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THE ORTHOTIC ECONOMY

Before moving into systems and marketing, I thought I would touch on a concept I've been using for years. It drives my wife nuts at times, but it serves me very well – I call it *The Orthotic Economy*, and this is how it works.

There's an interstate conference or business training seminar and you're deciding if you should go or not because of the costs to attend. Let's say it will cost you \$3000, by the time you pay for the conference, accommodation, airfares and food. Now you're thinking, *this is ridiculous, \$3000 to attend a conference, there's no way I'm paying that*. However, here's how The Orthotic Economy works. How many orthotics would you need to fit to pay for the conference? If your fee for a pair of orthotics is \$500, you only need to fit an extra six pairs of orthotics to pay for the whole conference ($6 \times \$500 = \3000), which is easy to achieve.

This may seem like a strange economic formula, but it does put things into perspective, and it works. It's only six pairs of orthotics, and if you go to the conference with that mindset you'll

be amazed what you can achieve when you return. You may learn something that makes you fit an extra six pairs of orthotics per month, making you an additional \$36,000 per year. If this was the case the initial \$3000 would be insignificant.

Have you ever considered having a one-on-one business coach? It may cost you \$500, a \$1000, or maybe even \$1500 per month based on the service they provide, and I've heard Podiatrists say that those sorts of figures are utterly ridiculous. However, it's only one, two or three pairs of orthotics per month if you use The Orthotic Economy. I first used a business coach myself 15 years ago and their fee at that time was \$1000 per month, which was two orthotics, so I thought if I can fit an extra two orthotics per month using their advice then it's not costing me anything. The end result was I fitted an extra 30 pairs per month and made an additional \$15,000 per month. Once again The Orthotic Economy served me well.

Over the years I have had numerous business coaches, and even though I'm writing this book I still regularly attend business seminars, the only difference is they're at a much higher level than they used to be. My current Business Coach, Rem Jackson, lives in the United States and we regularly communicate via email, teleconferences and FaceTime, and I also keep in regular contact with my writing coach Andrew Griffiths, who is Australia's #1 business and entrepreneurial author with 11 books published in 50 countries, so when it comes to writing he knows his stuff. If you don't invest in yourself, no one else will.

I use The Orthotic Economy in all areas of my life, not just at work. I recently bought a Gorilla costume – as you do – and it was \$389, and I thought immediately, *that's less than one orthotic*, so I purchased it. When I go out for dinner and I look at the final bill, I don't see \$250, I see half an orthotic.

This doesn't mean that I recommend splashing money around like there's no tomorrow, what I'm suggesting is that you should

use The Orthotic Economy as a benchmark to help you make intelligent, informed business decisions. Once you've mastered it at work, start applying The Orthotic Economy to all areas of your life.

*After reading this chapter, what ideas are going through your head? Write them down **right now**.*
