



Episode 005 – IKTPIPIAC and IPBLI

Note: this document contains the essential content of this episode but is not a complete verbatim transcript. It may also contain bonus content that was not included in the episode.

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Page 01 - The IKTPIPIAC Model

- What exactly is knowledge?
- What is the difference between information and knowledge?
- Where do ideas come from?
- Are ideas found or are they created?
- What immediately precedes the appearance of an idea?
- What exactly is an idea?
- What is the process that takes place to create change?
- What are thoughts?

- What is the role of feelings in the process of change?
- What is the relationship between thoughts and feelings?
- What is the role of intention in creating change?
- Can we actually create change using only thoughts?

These are not easy questions to answer, but I'm going to present to you a simple model that may help you craft some answers.

The IKTPIPIAC Model

I – Information	All the information contained in the Universe.
K – Knowledge	Information contained in your mind (conscious and unconscious)
T – Thought	Knowledge that you're conscious of right now.
P – Process	Consideration of your thoughts and their associated feelings.
I – Idea	"I could..." (the potential action)
P – Process	Consideration of your idea (act on it or scrap it)
I – Intention	"I will..." (the decision to act)
A – Action	"I did..." (the experiment)
C – Change	"I learned..." (the result, the outcome, and what I learned from it)

I could... (potential action)

I will... (intention)

I did... (experiment)

I learned... (result)

I - Information - all the information contained in the Universe
K - Knowledge - Information contained in your mind (conscious and unconscious)
T - Thought - Information that you're conscious of right now.
P - Process - Consideration of your thoughts and their associated feelings.
I - Idea - "I could..." (the potential action)
P - Process – Consideration of your idea(s)
I - Intention "I will..." (the decision to act, to perform an experiment)
A - Action - "I did..." (I performed the experiment)
C - Change - - "I learned..." (the result, the outcome, and what you learned from it)

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Page 02 - The IPBLI Model



IPBLI

First, you get an

IDEA

which enables you to create a

PRODUCT

which is the basis for a

BUSINESS

which gives you a

LIFESTYLE

which determines how much

IMPACT

you can have on the world.

Page 03 - Snippet of Business Wisdom

There are 7 conditions that must exist in order for someone to buy a professional service from you:

- 1 - **Know** - They must know you. They must feel comfortable working with you, and this generally comes about through the development of a relationship with them. It does not happen as a result of impersonal marketing. It generally does not happen quickly. It happens as a result of personal interaction over time.
- 2 - **Like** - They must like you. People don't do business with people they don't like. Liking develops as a result of personal interaction over time.
- 3 - **Trust** - They must trust you. This may happen as a result of having done business with you in the past, or as a result of other people's testimonials.
- 4 - **Want** - They must want a service like yours (not necessarily yours).
- 5 - **Money** - They must have enough money to pay for such a service.
- 6 - **Priority** - They must decide that this type of service is more important to them than anything else they could spend that money on.
- 7 - **Selection** - They must decide to buy your service as opposed to a similar service provided by someone else. If the previous conditions exist, this decision will be based on your offer to them which fully describes your service (what differentiates your service from that of a competitor) and the details of the proposed transaction (how and when the service will be delivered, the financial terms, etc).

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Page 04 - Snippet of Marketing Wisdom

Stop viewing your "market" as a group, as a homogeneous mass, as prospects, as consumers, as targets, as traffic, etc. Start viewing them as individual humans that you are having one-on-one conversations with over coffee.

If you have an identified market of, say, 1000 people, don't view them as 1 market of 1000, but as 1000 markets of 1.

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Page 05 - Snippet of Communication Wisdom

If you can't communicate effectively with other people, then nothing else matters.

You must learn how to use language correctly.

There is a difference between these two words:

your

you're

Your is a possessive.

"I'll be at your office by 10 o'clock."

You're is a contraction of "you are".

"You're coming home soon, right?"

Correct:

"I really like your new hat."

"You're not leaving now, are you?"

"Your dog just peed on my shoe!"

"Your hair is too long."

Not Correct:

"Your next in line."

"You're shoes have mud on them."

Please learn how to use these words correctly when you write.

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Page 06 - Snippet of Website Wisdom

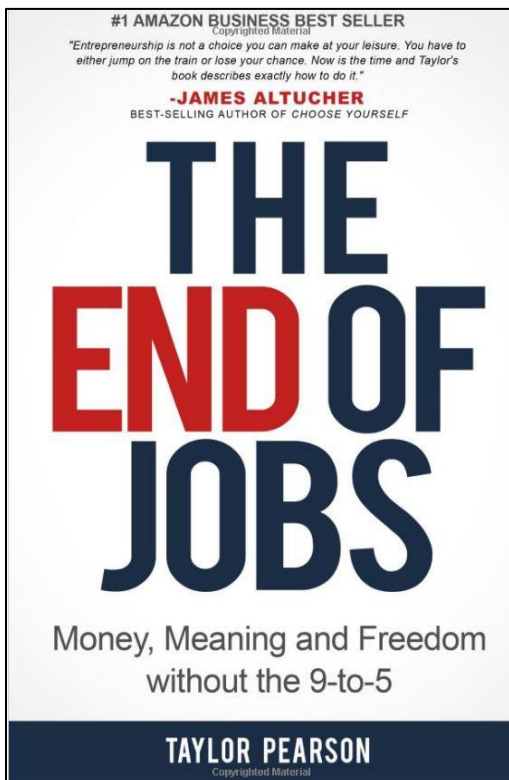
Enough and No More.

Once you've delivered your opening message in a clean, concise way, shut up. You need to assure the user that they're in the right place to find what they want and give them pointers to follow to get it.

This rule applies to all parts of your site; say it simply, in as few words as possible, and once you've said it, don't say any more.

Page 07 - Futurism Notes

Buy this book and read it.



Page 08 - Today's Profound Thought

“Freedom's enemies are waste, lethargy, indifference, immorality, and the insidious attitude of something for nothing.”

~ William Arthur Ward

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Page 09 - Upcoming Episodes

- The Minute-Bucket Theory of Time
- The Business Value of a Contact
- Creation vs Evolution
- The Art of Zooming
- Mindset - What Makes You You
- Stop. Keep. Start.
- Forget About Success
- Stop Looking for Answers
- Don't Miss the Revolution

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You can also...

- LISTEN to the show as a podcast on **iTunes**.
 - Open iTunes on your computer.
 - Navigate to Podcasts
 - Search “contrarian entrepreneur show”
- WATCH the show as a video on **YouTube**.
 - <https://www.youtube.com/channel/UCGPAJS6OU3Uz9AFF-QbMHOw>

THINK

Think for yourself. If you don't think for yourself, then other people will do your thinking for you, and that's not a good thing.

LEARN

Read books. Read blogs. Watch videos. Watch TED Talks. Listen to podcasts. Learn something new every single day.

CREATE

Create something -- something good -- something that wasn't there before and would never have been there if you hadn't shown up.

- Think - Learn - Create
- Be Brave - Be Bold



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