirectly.

You are looking to piece together reports that not only track and uncover any problems, but also *prevent* any problems.

This way the act of filling in the tracking reports in itself forces problems to be taken care of before the reports ever hit your desk. The mini-company head sees them and deals with them on his own.

What is the magic of the Neothink tracking reports?

A rapidly growing company, an entire empire can be led and every responsibility tracked by ONE person. By you! By using tracking reports, the once impossibly complicated company, becomes simple!

With each mini-company, you create a maximum-integration puzzle part. You snap those puzzle parts together through the tracking reports into one, interlocked picture in your mind.

The reports bring you essential Neothink control. You know the strengths and weaknesses of every nook and cranny of your business. With your Neothink perspective you can integrate and coordinate all the puzzle pieces – the mini-companies – into powerful horizontal growth, while building the grand Neothink puzzle well beyond your competition.

The Powerful Essence Meetings

At these meetings, nothing but essence, forward-movement issues, get discussed. The CEO, armed with his broad Neothink perspective, determines, for each mini-company, projects that specifically drive the business forward. He communicates what he expects done and sets deadlines.

Also, when a mini-company head evolves into a self-driven, integrated thinker, he too determines projects and essences he can drive forward, which he brings to Essence meetings to be integrated and coordinated into the overall company strategy.

The Essence Meeting brings immediate power to you and to your business for it immediately injects forward movement throughout the company. At first, essence projects come from your overview integrated thinking, but gradually your mini-company heads begin to take the initiative in power-thinking their own money making projects to move both their mini-companies and your entire business forward.

Daily Essence Reports

Here's what Mark Hamilton does. He has each mini-company head fax him, at the end of each day, a daily *essence* report – without exception! The report is to be brief. It simply tells him what work each mini-company head did on his *essence* that day and what he will do on his *essence* the next day.

(Remember, *essence* is work that either moves the mini-company forward or potentially moves it forward.)

The daily *essence* report squeezes out all the followers, the slackers. People working for you either integrate and build, or they do not. This daily-*essence* judge cuts through everything else and hones in on what really matters.

Avoiding *essence* means eventual performance deterioration. Going after *essence* means steady performance growth.

Indeed, the daily *essence* report cuts through everything to get to the **THE POINT**.

A Daily Essence Goal

The daily *essence* report breaks into two brief parts:

- 1) The *essence* accomplished that day, and
- 2) The *essence* to be accomplished tomorrow.

When Mr. Hamilton receives the next day's report, he can see if his mini-company head was successful with his projection. So he benefits.

Often, the mini-company head benefits even more, however, because the *essence* goal set in the daily report forces his focused concentration on *essence* each new day. Momentum builds. Before he knows it he finds himself generating business ventures he never believed possible. He discovers what it is like to be a real dynamo.

To accomplish his *essence* goal each new day forces him into the integrated thinking pattern daily.

Discover the Power of Integrated Thinking

The daily *essence* reports drive forth *essence* from each mini-company. The daily *essence* reports force the mini-company heads to evolve into the integrated thinking needed to build *essence*, to build their businesses.

The mini-company heads, on their own eventually undertake greater and greater *essence* projects. Momentum builds. At this point, both the mini-company heads and the CEO must do everything possible to expand their *essence* work and shrink other non-*essence* work.

For example, the mini-company heads can replicate their follow-through responsibilities. Of course, they must remain integrated with those responsibilities, so they must develop effective tracking reports.

The CEO must also shrink everything outside of *essence*, even those details he cannot replicate. For example, Mr. Hamilton continued to shrink his in-basket work by developing set procedures, form responses, and automatic systems to handle the wide array of correspondence that required his attention and absorbed his time, so he could focus solely on those integrating and coordinating tasks that would take his mini-companies into greater *essences* and broader horizons.

The great power behind integrating and coordinating functions is that you move others (i.e. mini-companies) into high-action work for your company's goal. Moving others into action for you brings you maximum leverage – as opposed to you personally doing the work.

The greatest power behind integrated and coordinating functions comes when you successfully drive others (mini-company heads) into high-action integrated thinking for the company's goal.

Building An Empire Requires Only A Handful of Integrated Thinkers and A CEO Who Drives Them Forward

The Neotech empire-building format not only is simple, it **HAS TO BE simple**. The fact is, most great empires were initially built by just a handful of men using integrated thinking.

The key to success and wealth, as we said at the beginning of this document, all comes down to setting free hard, integrated, Firestone-like thinking. And the way to do that is to get rid of the out of control, disjointed traditional schedule and instead format work into smooth physical movements by establishing mini-days through the ***Self-Capture Discovery System***.

These integrated mini-days open up time for creative, firestone-like, power-thinking and plotting out of money-making projects, which get plugged back into the quick-action mini-days. The money-making projects quickly get done, and snap together into a beautiful puzzle picture of success, enabling you to take your first big step into overall Neothink empire building strategy.

Then, this phenomenon of formatting work into smooth physical movements to open up time for creative, money-making thinking is replicated in the ***Company-Capture Discovery System*** with the establishment of integrated mini-companies, potent tracking reports and Essence Meetings, where ideas are quickly translated into viable projects.

Your money-making essence projects quickly get done and snap together into a beautiful puzzle-picture of success for your company, your second step in empire building.

Now, you are ready to apply this phenomenon of formatting work into smooth physical movements to open up time for creative, money-making thinking to the last step in the Neothink empire-wealth building process – the ***World Capture Discovery System***.

But, before we move ahead, here is a quick overview of how the whole ***Company-Capture Discovery System*** Comes Together:

Step One: Areas of Purpose

Discover the areas in your business that can build wealth.

Step Two: Split Responsibilities

Identify the draining split responsibilities that obliterate wealth creation.

Step Three: Mentally Integrating Responsibilities

Pull together mentally integrating responsibilities into their money-making purposes.

Step Four: Physical Movements

Form the physical movements of building wealth – the wealth pumps – the true division of labor (i.e. the division of essence).

Step Five: Performance Pay Mini-Companies

Establish essence driven mini-companies motivated with performance pay, pumping wealth for you.

Step Six: Replicating

Replicate the key wealth building mini-companies and their entire “tails of responsibilities.” Never delegate the money-void split responsibilities.

Step Seven: Tracking Reports

Know the performance of every responsibility in your company through the tracking reports. Moreover, pull together the division of essence – the essence driven mini-companies – into one Neothink puzzle radiating a powerful, money-making picture not seen by your split responsibility plagued competition.

Step Eight: Integrating and Coordinating Functions

From your Neothink perspective, move the entire company forward – all the mini-companies – into new realms of wealth creation through the integrating and coordination functions.

Knowing the Values and Numbers of Your Business

The two fundamentals upon which all business is born are:

- 1) values (i.e. the product or service)
- 2) numbers (i.e. marketing the product or service)

And once the new business begins to function, then two other business fundamentals kick in:

- 1) personnel, and
- 2) operations

Business is defined by Mr. Hamilton as: **the dynamic interaction between numbers** (marketing) **and values** (product development) **that enables people to create and elevate marketable values** (products) **and to market those values** (products) **to expanding markets.**

In other words, a product per se carries no value in the business world; only a *marketable product* carries value in the business world.

Only market pressures elevate products into marketable values. Therefore, to bring his product into the business world, the product developer *must personally* market his product. Under market pressures, he learns how to elevate his product in order to drive the marketing from red (a financial loss) to black (profits).

Only through the dynamic interaction of values (product development) and numbers (marketing) will a product eventually capture the consumer’s attention.

Since market pressures cause the dynamics that elevate products to their greatest value, research and development teams must be made responsible for *making a profit*. In other words, they must develop the product *and* bring it into the marketplace. This, of course, is rarely the case in traditional companies, which is why most R & D programs provide inferior products in an inefficient, costly way.

Products developed when not under market pressures are usually not very marketable!

On the other hand, the Neothink fully integrated system insures that values and numbers always go hand in hand.

Those starting a business must embrace a values mini-day (focus on the product/service development and its advertising) and a numbers mini-day (focus on the marketing data, accounting, and books) even if the two mini-days are in the evenings, even if they are done briefly, once a week at first. Build a dynamic interaction between these two mini-days.

For example, do market testing to learn how to elevate the value of the product or service.

Then, during your numbers mini-day, study the results – the numbers – to determine how to drive product development forward. Then, during your values mini-day, take that market-acquired knowledge and strengthen the product; elevate its value and the communication of its value, its advertising.

With that developing value and developing advertising, then push into wider, more competitive markets... This dynamic interaction between numbers and values drives your business into new realms.

Once your business had grown to the mini-company stage, you, the CEO, must have the widest understanding of the values, numbers, personnel and operations to drive your company into new realms. You will integrate and coordinate your company's entire work force – all the mini-companies – into those new realms.

But your mini-company heads will also be working the values and numbers. By integrating their product development efforts (effort) with the marketplace (net), they will boost their creativity, product and consumer value to new heights.

And... with personal success and income at stake, they will strive to understand the strengths and weaknesses of their product more intensely, to create and elevate both the product and its marketing copy, which will in turn, better educate the consumer of the product's value... and in the end result in more sales for them and, of course, for your company.

Market Pressures and NeoTech

Marketing pressures, the numbers, drive business, even drive product development, the values. Accounting/numbers, provide the most powerful integrations of doing business: the measurements of cost/efforts to net.

Since we are speaking of the numbers, let's pause and take a closer look at them. For as you might have guessed, Neothink accounting is not like traditional accounting.

Neothink Accounting

Neothink accounting makes the most complex area of most businesses, the finances, the most simple, the most straightforward and the most integrated.

Once again, like all other Neothink business tasks, the true division of labor breaks down accounting into the physical movements of making money throughout the company, instead of being isolated in one, specialized department. So that accounting now means knowing day in and day out the integrated numbers of one's mini-company in order to make one's actions more and more profitable.

Remember most mini-company heads are working on performance pay, so that their personal pay is based on their performance. Now their performance, their costs and efforts become *personally integrated* with the net! The net is no longer just the company's win or loss; it is now their own personal win or loss.

So, for mini-company heads accounting becomes their personal power-tool to hone in on and improve the story of their numbers, from the marketing down to specific cost and operations controls. Accounting

becomes their power tool to drive forward the essence of their mini-companies, and in so doing to drive up their own personal income.

Contrast this model of every person becoming his own, driving accountant/entrepreneur to traditional companies where the average employee does not care much about the numbers or finances, as long as he receives his paycheck every other week.

Neothink accounting gets down into the trenches within the mini-companies, its numbers used every day by those building their areas of purpose. Costs tighten, controls strengthen, efficiencies improve... from the marketing program right down to the follow-through jobs.

What about the CEO or original entrepreneur? Each month he receives the accounting in the form of *essence tracking reports* from each mini-company head.

The CEO sits in the catbird seat, for he sees the entire Neothink Accounting picture in less than 30 minutes simply by going through his tracking reports.

The Neothink Business Structure Makes Business Expansion Easy

The Neothink structure builds maximum-integration parts (mini-companies) then snaps those parts together (tracking reports) to build a Neothink business puzzle.

Now, consider that **numbers** drive business – drive the marketing, product development, personnel and operations.

The Neothink picture allows the entrepreneur or CEO to understand his company's values via the numbers well beyond his previous capacity – or any competitor's capacity.

His Neothink vision enables him to drive those values into new realms and then bring synergistic advantages back into the company, to each of the mini-companies, through his integrating and coordinating Essence Meetings.

And, with each new maximum-integration part (mini-company), the puzzle gets larger and more powerful, showing a broader and clearer picture, well beyond where the typical mind can go. The success puzzle can now be picked up and spread around the world with the ***World Capture Discovery***.

The Neothink Employee

The Neo-tech system stimulates internal guidance, opening the door to integrated thinking. The mind first builds each maximum integration unit as far as it can, which is integrated thinking. Then through special Neothink tools, the maximum integration units snap together like pieces to a puzzle. The growing puzzle eventually forms a puzzle-picture not seen before, which is Neothink.

How To Build a NeoThink Puzzle

- 1) Break ventures into maximum-integration parts, and
- 2) Snap together those parts like a jigsaw puzzle to reveal a larger-than life picture that radiates spectacular new knowledge called Neothink.

Let's look at an example of how someone at I & O recently evolved into Neothink. John took on the database marketing program. As the program grew, he faced complexities, integrations, negotiations, deadlines... major orchestrations he had not experienced before. He had to evolve beyond his specialized, thought-by-thought, following training to succeed or risk being fired. He had to take the self-capture step into Neothink. So, how did he go about it?

He began by power-thinking. He began with one project on his first weekend and focused on it until he was able to break it down into its maximum integration parts. Then, he listed the steps necessary to complete that one project, that maximum-integration unit.

Then he cleared his mind and moved on to the next project, power-thinking it into its maximum-integration parts. He only concentrated on one project at a time. When he was done with his power-thinking, step building essence work, he moved on to step 2.

He had the pieces of his puzzle, but in order to snap those pieces together he needed to determine the tasks necessary to perform each step of his power thinking list and then he had to go ahead and plug those tasks into his mini-day schedule for the upcoming week.

The maximum-integration projects snapped together in his mini-day schedule – his success puzzle.

Summary of What We've Covered So Far...

What once seemed impossible to handle will get handled smoothly with Neothink.

A **start-up company** begins with the *mini-day/power thinking* team, and it grows into a strong company with the *mini-company/power tracking* team. Your employees will come to work with purpose and mind/body harmony. No more split responsibilities can stop their progress.

By pulling together mentally integrating responsibilities, you accomplish the division of essence for business, which is the division of labor taken to the next level of integrating the mind with the movement. This is the only way a movement can make the leap from a mechanical movement to a money-making movement.

You pull together the clusters of mentally integrating responsibilities to form the areas of purpose, fully integrated areas that become your wealth-pumps. Your competent employees (affiliates/partners) drive forward their fully integrated areas with unbroken momentum.

Soon you are ready to move into the next dimension of wealth-creation – into the *division of essence*. Form your fully integrated mini-companies, each with their own piece of wealth-creation essence. The mini-company heads will drive profits forward, day in and day out.

Remember, you NEVER delegate, you replicate follow through work into fully integrated entrepreneurial units that you snap together via the nitty gritty detail tracking reports into an easy to grasp puzzle picture. This gives you iron-grip control over all the work, all the details. You know everything that is going on in your business – mind and body.

When you are ready you can start another mini-company by developing a new product and marketing it. Or you might create another mini-company by developing another marketing medium for an existing product.

Once you establish the division of essence through the mini-companies, and now that you can snap them all together into a mighty Neothink puzzle with the tracking reports, you become qualified to spread that division of essence all over the world, with ***World Capture Discovery***.

The secret at any level is to achieve an integrated, assembly-line-like physical-movement division of labor to give you're the control and time for forward-movement creative thinking (i.e. Neothink). In turn, you

will feed that forward-movement into the quick-action physical movements that get done. That is the secret to profit big!

Before moving on to the third and final piece of the Neo-Tech Wealth Creation Puzzle, let's briefly review the first two.

Grand Puzzle Part One: Self-Capture Discovery: You learned how to compile projects within your day-to-day schedule through establishing physical movements/mini-days. With the *mini-day/power-think* team, you acquired the tool to move beyond the limitations of the traditional daily schedule so you could successfully handle the vast array of details and integrations that come with starting your own business.

Grand Puzzle Part Two: Company-Capture Discovery: You learned how to compile wealth pumps within your company through establishing physical movements/mini-companies. With the *mini-company/power-tracking* team, you acquired the tool to move beyond the capacity of a traditional start-up company and handle a vast array of wealth pumps. This tool enabled you to handle the many responsibilities that come with building an empire.

Forth Key Concept – Company-Without-A-Company

Now, in **Grand Puzzle Part Three**, you will learn **World Capture Discovery**, you will take the final step, a step that will move you beyond all competition. In this step YOU will be determining **YOUR physical movement** as leader of YOUR company.

Discovering YOUR Physical Movement

To determine YOUR physical movement as CEO, you must first remove any remaining split responsibilities. You must pull together your mentally integrating responsibilities, i.e. those responsibilities that integrate YOU with your PURPOSE.

What is your PURPOSE? Your purpose as CEO is to BUILD from the widest, Neothink perspective... different from anyone else in the company.

Your purpose is to push the whole business forward. Thus you must push its base forward. You must build the four essentials: the values, the numbers, the personnel and operations.

As the founder and the widest integrator in your company, you must use the essence tracking reports from the mini-companies and study their numbers. You must use those numbers and hard, *Firestone-like* thinking to drive your company and its values (products) into greater realms.

But, as you build the values (products) and numbers, you must learn how to expand the values and numbers to even greater realms by integrating and coordinating your mini-companies into the value-building and number-building process.

To capture the world market, you must learn how to use the unique minds of others to orchestrate larger-than-life values (products) and larger than life marketing of those values (products). That phenomenon happens through the *division of essence*.

Indeed, the founder or CEOs primary purpose is to build ever-better values (products) and ever-growing distribution of those values (products).

Creating and Elevating/Integrating and Coordinating Functions

The founder/CEO's area of purpose, his physical movement reduces to: creating and elevating values (products) and the marketing of those values (products).

To most effectively do this, he must also *integrate* and *coordinate* personnel and operations for greater and greater contribution and efficiency. With his company-wide Neothink perspective, he

- personally spends long, isolated hours of intense concentration to *create* new products or *elevate* existing products (values) and to *create* new marketing programs or *elevate* existing marketing programs (numbers) in order to disseminate those values... then he
- *integrates* and *coordinates* those product enhancements and marketing enhancements back into his mini-companies; he expands the company's values and numbers by orchestrating others; he *integrates* and *coordinates* the *unique* capabilities of others into the ever-widening company plan...

Of course, You, as company founder or CEO must grow to a certain level before you can begin exercising the physical movement above, or it will do you no good.

The Three Growth Levels of the CEO and His Company

The Level One Founder/CEO and His Level One Company: The first growth level requires starting and driving the infant start-up business forward... compiling future projects and working them through the mini-day/power thinking team. The level one CEO runs the business and personally handles most of the work himself.

The Level Two Founder/CEO and His Level Two Company: The second growth level requires by creating more business for current or new mini-companies and replicating the new mini-companies. The level two CEO runs a small but growing business with one or more income sources, perhaps one or two mini-companies generating income and still does much of the work himself.

The Level Two Founder/CEO and His Level Two Company: The third growth level requires moving the business into new realms... pushing forward the base: values, numbers, personnel and operations. The level three CEO runs a substantial business with several to many mini-companies. He has fully evolved into the integrating and coordinating functions, and no longer does the work of the business. Instead, he gains more leverage by pushing his company into new realms (creating new business /products) and pushing forward the established mini-companies.

Uncovering the Myth

After you successfully build your company through the *Company Capture Discovery* and reach the door of a level three CEO, you must focus on the essentials of business.

Creating and elevating/integrating and coordinating – *building* – the values (the products), numbers (marketing), personnel and operations into new realms now becomes your physical movement, the shortest and only movement to lift your company into the world-capture league.

You will put all your effort, all your unbroken momentum into moving the base – the values, numbers, personnel and operations – into new realms. Anything that breaks your momentum must be eliminated! Everything you need to elevate your company into new realms is in your Neothink tools – the tracking reports. With well-done essence tracking reports in your hands, you need no other information to drive your business into new realms. The tracking reports provide the numbers to drive the business.

The monthly Essence Meetings let you coordinate the mini-companies into those growing new realms. EVERYTHING ELSE breaks your momentum and prevents you from fully evolving into World Capture.

The Company-Without-A-Company

This is the final evolution of the Neo-tech wealth creation system. In the traditional business setting, its intent was to remove the Level 3 CEO from the company, freeing him to do nothing but create – fulltime.

However, since we are dealing with an online company, we don't have to worry about the problems and distractions that a rapidly expanding physical company would invariably dump in a CEO's lap.

The *company without a company* concept is still valid however, because our **level three company** now consists of self sufficient mini-companies (i.e. minisites), each operating independently out of separate locations (i.e. homes) with their tell-all essence tracking reports.

Neothink Power

The CEO – YOU – discovers full-time Neothink power. With the essence tracking reports, you see the whole puzzle – the whole business – in one sitting. You can make spectacular business maneuvers, both with the values and the marketing of those values.

You can integrate ideas, tests, progress, new directions into your Neothink matrix faster than anyone else. Competition will seem slow and dull. Once you experience this full-time Neothink power you evolve into another dimension... you can drive your company into new realms beyond anything you can imagine right now, realms that capture the world!

The Explosive Neothink Company – Simply Perfect!

So we have exposed the myth that building an empire entails great complexity. Building an empire actually requires just the opposite: stark simplicity. The company-without-a-company, with mini-companies working from their homes submitting daily or weekly tracking reports, simplifies business.

The company-without-a-company is the safest and fastest and easiest track to building an empire.

Independent mini-companies working from their homes on performance pay wash away all the activities that do not converge on getting the work done.

Once a business removes management layering – those layers of supervisory positions – then the workers converge on one thing: survival/success. They converge on getting the work done.

Psychologically speaking, “the company” signifies that something exists in business “bigger” than the individuals. In the Neo-tech System, each individual runs a piece of the business himself, builds his own essence, integrates his own decisions, feels his own responsibility, knows his own accountability and performs his own interaction with the marketplace.

The company-without-a-company is a company without something “bigger” than individual performance... without something “bigger” that must “run the company.” Not a single responsibility exists that requires something “bigger” than individual performance.

In the Neo-Tech company, the COMPANY becomes the INDIVIDUALS.

Unbeatable Advantages of a Company-Without-A-Company

The Company Capture Discovery has already delivered several major advantages to your business: First, the mini-companies fill the business with *thinkers*, and second, the essence tracking reports fill the entrepreneur or CEO with infinite wisdom about the workings of his business.

Now, the World Capture Discovery or Company-Without-A-Company delivers several more unbeatable advantages.

1. It frees up the CEO to focus exclusively on his physical movement – on the creating-and-elevating/integrating and coordinating functions.
2. It eliminates everything that does not converge on getting the money-making work done.
3. It allows mini-company heads to work from their homes on performance pay – at little risk and no overhead to you.

Level-Two Entrepreneurs Prosper Immediately

The company-without-a-company offers the level two entrepreneur a fast-track ticket to building his business to a level three business and then to capturing the world.

It is important to realize: the stagnant level two entrepreneur is absolutely right when he feels that no one working for him thinks – *really* thinks. In fact, most workers subconsciously sense they do not have to think as long as someone else is doing the thinking for them. But put those same workers in their own mini-companies or entrepreneurial units and make them responsible for a bottom line and they will think!

Freedom and Prosperity: Going Worldwide Break into The Next Dimension

With Neothink you truly step beyond all limitations. You efficiently create an unstoppable wealth-generating force made up of independent mini-companies operating out of homes or offices scattered across the world. Yet you snap them together into one Neothink picture through tracking reports. From your Neothink perspective, you easily integrate and coordinate them to capture the world market.

By defining the money-making movements of your company, then initiating the mini-companies, then separating them into a company-without a company, no mini-company survives without generating business and values.

Through the Neo-Tech System you can become a force that is everywhere, yet nowhere. Neo-tech mini-companies exist around the world, yet no one can pinpoint who, where or what country the company “belongs to.” No one can stop, usurp, shut down or harm your business.

The level three CEO is ripe to break out of his bottle of staying contained in America. He must go international.

Coca-cola is an American company, yet its business in America represents only a small percentage of its worldwide business. This is what must happen with a Neo-Tech business. America must become just a percentage of its worldwide business, so that the business itself eventually becomes... **a company-without a country...**

For the most potent creation of values and business, the Neo-tech entrepreneur needs this heliocentric perspective. Essentially, America is just one market, one group of people and to truly make his Neo-tech business a worldwide value, the founder or CEO needs the perspectives of the European, Latin, Oriental and Arabic markets. Knowledge begets knowledge. No competitors can touch you when you gain this broader, heliocentric perspective.

More importantly, as long as you do business only in America, then you are an American business – owned by the American Government.

Endless Expansion of the Neo-Tech System

The amazing thing about the World Capture Discovery is how fast a start up company can grow.

But what happens with really rapid growth? One CEO would have a difficult time integrating and coordinating a vast number of mini-companies.

In this case *movement heads* would develop. Again using I & O as an example. All the space-media mini-companies would have one movement head who integrated and coordinated the space-media movement. He would become the “CEO” of the space-media movement; he would track the space-media mini-companies through tracking reports. He would hold the monthly Essence Meetings with the space-media mini-companies. He would pursue the creating-and-elevating/integrating-and coordinating functions.

In turn, the movement heads provide essence tracking reports to the company founders or CEOs. And the CEOs integrate and coordinate the movement heads.

How It Works: The movement head builds and replicates the mini-companies in his movement – his mini-empire. As his mini-empire grows, he initiates and replicates new mini-companies. His wealth grows. Before long it is time for him to assume the creating and elevating/integrating and coordinating functions for his mini-empire, to become the CEO of his mini-empire.

Super Movement Heads and Their Super Mini Empires

As we’ve already said, “Business is the dynamic interaction between numbers and values to create and elevate marketable values and to market those values to expanding markets.”

People with bottom-line mini-companies will, with time, eventually begin developing marketable products on their own. That occurs naturally as a mini-company head continually BUILDS his essence, always reaching for broader and broader integrations.

Numbers/marketing is but half the equation of business. The mini-company head will eventually push himself into the other half of the business: product development. A person evolves into a whole business person by driving a product successfully into the marketplace.

In other words, in charge of marketing HIS PRODUCT, the mini-company head pursues not just *one* marketing movement but *all* marketing movements to make maximum profits with his product. Eventually, with growth, he will replicate mini-companies throughout different marketing movements and evolve into the creating and elevating/integrating and coordinating functions – becoming the “CEO” of his super-movement.

In essence, he is a start-up entrepreneur using the Neo-Tech System, working in your company for you.

Endless Expansion

Only market pressures drive forth the marketable values. Only fully integrated, marketing mini-companies can drive forth marketable products. Indeed, to develop a marketable product, a person must be under the market pressures of a bottom-line mini-company.

And the nature of people with purpose, people with fully integrated areas of purpose (bottom-line mini companies) is TO BUILD ... to build their piece of the company’s essence, to push out for broader and broader business integrations from which to build their mini-companies.

Those marketing people will eventually push into product development to achieve the broadest integrations of business. Eventually, those marketing mini-company heads in a super movement will develop their own marketable products and build new super-movements.

In the Neo-Tech System filled with men and women with purpose, every one pushes out for greater and greater integrations. Employees eventually develop and build super-movements. They replicate mini-companies with growth to market their products. Those mini-companies keep pushing out too.

We can extrapolate this process continuing over and over as Neo-Tech businesses expand on and on, forever and ever. After all, knowledge begets knowledge. Neothink begets Neothink.

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