

THE GENIUS NETWORK

Joe Polish's Genius Network Interview Series

Joe Polish, President of Piranha Marketing, Interviews:

High-Level Business Consultant

Martin Howey

Why Wait? Do It Now!

*On Jump-Starting Your Legacy, Building Character
& the Importance of Taking Care of Yourself*

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Why Wait? Do It Now! On Legacy, Character & Care

Joe Polish Interviews High-Level Business Consultant **Martin Howey**



Joe Polish

Joe Polish's Tempe, Arizona office – headquarters for Piranha Marketing – is often referred to by marketing insiders as “action central” for much of the entrepreneurial world. Though he made his fortune in an almost invisible niche by telling carpet cleaners how to crush the competition and turn their small local businesses into money-churning machines, he is now among the most well-known, respected, “complete marketing geniuses” in the world.

Consulting clients from many different countries each happily pay up to \$20,000 a day just to hear his advice. His “boot camps” attract convention-sized audiences full of famous entrepreneurs and many of the “superstars” of marketing and advertising.

In a business environment bristling with false prophets and bad advice, Joe's unique mix of real-world experience and stunning financial success has earned him a spot among the most trusted experts alive. His one-of-a-kind recorded interview series, “The Genius Network” is a “Who's Who” of super-savvy marketing and advertising brilliance.

No one refuses an interview with Joe. He has the gift of gab and the insight of a business veteran who's earned his success. The “best in the biz” seek him out. He knows the good, the bad, and the ugly of what's working – and what's not working – on the Web, in infomercials, in direct response ads and direct mail, in niche marketing, in personal coaching and in every critical area of the entrepreneurial landscape.

The business world is moving faster than ever before. Staying close to the action means paying attention to Joe Polish and Piranha Marketing.



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Joe: Hello, this is Joe Polish, president of Piranha Marketing and founder of the Genius Network Interview Series. You're about to hear one of my Genius Network interviews. I just want to thank you for taking the time to listen to this and I hope you find it very useful.

If you want to find out more information about some of the interviews and resources that can help you in your business, you can go to www.JoePolish.com and we have a Joe Polish Recommends section, with all kinds of resources and vendors and services and products that we recommend that could help you in your business. Also, for more useful interviews and a whole list of other people that I've interviewed, you can go to www.GeniusNetwork.com.

Thanks, and enjoy the interview.

Joe: Hi, this is Joe Polish. Welcome to Genius Network. I'm about to do an interview with my good friend, Martin Howey. I think you're going to find his story and something that he's going through to be very impactful, in a very positive way.

I'm here with my good friend, Mr. Martin Howey. How are you doing, Martin?

Martin: I'm well today. Thank you, Joe.

Joe: Good. You're well today. We'll get to that in a minute, what that actually means. There's more meaning to that than is normally the case.

I've known Martin for several years, a fantastic guy. He's helped thousands of business owners all over the world. For 45 years, you've been in business; top-line business strategies, top-line business solutions. You've had the same name for 45 years. That's longer than I've been alive, currently, at this point.

Martin has a tremendous amount of knowledge and wisdom, and



What do you do, and what does your work represent to the world?

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I'm going to talk with you about that today. Also, you're going through something right now, you actually have a stage 4 cancer. I wanted to sit down and talk with you about a variety of stuff.

So, this will be kind of a different Genius Network interview than I've ever done before. So, I wanted to talk to you about business, about life, about what you've learned, life lessons, and things that could help anyone watching this to not only be a better entrepreneur, but also how to live a good life and potentially prevent an incurable disease or any sort of health condition like you have now found yourself into.

Before I get into some questions with you, I'd like you to kind of describe to me who is Martin Howey. What's your perspective? What do you do, and what does your work represent to the world and to entrepreneurs, because you've impacted literally, like I've said, probably throughout all of your thousands of clients, probably tens of thousands, hundreds of thousands, maybe millions of people?

Martin: Thank you, Joe. Yes, I have been around for quite a long time. I started way back, with a gym in California. Really, my gym was flourishing in California, because during the time there was a crisis back there, where Jack Lalane came with his European health spas and was driving other gyms out of business.

So, some of the health food companies that were selling products to some of the gyms were really struggling. Because my gym was going well, they asked me what I was doing differently than other gyms, and why I was able to make it and other gyms were going out of business, affecting the vitamin sales and the protein sales of these health food companies during that time.

I told them what we did and how we helped our clients, and how our business was flourishing. They got me out on the speaking circuit, going around, talking to other gyms and talking to health food stores, teaching them what to do to grow their business and keep themselves financially solvent.

So from there, somebody saw me speak, and they wanted me to



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speaking at another event, and another event, and another event. That's how I got on the speaking circuit and how I started learning how to consult with businesses.

I got into the National Speakers Association and made some good friends in that arena. From there, I started doing more and more consulting with larger companies, larger corporations, IBM, AT&T, Black and Decker, Kellogg's, General Mills. Some of the big companies like that were my clients.

I decided I didn't want to work in the corporate market anymore, so I started working with individual small businesses, independent businesses. I had so much demand for that, I started teaching people how to become marketing and business development consultants, and how to do what I did; how to take their knowledge and teach them what I knew, and go out into the marketplace and teach other businesses how to become more successful.

We currently have about 1,100 consultants working in 36 countries around the world, doing exactly what I've been able to do, and taking these businesses and making them more successful.

I've learned a lot. I've been on the stage with many of the old-time masters that are just names anymore. I started working on the big stages with John Hammond, when he had the American Motivational Association, which was a forerunner to the Peter Lowe events. I was onstage with some of the big-name people that you might recognize from reading something. You might not know who they are now, but from reading about them. I had some real good success doing that.

Joe: How would you define success? You've been in this whole world of personal development and motivation and marketing and business-building, and you've read, of course, like any great student, you've read probably thousands of books. You hear about success all the time. What does that mean to you?

Martin: Earl Nightingale, who was a good friend of mine, said, "Success is the pro-



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gressive realization of a worthy ideal.” Many times, we think of success when we reach a certain pinnacle or reach a certain goal we’re successful. The fact is, that success is over. Now, you’ve got to start something else.

So, it’s a progressive realization or a continuation of living what it is that you want to do. One of the key things, Joe, is to find out what it is that you want to do. What is your motivating factor? What is your driving force? When you figure that out, the direction you want to move in, as long as you’re living that day, every day, living that ideal, I think that’s really what success is.

Dean Jackson has a great series of things, and you do too, as well, about “I know I’m being successful when...” and you have all that listed out.

Success, I don’t believe is reaching a certain pinnacle, necessarily, it’s the fact that you’re living your life the way you want to live your life, on your terms; not having to live somebody else’s life – on your terms. That, I think, is success.

Joe: You have 26 grandchildren, out of 6 children. What have you wanted to instill in them as kids, and then into adulthood? What are some of the ways that you’ve taken your knowledge and you’ve shared that with your children and grandchildren?

Martin: I think one of the key things is to think for yourself. Don’t let somebody else necessarily influence your thinking. If you’re going to do that, make sure the people who influence your thinking are good thinkers themselves, and not somebody who’s just followed the follower.

Today, in our business, we see so many people who are following the follower, and that’s why we have problems. Stop and think. You’ve got so much knowledge and so much innate ability inside you, if you’ll just stop and think things through. People just don’t think things through. They react to things. Instead of acting, they react, and that can get you in a lot of trouble.



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- Tony Horton

affected you?

Martin: Well, Joe, you know me. I’ve always been in good shape. I run triathlons, I ride my bike a couple hundred miles a week, I run about 30 miles a week, I swim, I go to the gym every day, and I’m in great physical shape.

I recently was on a program with Tony Horton, from the...

Joe: P90X, Beach Body?

Martin: P90X program.

Joe: I’ve interviewed him for Genius Network.

Martin: Yeah. He said something I thought was very interesting. He said, “You can’t be amazing if you don’t take care of yourself.” What he said was really true.

Problem is he only talked about 2 areas. He talked about the physical exercise part of it, and he talked about the diet.

But there’s a whole other aspect of this, and that’s making sure you’re checked out medically, as well. So, that part, I didn’t even bother to look at. I was in good shape, so why would I have myself checked out?

If I was going to get anything, it would probably be prostate cancer, because that’s what guys get. So, every year I had my prostate checked, and I was fine. I can’t stress that enough. Make sure you get your prostate exam if you’re a man, and your mammogram if you’re a woman. Make sure you get those taken care of.

But, I didn’t realize anything else. I thought, “Why should I get anything checked?” I didn’t even know there’s other things I should get checked.

About 8 weeks ago, I was having a real problem going to the bathroom, and I just couldn’t figure it out. I thought maybe I got a bug or something.

So, I went to my doctor and I said, “Look, I’ve got this problem.”



*I couldn't
even say
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He said, “Well, let’s get some stool samples and some blood samples from you, and check this out.”

So, I did, and I got a message on my voicemail, and it said, “Call this number, enter this code in, and it will give you results.” So, I called the number and, sure enough, the results came back negative. But I still had a problem.

So, I called the office and I got a hold of somebody there, and I said, “Look, I have this problem. I came in to get checked. I got the results, and the results are negative, but that doesn’t fix my problem. What do I do now?” And they said, “Well, you probably ought to find a specialist.” I said, “Well, what kind of a specialist?” “Well, it sounds like a digestion problem, so maybe a gastroenterologist.” I couldn’t even say the word. I said, “Where do I find that?” They said, “Well, we don’t know. They’re out there.”

Joe: Interesting.

Martin: So, I got on Google and I searched around, and I tried to find somebody fairly close to home. I found one, and I went in and I talked to him, and he talked to me about things. He did an examination and he said, “Well, you really need to have a colonoscopy,” which I didn’t even know what that was.

So, I went and had the colonoscopy, and it came back that I had a tumor. So, they sent the information off to the lab, and it came back, and it was malignant. So, they thought it was colon cancer.

Now, a colonoscopy, they run this endoscope up in your rear end, up through your colon, to find out if there’s any polyps, and they can take these polyps out.

Well, they couldn’t get mine up very far, because I have this tumor.

Now, the colon, the responsibility or the function of the colon is to pull the waste products together and form a stool, that you pass. Well, if you have a colon that’s say 2 inches around, my tumor was all the way around the inside of the colon, and it started shrinking this down, so I have



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a hole about the size of a pencil.

Now, I was having trouble going to the bathroom, so the first thing I did was go out and get something, “Well, I need some more fiber.” So, I got Metamucil. That wasn’t strong enough. So, I go down to Whole Foods and got something even stronger. That wasn’t strong enough.

What was happening, it was going the opposite way. I was creating a bigger stool, a more firm stool, and it was trying to push down through that pencil-sized hole and it wouldn’t go.

So, now I’m having all this pain, and I just can’t get rid of this stuff. So, the doctor said, “We need to go in and do something with this.”

They found out it really wasn’t in the colon, it was in the rectum, which is farther down.

Now, in the rectum, the rectum is behind the prostate and the bladder, so it’s really tough to get to. They looked at it and they said, “We need to run some CAT scans, some PIP scans, and MRI’s.” So, we did all of the tests, did all the blood work, found out that it had now metastasized, or spread, into the lymph nodes and into both leg bones, and into my pelvis. So, it’s not operable, at this point.

So, the doctor said, “You’ve got about 6 months to 12 months left.”

Well, that can be devastating. So, I look at it and I say, “Well, I have 2 choices: I can sit around and cry and mope and whine about it, poor me, or I can say, ‘What good can come out of this?’”

Now, I’ve got a gift. My neighbor had brain cancer. When he got brain cancer, he was non-functional. He couldn’t do anything, and it just drained the family’s resources.

Well, I’ve got this cancer, and I can still do something. Not only do I have this cancer, but knowing that this is one of the most deadly forms of cancer there is, it’s also one of the easiest to detect and one of the easiest to cure, if you detect it properly, or quick enough.

Now that, to me, is a gift. I know this information. If I have this information and I fail to share it, shame on me, because I could be helping someone.

Let me put this into a business perspective, for a second.



If you have a product or service that's the very best, then you have an obligation to get it out there.

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If you have a product or service, and that product or service, you're convinced, is the very best product or service you have, and it's of extreme benefit and the best benefit of any product or service like it for your customers, and you don't share it with your customers or your prospects, shame on you. You have an obligation to share that with them.

Now, if that product or service isn't the best, and you continue to sell it knowing that there's something better out there, shame on you, because you're cheating those people and you're cheating yourself, because you're not coming from a point of integrity.

So, you have 3 options: either fix it and make it the best, or change its category so it's in a different category, so it's not competing with the other ones, or quit selling it.

Now, let's suppose that that product or service you have is the very best that there is. Then, if you don't share it with me and it can help me, shame on you. You're cheating me and, again, cheating yourself because you're not coming from a point of integrity.

So, the point is if you have a product or service that's the very best, then you have an obligation to get it out there. Do whatever it takes to get it in front of people, and let them then have the opportunity to either accept it or reject it. If they don't take advantage of it, that's their problem. You've done your job.

Now, let's go back to what I have, this cancer.

I know it's one of the most deadly forms. I know it can be detected early. I know it can be cured, if caught early enough. If I don't share this with the rest of the world and let you know that you could have this, even though you do all the things that Tony says, all of the exercise, all of the diet, if you don't take advantage of the medical technology that's out there, and I know that, shame on me. Because I could have put you and your family in a real dangerous situation.

That's not my situation.

So, I look at this and I say, "Alright, where am I going to go with this?"

A couple of years ago, there was a movie called "The Bucket List,"



*Why are
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with Morgan Freeman and Jack Nicholson. They were 2 cancer patients in the hospital. They sat around and they said, “Let’s make a list of all of the things we’d like to do before we kick the bucket.”

So, they decided they were going to go out and race cars and jump out of airplanes and climb mountains, and all that stuff. That’s really good.

I looked at that and I said, “Well, I can do the same thing.” But that’s really a selfish way to look at this.

For me to go out and spend the rest of my time, knowing what I have, knowing the gift that I have, knowing what can be done with this, knowing that it can save lives, to go off and do that kind of thing, I think, is extremely selfish.

I’m looking at it saying, “Now, if I had 6 months to live, what would I do differently?” The question for you and for everybody listening is if a doctor called you in and said, “You have 6 months to live,” 2 questions: what would you do differently? Are you religious? If you are, would you pray more? Would you pray more fervently? Would you attend your temple, your church, your synagogue more? Why are you waiting? Why not do it now?

If you’re not religious, would you all of a sudden get religious? Well, what are you waiting for?

If you’ve got a problem with one of your family members, maybe there’s a falling out between you and your spouse or one of your kids, or maybe somebody at work, maybe it’s a client, somebody, would you make up? Would you make amends now? Your mom? Your dad? You haven’t called, you haven’t told them that you love them? Why are you waiting? Why not get it done right now? Put that stuff behind you.

If you’re in a job right now, that you absolutely hate, would you continue working that job? Why not make a change?

Are your finances so screwed up, that you would spend the next 6 months of your life trying to bail your family out, so that when you’re gone your family can somewhat survive? Well, why not fix it now and not put them in that situation? That’s a heck of a way to live your last 6



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months, working your tail off, trying to make sure that you make up for lost time.

In other words, don't put off what you have. If you have a gift, if you know something, then get it out there and let people know about it. That's, I think, where my moral obligation comes right now, is to share this message with as many people as possible.

You see, there's no reason in the world for me to have a situation. No reason at all. If my doctor would have said to me – now, this is a marketing call, and you'll understand this – if he would have something like, “When you hit age 50, get these 3 tests done,” he could have picked up some money from that because he could have don't those tests. Or maybe he referred them off someplace, and got a backend. Right?

If he didn't do that, and he knows that these things should be done at age 50, and he doesn't tell me about that, shame on him.

Then at age 60, again, everybody should have a colonoscopy at age 50, and then every 10 years thereafter.

If you've got cancer in your family, you should have a colonoscopy starting at age 45, and then every 5 years. I didn't know that. Nobody ever told me that. Now, the information's out there, but I didn't know about it.

I hired a professional, a doctor, to help me with my health problems. Every year, he'd do my PSA test. Shouldn't he, at that point, at least say, “Hey, you should have these other tests done, too”? So, it's a marketing problem.

Now, he's put me into a situation here that's pretty dangerous for me and for my family. I'm not blaming him, but I'm just saying if he would have had some type of marketing system in place, maybe an autoresponder or a tickler file, or something that pops up and says, “Hey, this guy's 50, let's send him a postcard, an email, a letter, make a phone call, do something to let him know about it.”

Here's the point. If you take your car to Jiffy Lube and have your oil changed, 3 months later you get a postcard. If Jiffy Lube cared more about your car than your doctor cares about you, then get another doctor.



Before we started this interview, I asked you, “Is there anything that’s off limits?”

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That’s what I’m saying.

My doctor, I think, really did a disservice to me, because he didn’t let me know this. Is he legally obligated to do that? Probably not. But morally, he knows these things happen at these certain ages, and it would just take a simple file, a tickler file or something, to let me know that.

Joe: For the whole medical industry, that could be a very long conversation about pros and cons. As you know, in this country, it’s more about disease management than disease prevention.

I’ve heard the quote that, “They’ll never find a cure for cancer, because 4 times as many people make a living off of it than die from it every year,” which is very sad. Both my parents died of cancer. There’s a lot of things that go through your head through this whole process.

My question to you, before we started this interview, I asked you, “Is there anything that’s off-limits?” You said, “No. Anything you want to ask me, let’s go and talk about it.”

When you first heard that you had this cancer and that you’re going to die, how did you respond to that? What went through your head?

Martin: It really didn’t hit me. I hear people go through the 5 stages of grief. They get angry and all these other stages.

Joe: Yeah, *Death And Dying*, the original book that we talked about.

Martin: It didn’t happen to me. I looked at it and said, “Okay, what are my options?”

Joe: You think people might say, “You’re in that stage right now, you’re in denial”?

Martin: They might. But I’m looking at this going, “Where do I go with this? What can I do with this? How can I help other people avoid going through it?”



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Joe, today I'm meeting with you here. We'll have lunch, and then I go in today at 2:00, in the middle of the day – get a regular job and do this – every day, at 2:00, I go in for radiation. I've got tattoos on both sides of me, on my hips. I've got one right here. They line me up in this radiation machine, they line up these laser beams, and I'm in there, and they run this thing around me, and it puts radiation in. They're trying to shrink the size of this thing.

Then I carry this pack, right here. This is a pump in here, and there's an attachment on it that's full of chemo. There's a tube that comes out of this, and it goes up my shirt, and it goes right into a surgically-implanted port in my chest. Surgically-implanted. It goes up that tube and plugs into that.

Now, I'll go in today, and every week I go in, they won't take the port out, they'll take the needle and that tube and everything out, and they'll replace it. I have chemo 24/7, chemo trickling into my system. I have to carry it everywhere I go. It's my new best friend. I have to carry this guy around with me.

Joe: So, you sleep with that thing?

Martin: I sleep with it, I put it over here, and I can't roll over in bed because I get tangled up in the cord, in the tube. It's a pain. It really is.

But every day, I have to do this.

Now, they can't operate on this, but what they're going to try to do is shrink the size of this tumor down and control the size of it and control the growth, the spread of it, and control the pain. That's all they can do.

It may come to the point where they have to cut my colon above where the tumor is, and then put it out into another bag, into a colostomy. So, I'll have an external bag that carries all of the waste. You have to change the waste all the time.

It may come to that. It depends on whether or not they can shrink this thing down.



First of all, you always prepare, no matter what.

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Joe: Do you feel that you're going to overcome this, you're going to cure it, it's going to be cured? Or do you, right now, feel like, "I'm going to die. I'm preparing myself and I'm going to do everything I can before that happens?"

Martin: Well, a couple things. First of all, you always prepare, no matter what. In business or whatever, you always prepare for the worst and you hope for the best.

So, we're getting all of our affairs in order. But I'm also doing everything I can to fight this thing. I went to the gym the other day for the first time, and people are just amazed. "What are you doing at the gym?" Well, life goes on, and I've got to keep my strength up. I'm way weaker than I was. But I've got to keep my strength up. I've got to keep a positive attitude. Attitude has so much to do with so much in life, whether it's business success or life success or your health, or whatever.

So, I'm keeping a very positive attitude. I'm keeping focused on what good I can do for other people and helping other people. I'm working with my consultants. We're continuing to have our training. I'm developing a whole new talk around this thing, and I'll be taking it out to corporations and other businesses and letting them know about this.

I have every hope of kicking this. You hear cancer survivor, you hear remission, you hear miracle. Those are 3 things I keep foremost in my mind. I know there are other options, but I'm not considering those options. These are the 3 that I'm looking at: remission, miracles, and that kind of thing, which happen.

Joe: As long as I've known you, you've always had an incredibly positive attitude, even through this whole experience, which is why I wanted to interview you. I talked to you the other day, and you've just got such a great attitude towards this, and you really want to go out and help people. I said, "Let's videotape you talking about this, and let's share it with as many people as humanly possible."

So, that means those of you watching and listening, share this,



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*In the US
alone,
there are
10 million
cancer
survivors.
10 million!*

please. Put this video out to as many people as possible, because I do want people to hear your story and learn from it.

Maybe a week or so after you first discovered this, we were having lunch and you made this comment about how everyone is coming out of the woodwork, telling you this alternative method, “Do this, try this, try that.” Any of us that are in the “information business,” we know a lot of people. In the how-to business, there’s how-to for everything, from how to pick up women to how to raise monkeys, to how to train a parrot to talk, to how to do better marketing, to how to cure every disease under the sun. You come across so many people that know stuff.

So, you decided, obviously, going through chemotherapy. How do you make decisions right now? How does one go through all this stuff and say, “This is what I’m going to do,” because I know everyone and their brother is trying to share stuff with you, and you have to look at it all.

Martin: Yeah. That’s a great question. Our friend Mike Koenigs, I talked to him, because his wife is really involved in charity. I talk to you because you’re involved in charities as well, and that’s something I want to do.

But, Mike referred me to a book called *The Journey Through Cancer*, I think is what it was called, by some doctor. The doctor lost his dad while he was in medical school. The boy was in medical school. And he said, “You know, I wish I could have done something for him. But all I knew was what I was learning in medical school.”

So, he goes out and he studies all of the Eastern medicines and the Eastern thinking, and all of the alternative things. He came back and he wrote this book.

So, Mike told me about it. So, I went on Amazon, I bought the book, and I looked at it, I read the book. It’s very interesting.

What he said in there was in the US alone, there are 10-million cancer survivors – 10-million! There are 5-million that have gone past the 5-year mark, which is really significant. He said, “While some of these people have looked at alternative treatments and used alternative treatments, the vast majority of them relied on the big 3: that’s chemo,



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“Are you open to alternative treatments?”

I used to say yes...

radiation, and surgery.

He talked about some of these studies that you have now. I’ve been approached with everything from South American tree bark to going off to the Philippines, and going to everyplace in the world. People want me to go down to the MB Anderson Clinic in Houston, or over to USD in San Diego, because they’ve got a great clinic, and all these different places that are supposedly the best in the world.

Well, the fact of the matter is there are certain protocols. When you have this kind of cancer, these are the things that you do, recognized by the medical profession, tested, double-blind tested by experts, blood tests, CAT scans, PET scans, MRI’s, the whole thing. This is what the protocol is, and this is how you treat it.

Now, there are other people that come to you and say, “Well, there’s a naturopath in Tempe that will give you vitamin C and herb injections. I know that cured me. That really helped me.” Well, how do I know that for sure?

There are over 100 different kinds of cancer. You and I can have the exact same kind of cancer, take the exact same treatment, and your body’s going to respond differently than mine will.

So, I look at this and I think, “There are so many things that people are hitting me with,” and the common thing is, “Are you open to alternative treatments?” I used to say, “Yes.”

So then, I started looking at these things. Where do you stop? Where do you start, where do you stop? This guy’s got a website with 6 testimonials, and he says, “I cured all of these people.” This one over here says, “Well, I’ve got 12 testimonials, and I cured...” This one has 20 testimonials.

Well, how do I know that those people who are cured were really cured by that, or maybe it was something else that happened, and they just happened to do it?

Talking to my doctor, the doctor says, “You can do all that stuff, if you want to. But the problem is we are treating you with things that we know are the protocol for this type of cancer. If you do something else that



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messes up your body, or it may change your body so that it interferes with the treatment we’re trying to give you.”

So now, what I’m doing, I’m maybe stepping in the way of the doctor. I’m not willing to mix everything together. You have to, at some point, say, “This is what I’m going to do.”

Now, one of my friends sent me something the other day, and I can’t remember what the name of it is. But it’s a Qi-something. So, I looked it up on the Internet, to see what it was, and it has a whole list of things that it cures: cancers, with an S, and every other thing. Headaches, sexual problems, and everything else you can think of. I’m thinking, “Here’s another one.”

So, which one do you choose? I think you have to make up your mind and say, “I’m taking one way to go,” and that’s what I’m going to do. I’m not willing to mix everything else in.

I was in an event the other day, and Joel Bauer was speaking, and he told my story. He said, “Please, don’t go up to him and ask if he’s open to alternative treatments. He’s had enough of that. He’s decided where he’s going to go.”

After the event, 3 people came up to me and asked me if I was open to alternative treatments. Respectfully, I had to say, “I really appreciate what you’re trying to tell me. I really do. I know you’re very well-meaning and I know you want the best for me, and I know you think this is the very best. But right now, I’ve made my decision. I don’t mean to be disrespectful or rude, but I’m really not interested, at this point. Thank you very much.”

So, you just have to decide where you’re going to go. That’s what I’ve done.

Joe: I guess that’s got to be hard for both sides, you and other people, because it is. People have good intentions. If people have had, or at least believe they had an experience that cured a disease or helped them rid themselves of cancer...



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But I'm talking life and death here. I'm talking about my life and my family.

Martin: They'll walk away going, "Aw, I feel sorry for that guy. I could have cured him."

Okay. But I'm talking life and death here. I'm talking about my life and my family. I'm just not willing to put them in the hands of something that is out there, tree bark, or it hasn't been tested. Maybe a couple of people say they got cured for it, but it hasn't been proven over time.

That's just where I'm at.

Joe: How's your family reacting to this?

Martin: They're having a harder time than I am. Look, it's me. So, I know here's what I have to do, this is where I need to go. My family is sitting back on, "Well, I don't want to lose my dad or my husband or my grandfather." But their support has been tremendous.

One of my 4-year-old granddaughters made me this little bracelet the other day. She told her mom, she said, "I need to make grandpa a craft." She goes, "A craft? What's a craft?" "Well, I have this little kit, that's little beads and things."

So, she made this little bracelet and she brought it over to me and gave it to me.

Now, I wear this everywhere I go. Whenever I look at this, I'm not only reminded of that 4-year-old, I'm reminded of all my grandkids, because they're all there, and they all support me in a certain way.

One of my grandsons, 12 years old, decided he was going to fast for 24 hours – no food, no drink, nothing, for 24 hours, to help grandpa get better. A 7-year-old decided he wanted his Mom to take him down to Payway, because they have a fountain in front of the Payway restaurant, and throw a quarter in there to wish that grandpa gets better. Whatever it is that they come up with on their little brains.

One of the grandkids, 5 years old, lost his other grandpa to cancer a couple of years ago. He was looking at his mom and said, "Boy, I sure hope grandpa gets better, because I just don't need another widow to worry about." The funny little things that they say.



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I've made some mistakes along the way. We all do, right?

My daughter made a really nice quilt for me. People just continue to do things for me. The things I get from my speaker friends. They send things to me, cards and gifts and quilts and books. The support's been tremendous. Just absolutely tremendous.

Joe: You've put a lot of good karma out there in the world, in your life. I didn't know you early on. Maybe you were a really bad guy. I've never seen that side of you.

People pick and choose how they're going to live their life, the contributions they're going to make. I think all human beings go through stages – maybe not all, but a good majority – where it's like some years life is working. Other years, weeks, days, months, life sucks and life's awful, and you're desperate and you're just trying to survive. Maybe not, per se, physically, like you don't have access to food, but just mentally. People go through a lot of angst.

You've really developed a life where you've had a lot of contributions, you've had a lot of success, you've helped a lot of people, and you've set up rituals that allowed you to do that.

So, that's why, at least from my perspective, I'm not the kind of guy that walks into a doctor's office and says, "You have an incurable cancer." I've worked out, I've ran marathons, I've eaten right, I've tried to live a good life. So, life happens sort of thing.

My question to you is what were some life decisions that you made, that you felt served you, your family, society, in the very best ways? What were some decisions that didn't? Like what are things, looking back at your life, you've done right and what are some things that, if you could do it over again, you would have done differently? I'd like to ask you about that.

Martin: I've made some mistakes along the way. We all do. Right? No matter how successful you are, you've got some mistakes along the way.

I've had a company in the UK, I teamed up with a partner over there, to do some things, and he took advantage of me. I lost everything.



I kind of feel like my best decisions come when I make them, when I have control over things.

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I was bankrupt, I was upside-down completely, totally, lost everything.

I laid on the floor, Joe, and I cried for 3 days. I didn't know what to do. I just was completely devastated. I picked myself back up and said, "I've got to do something." So, I went back to work and developed this company, reestablished this company.

I then teamed up with somebody in Europe. We did the same thing. I had another company in Europe, and the guy took advantage of me on that thing. I didn't lose everything, but I lost a tremendous amount, because I put my trust in someone else that I thought was reputable without really checking them out.

I kind of feel like my best decisions come when I make them, I have control over things.

So, I don't delegate a lot. I don't micromanage, but I don't delegate a lot. I do a lot of my own stuff. That's when I have my greatest success. I kind of know what my limitations are, where I need to go.

The other thing is I depended on mentors to help me get where I am.

One of my early-on mentors in the business was Joel Weldon. He lives here in Scottsdale, one of the top speakers around, corporate trainers, one of the darlings of NSA, one of the originators of NSA.

In my association with that organization, I was on the board of directors for 8 years with them.

Joe: National Speakers Association. I think you already said that, but I'll just say that, in case.

Martin: Yeah, thank you. I got to be good friends with a lot of very well-known people. I got to speak on stages with a lot of people as I've gone along. You've been a great mentor of mine. I've learned a tremendous amount from you, and I owe you a lot for that.

Joel Bauer's another one who has taught me a tremendous amount. We're great friends.

There are some other ones out there that I just look at and put my



Learning from people who are expert at what they do, and then taking that information and making it mine.

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trust in what they know, watching what they do, and learning from them.

There's other ones that I stay as far away as I can from. You'll know. You probably have the same views on some people.

Joe: For the sake of this, we won't mention those people. But yeah, they're out there.

Martin: It's that way in business, it's that way in my exercise, in my racing. I've hired the best, when it comes to racing and mental techniques. I've hired a registered hypnotherapist, a sports hypnotherapist who worked with some of the best athletes, to train me on how to think ahead.

I've watched the way Arnold Schwarzenegger destroyed Lou Ferrigno in the original *Pumping Iron*. Just mentally just destroyed him. And how Lance Armstrong, when he was racing, how on one of the hills he was climbing, he was just dragging. They commented about it. All of a sudden, he took off and he blew by Jan Ulrich, and he turned around and looked at him like, "Are you coming or not?" and just blew by him and destroyed him mentally.

You can go on YouTube and look up "the look," "Lance Armstrong and the look," and you'll see what I'm talking about. It just destroyed this guy, just by the mental part of this.

So, that's been a real big part of what I've done; learning from people who are expert at what they do, and then, taking that information and then making it mine.

Joe: First off, I think that is one of the smartest things that human beings could ever do. It's been said a million different ways. Look at people that are more successful or where you aspire to be, and get to know them, learn from them.

Martin: Do exactly what they do, right? It's got to be there.

Joe: Exactly. So, what are some of the biggest mistakes that you've made, that



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“Grab attention, make a compelling offer and take massive action.”

- Adam Urbanski

you could share, that would be instructive for everyone listening, that could either save them time, money, stress, angst, their reputation, that sort of stuff? Either things that you’ve experienced yourself or that you’ve seen other people do that were gigantic mistakes?

Martin: Adam Urbanski, I was in his program last week, and it was kind of interesting because he said 3 things. The very first thing he put up on the screen, if you just watched what he put on the screen, looked at that and walked away, you would have gotten it.

The first thing he says is, “Grab attention, make a compelling offer, and take massive action.”

So, if you look at it in business, the first thing you have to do is get the attention of your targeted prospect, whoever that is. You’ve got to make him some type of a compelling offer that they can’t turn down, and then you’ve got to get it out into the marketplace.

With our consultants, it’s the same thing. The last one of those things, take massive action, is where I have missed out many times and where I see so many other people miss out. They have all the knowledge, they have all the instruction, they have all the materials, they have all the information, they have all the teaching, the training, the support, everything that’s there, they just don’t do anything with it.

Maybe it’s a matter of fear, or it’s a matter of just procrastination, whatever it is. But they’re not taking massive action. Sometimes, and I hate to use this phrase because I don’t like it, it doesn’t have to be good, just good enough. I don’t believe in that.

Let me back up.

When it comes to your product or service, remember, I said if your product or service is the best that it can be, then get it out there. If it’s not, then good enough isn’t good enough. You’ve got to have a good product. You have to have the best product or service available. You have to.

So, good enough isn’t good enough there.

When it comes to your marketing, then good enough is okay. Just get it out there. Right? You better have a good product to begin with. If



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your marketing isn't perfect, at least you're getting it out there. Then, perfect it as you go. Don't perfect your product as you go, get the product right.

People point back to Apple and say, "Well, their product wasn't right, they just got it out there." Yeah, I know. But it wasn't the best move. Some people will argue with me about that, but I think you should have the very best product you can possibly have to get out there, if you don't.

Apple has the ability to come back and change things, and make it right for everybody very quickly. But most of us don't have that. We're skimming by by the seat of our pants, the skin of our teeth, and trying to get something out there. They don't have the customer service and support that Apple has.

So, I think the biggest mistake I see is just people don't take massive action on things. They're afraid or whatever. I'm not sure.

Joe: I think fear and apprehension is a huge part of it. Entrepreneurs that I've studied -- most of my world is spent around entrepreneurs. I look at those individuals way beyond just people out there trying to make money. I am definitely of the perspective that capitalism is a good thing, that making money is a good thing, and that the best way to help the poor is to not be one of them and to have the means to be able to go out.

I say this not just as an opinion. I raise more money for foundations than I pay myself every year, and we've raised millions of dollars for various different charities and whatnot.

But that aside, the best way to be a contributor in the world is to have a profitable business and employees, and create valuable products. It's not going out and seeing how much good stuff you do for other people while you're sitting there struggling yourself. That's not a great way to live.

So, taking massive action is critical. Taking any sort of action is critical, because most people will just sit around. Again, I look at fear being a huge part of it, and the average entrepreneur, I think in the US,



*“I want to accomplish something.”
But you’re sitting around, not doing it!*

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based on the Coffman Foundation, 96% of entrepreneurs, business owners, don’t make more than \$50,000 in a year, like ever. That’s fascinating, because you have all these people that you’d think they’re going out there, working their butts off, and they really don’t make it. In a lot of ways, you have many people in society, including many politicians, that want to punish these people and make them look like the greedy ones that are getting all the money, when that’s really not the case.

So, for the people that are watching this, at least for anything that I have any impact on, it’s going to be entrepreneurs. They’re going to be business owners out there. That’s really the audience that I’m sharing this message with and speaking with right now.

You’re now put in the situation with cancer that now you’ve got a timeline here. So, that tends to ramp up your ability to make decisions. In spite of the fear, you’re going to push through it anyway because you’ve got some work to do.

I think one of the biggest things to learn from you is let’s say you hadn’t been diagnosed with cancer, any disease or whatever, but you’ve got these ideas and you’ve got these thoughts in your head that “I want to accomplish something, I want to go start a business, I want to help this and that.” But you’re sitting around, not doing it. What would you say to that person, if they don’t have a big motivator behind them? Do they need to go and create this sort of condition, even if it’s artificial, even if it’s playing a trick on themselves?

What the heck do you say to someone that is not taking massive action? Because the reality is most people don’t. They just don’t.

Martin: It’s interesting you say that, because about a year ago I was talking to some people, and I said, “You know, I look at Lance Armstrong, and he had cancer. Look what he’s done with his Live Strong Foundation.” Candy Lightner, with her Mothers Against Drunk Driving. She lost a couple of kids, and she started that. Susan G. Komen with her breast cancer Race For The Cure. John Walsh, with his America’s Most Wanted. It goes on and on and on.



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I never realized that I was going to have my own gift. I had no idea.

I thought, “You know, that’s really interesting that they all have a driving force. They have something that’s making them go forth and do something with it.” As much as I’d like to do something like that, I don’t have a driving force. Not wanting one, not thinking I was going to get one, but I got one. I didn’t take any action at all, because I didn’t have a driving force that said, “This thing that you have is bigger than you are.” Saving somebody from America’s Most Wanted or capturing crooks, or whatever it is, that was bigger than John was, because he had a real driving force and wanted to do something for his son, Adam. I didn’t have that.

Then, a couple of months ago, I happened to be at Safeway. There’s a little gas station down in the front, where I get my gas, and a lady inside this little store there in front of it, she had a prostate cancer shirt on. I thought, “That’s interesting, because my brother-in-law just lost his prostate, and I’ve got 3 or 4 friends that lost their prostate to cancer.” I thought, “Maybe I could get behind something like that.”

So, I went in the store and I bought me a shirt. I thought, “Well, I’ll get involved in this.”

So, I started researching that, and I found there’s a lot of people that are doing stuff with prostate cancer, and I thought I’d get behind it. But you know, it really wasn’t personal. I had friends, but it wasn’t personal.

I never realized that I was going to have my own gift. I had no idea.

Well now, I’ve got this thing. I’m thinking, “Now, where do I go with that?”

So, I’m talking to a neighbor of mine, and he races bicycles. We belong to this big bicycle club. There’s 675 members in the cycling club.

I was telling him about the situation. He was up in Show Low, a town north of here, and he was doing a race, and he happened to talk to the president of the bike club, and he told him about it.

Well, Sterling, the president, comes down, and he gets on the phone and he calls, and we talked about it. The next thing I know, an



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email's going out to all 675 people, telling them about my story. I know a lot of these guys. I've raced with them over the years. Since that time, 22 people out of that group, 22 people have contacted me and said, "Martin, I've either got my colonoscopy scheduled," or "I'm going to do it this week" – 22 people.

Then, I was at an event, in fact, Adam asked me to say some things at his event – 8 people from that event said the same thing.

Now, that's just in a small, little group. I hate to be the poster child for this, or the sacrificial lamb, but if my situation can help one or 2 or 3 or 10 or a dozen or a million people, it's worth it.

So, that's kind of my thing, where I'm going to go with this. Now, I'm going to take this thing out as big as I can, as fast as I can, to impact as many lives as I can. I'm not going to create a big foundation, like Lance or any of those people. I don't have the money behind me on that. But I do have the ability to get in front of people, the ability to articulate what I have, the ability to speak in front of people, and the contacts that can get me out in front of business. I'll talk in terms of what we just talked about, about working for a company, and if you're not putting in your best, you should be putting in your best and that type of thing, but then tie it right into cancer.

100% of the profits I generate from this are going to go directly to cancer awareness.

Joe: What's the difference between awareness and research?

Martin: Well, research, you're trying to fix the thing. Like you mentioned, that's a pretty tough thing because there's not a lot of profit in fixing it. Too many people are depending on this for a living.

But awareness means you've maybe you don't have a problem, if you're this age, go get it checked out.

You know, Katie Couric lost her husband to colon cancer, and there was a big splash about it. Then all of a sudden, it went away. Why is that? How come we're not hearing about it? We hear about prostate cancer all



We live in a culture where there's a lot of things that are sold that really aren't all that good.

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Getting someone to intellectually and emotionally engage about a future result of doing anything like going out and getting hammered or eating crappy food, or hurting people, or watching pornography, or anything that may not be useful to someone, you can sell that way, but is that going to help someone reach a bigger future that's good for them?

I'm not going to have a moral discussion about it. A lot of things that are put out there, I think pharmaceutical companies are "great marketers," but I think a vast majority of what they do and how they do it is not good, and enslaves a lot of people. The biggest drug dealers in the world are pharmaceutical companies. Not that a lot of it doesn't help people. I'm sure tons of people are helped as a result of medicine. But at the same time, we live in a culture where there's a lot of things that are sold that really aren't all that good. So, people confuse the 2.

But from the standpoint of here you are with a message that you want people to not only hear, but take action as a result of it, like you mentioned, all of the progress, it seems – maybe not all of it, but I think most of progress in humanity comes out of someone's bad news. They put up stop lights when someone gets killed in a car accident. Something bad happens, and then they fix it.

My friend Tim Ringle, I don't know if you've met Tim, but he's an amazing guy. He had a 17-year-old daughter, a little over a month ago, 17-month-old daughter, she died. He had to bury her. She had a skin condition that, when she was born, literally, I don't even know the name of the disease, but literally her skin would constantly just come off. She'd rub her nose, and skin... It was terrible.

This is a guy who's a music therapist, and plays music at hospice centers while people are dying. He's a guy who's around death all the time and has a much different perspective on death than people that never see it.

He made this comment, because I talked to him literally right after his daughter died, and he said, "You know, Joe, I'm going to spend my life figuring out how to raise the money so they can find a cure for this. We're so close." He goes, "It's because of my daughter and kids having to die



Get your weight under control. Come on! There's really no reason not to.

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before it becomes the catalyst to do something about it.”

Now, he's on that mission. I had him speak at a recent event we were at, and it was extremely impactful.

But the thing is it's stuff like this that advances humanity. In a lot of ways, it sucks. But at the same time, that's where you learn things.

So, I guess what I would like to ask you is, for people watching this, what would you like them to do for themselves and also anything for cancer awareness or any mission that you're currently on? What would be an outcome that you would love to have happen as a result of people hearing about your story?

Martin: Well, in this country, obesity is rampant. Morbid obesity is rampant. I think one of the things that people really need to do and get a handle on what Tony Horton talked about, get your weight under control. Come on! There's really no reason not to.

Sometimes, there's a reason, because there's a medical problem or something. But for most of us, it's a matter of eating right and doing some exercise. It doesn't take much. Just get it right.

But the other part of that is knowing what I know now, about these checks and things, if your doctor doesn't care enough about you as Jiffy Lube cares about your car, either get another doctor or go online and figure out what you need to do at certain checkpoints.

Ultimately, you're responsible for your own health. Not your doctors, you are.

So, either find a doctor that you can delegate that to, or go online and figure out what you need to do at age 40, at age 50, at age 60, at certain checkpoints in my life, and then put a calendar up and start doing whatever it takes.

But if you know what I've just told you now and you're 50, and you don't get your colonoscopy, then you're putting yourself and your family in a tremendously bad position.

Look, there's no reason for somebody to have to have their 4-year-old granddaughter do this for them. You don't need to know. This is nice,



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that she did this, but it's not necessary. If I didn't have this problem, she wouldn't have had to do this. It was nice of her to do that, but don't force your grandkids into a situation where they've got to start doing things for you that they wouldn't normally do.

Right now, most of my time is spent looking at websites that I would never look at, reading books that I would never read, talking about things that I would never talk about, spending my time going to places like to the doctor's office, that I would never go. I would never go there.

But I'm forced into this situation because I didn't know about that situation and I didn't take care of it.

Joe's going to see, when we go there this afternoon, he's going to look around at these people that are in there, and this is my peer group now. These people who are in there, they don't have any hair. These people, some of them are very old, their legs are that big around because they're just emaciated because of what the cancer has done for them.

He's going to look at people who are sitting in these chairs, these recliner chairs, for 5 to 8 hours, taking chemo. They'll have an IV in here, because it dehydrates you, and over here they'll have the chemo going into their system.

They'll get this blast of chemo, and it will last for a few days, and a blast of chemo. So, it's up and down, up and down.

Fortunately, I've got one of the newest things, this pack here. I don't like carrying it, but it drips in there constantly. So, it's not going to be as difficult on my system as it would other people.

There's no reason for that kind of thing. Knowing what I know about this, if you now have heard this, if you've gotten this far in this interview, you know what you need to do. Go get it done. If you don't, you're putting yourself and your family in a really bad situation. And shame on you! Shame on you! You have no business doing that.

To leave a wife or husband or children or grandchildren financially unstable or emotionally unstable, been married for 30 years, 40 years, whatever it is, and you check out, you're leaving them and they're still in their mid-50's maybe, and they're having to start all over, it's a heck



Diet and exercise is so simple. It's a matter of will power.

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of a spot to put somebody in when it's not necessary.

So, one thing I'd say is do whatever it takes to, one, get your weight under control. Diet and exercise is so simple. So simple. It's a matter of willpower. Then, take advantage of the modern medical miracles that we have out there; stuff that we didn't have 5 years ago. They didn't have this 5 years ago. They didn't have it a few years ago.

So, take advantage of the testing and all of the stuff that there is out there, that can help prolong your life. Not only that, Joe, but the time that I'm spending doing this stuff now, to handle this disease, could be time better spent helping an entrepreneur better his business, helping somebody get away from their corporate job and start up their own consulting practice, and making a lot of money helping impact other people.

I don't have that now. This is taking away from the good that I can do for the world, and helping commerce and helping families and helping individuals have better lives.

Joe: Yeah. Yeah. Well, if I stop the interview right here and just have people listen to what you just said, and go out there and take action right now, that would be a huge service to all of the listeners. I'm not going to stop the interview. I'm going to ask you some more questions.

But what I do want to do is highlight, to everyone listening, whatever you need to do to remind yourself to go see the doctor, to go get a checkup, to quit putting off something that's in the back of your mind, and just maybe take an action that, until hearing what Martin just had to share, you never would have thought, 2 hours ago, that I'd be going to a doctor, scheduling an appointment.

Just go ahead and do it. There's a lot of people that don't even go to the dentist.

I remember this journal I did with Dr. Edward Hallowell, it's "Unload, Overload," and one of the things is, "I'm going to make the dentist appointment I've been put putting off." It's one of these things that's just in there. That sounds, in a lot of ways, kind of silly. You've heard that a million times.



*I have a
very
patient
and
forgiving
wife.
That's
really
what it is.*

Why Wait? Do It Now! On Legacy, Character & Care

Joe Polish Interviews High-Level Business Consultant **Martin Howey**

But it's like, well, just do it. There are certain things that could be life or death. That's what you're really pointing at. It could be life or death.

So, one of the things that I'd like to do now, Martin, to talk about, is since you've spent your whole life learning a certain skill set as it relates to business, and you've got 1,100 consultants out there, I think one of the best ways that I can help contribute to you and to your bigger future and to how you want to create awareness is, at the same time, you have a business that you're running and a lot of people can benefit from the tools that you've created.

So, I want to spend a little bit of time talking about that.

I tend to ask people questions that I just want to know the answers to myself. So, it's kind of an interesting model I've created here.

Martin: Kind of selfish, isn't it?

Joe: Yeah, yeah, yeah. Exactly. I wanted to say that. In a lot of ways, absolutely. Let my selfishness just become your gain.

You've been married 38 years. I've got to ask you about that. Come on, what's the deal? What's the secret? Everyone always has those funny questions. I really want to know how often do you fight and how do you recover from arguments, that sort of thing. But 38 years being married, 26 grandkids, you obviously have some skills in that area.

Martin: I don't have any skills in creating the grandkids.

Joe: No, no. I mean creating a family that led to the grandkids.

Martin: I have a very patient and forgiving wife. That's really what it is. She's supportive of anything I want to do. Really, she is very patient, very forgiving, and very supportive, and we really don't fight. We don't have that many disagreements.

If we do, pretty soon you understand somebody well enough. After



You're bringing two people from diverse backgrounds together. That's pretty tough.

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a time, you understand them, they understand you, and you just figure out a way to make it work.

You know how you look at somebody and say, “Their dog looks just like them?” Pretty soon, you get to function like one person. She has the same ideas and ideals and thoughts that I have, pretty much. She kind of knows what I’m going to be thinking, and I kind of know what she’s thinking. So, we don’t really get into that many disagreements. It’s not worth it, really. It’s easy to say after a long period of time.

Now, if you’re just married or something, you’re bringing 2 people from diverse backgrounds together, that’s pretty tough. But over time, you look at the overall good. Where are we trying to go with this thing? We’ve got 6 kids, and we’ve had problems with some of our kids. You try to raise them all the same, but everyone has a different personality. Some go this way, some go that way. Eventually, they start to come back.

It’s patience. You’ve got to realize this isn’t a sprint. Life really needs to be looked at as a marathon. Along the way, there are checkpoints and refreshment stops. You can stop to get something to eat or drink, or something. But it’s not a sprint. You can’t run it like a sprint. You’ve got to run it like a marathon. What’s the overall goal? How long is it going to take to get down there?

So, that’s kind of really how we’ve done that.

Joe: Plus, you have someone you’re aligned with, which is good.

Martin: Yeah.

Joe: So, if people have a relationship that they are just struggling to make it work, what advice do you have for them? Don’t you love how I can take cancer questions and parlay it into...? Then, we’re going to get into the business stuff.

It’s always fascinating for me to actually hear what people’s perspectives are. Because as marketers, what you really are, you’re in the relationship business. As human beings, your ability to function in life has



In any kind of relationship, put yourself in second place.

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everything to do with your ability to interact with other human beings.

So, in a lot of ways, my ulterior motive here is just hear about your perspective on developing relationships, because I know you have an incredible network of people, and that goes way beyond business. That's your whole business, that's your marriage, everything. I just want to hear more of Martin Howey's perspectives on relationships and maintaining them.

Martin: I think a lot of it, in any kind of relationship, is put yourself in second place. Look and say, "How can I make it easy for that person to love me? How can I make it easy for that person to get along with me?"

When you come at things from a selfish point of view, it's me, me, me, and it's always going to be you're looking out for your best interests.

But really, if you look out for the other person's best interests, and I say this kind of generally because sometimes they take advantage of it and they run with it, and then they can destroy you.

But really, if you look out and say, "What can I do to make that person happy, and how can I make it easy for them to love me and to serve me, how do you do that?"

Well, you serve other people. It's the old "If you want to get whatever you want out of life, just help enough other people get what they want." That really is what it comes down to, helping out a person.

What do they want? People want joy and happiness and satisfaction. They want the security, they want to feel like they're loved and they're appreciated.

Appreciation is one of the things I think we don't give enough of anywhere. When was the last time you bought something that you got a thank you note from them? Just a simple thing like that.

What about your spouse? You ever sit down and write your spouse a thank you note, and stick it in the mail? Don't leave it on her dresser or something. Stick it in the mail, so she gets mail.

My little granddaughter, when she wrote this, I wrote a thank you note to her, 4 years old. I sent it off to her, so now she walks around



I think appreciation is one of the most important things, and the most overlooked.

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reading this thank you note. She can't read it, but she'll make up, "Dear Rexie, you are welcome to come to my birthday party." My daughter was telling me this last night, when she was over at the house. She says, "That's not what it says." "It is, too!" "Let me read it for you." "Nope, I can read it."

So now she says, "Well, Grandpa's got cancer." "Dear Grandpa, I hope you get over your cancer. I hope you have a good time at the hospital. Please come to my birthday party."

So, every time she reads, it's something different. But the fact that she's got a note from Grandpa that she can carry around with her, it's that kind of stuff. You're right.

So, the other day, I have this bracelet on, although I have it on all the time, and I'm at the cancer center. The nurse says, "Hey, that's a nice bracelet! Where'd you get that?" So, I told her the story. She said, "That is so pretty!"

So, I take out my iPhone and I take a picture of it. I text it over to my daughter and said, "Please let Rexy take a look at this." I had a little note on there, "Rexi, the nurses at the doctor's office really like your bracelet. They think it's so pretty."

So now, she's got this text from Grandpa, with a picture of her bracelet. So, just things like that, even a 4-year-old, they understand that kind of stuff.

You don't have to do something like send out cards, etc. Or, better than that, go down to the stationery store and buy some, and just hand-write out a card. How long does that take? Stick it in the envelope. It doesn't have to be a send-out card. It could be just handwritten. I think it's better than a send-out card, a handwritten note. Stick it in the mail.

Just a simple thing like that. Send somebody Fairytale Brownies or some cookies from home, or something, for what they've done for you. It's just a simple little gesture like that. And flowers for your wife or whatever it is for your husband.

I think appreciation is one of the most important things, most overlooked things.



**#1: Do
what you
say you're
going
to do!**

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Joe: Oh, absolutely. Absolutely. That whole advice of sending a handwritten postcard or card to 10 people every day, I've used that for years. That's one thing I've always done, and I think, in a lot of ways, just simply acknowledging people.

Dan Sullivan has these 4 referability habits. He says, "No matter how skilled or talented you are, if you violate these 4 referability habits, people won't refer you. They won't want to do business with you."

The 4 referability habits, in no particular order, it's 1) do what you say you're going to do, 2) finish what you start, 3) show up on time, and 4) say please and thank you. If you don't do those referability habits, if you fall short, not that you can't get through life, but people are not going to want to refer to you because there's a lot of people I know that are extremely talented individuals, but they're kind of lousy in either one or all of those areas. Saying *please* and *thank you* is critical.

One of my favorite quotes I heard years ago, that I've always done my best to adhere to is, "Be nice to the people you meet on the way up, because they're going to be the same people you'll meet on the way down."

Martin: There's something that goes along with that, and that's the integrity thing.

I remember one time, years ago, listening to a car salesman, a cowboy-type of a car salesman locally, on TV here. He's talking about the importance of saying please and thank you. And he said, "Every commercial, I always say please and thank you."

As soon as they say that, we started watching. He never said please or thank you.

Joe: Really?!

Martin: It's always about this is no bull, but there was no please or thank you.

From that point on, he lost credibility. There was no integrity.

So, if you're going to do what you say you're going to do, that's



This whole character and integrity thing, I think, is so critical.

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what Dan says, then just do it. But don't say you're going to do something and don't do it.

This whole character and integrity thing, I think, is so critical.

Joe: Yeah. Absolutely. So, you have this business, Top Line Solutions, that has trained people how to be consultants, how to be more effective marketers, how to be better businesspeople. You've created the entire body of work and you've created a business that people can use to make a tremendous income.

One of the best ways that I know how to help our viewers and our listeners, is to give them access to some of your stuff. I know that would be incredibly helpful to you, right now, too. Not that you've not done well successfully. You told me, before we started interviewing, "This is my mission. I'm going to create awareness and stuff." At the same time, I'd love to see your work carry on to as many people as it can be reached, and if I can do that in the context of an interview here, I'd love to do it.

So, what are some of the things that you teach? Let's go through some of the principles and some of the strategies, and then tell people how they get it.

Martin: There are so many people who are dissatisfied in their lives, or working a job and just doing the things that they're going along to get along. They're not fulfilled, they're not happy doing what they're doing. They've got so much talent, they've got so much drive, that they're just stuck in the business. Maybe they want to find a way to get out, or maybe they've been forced out. Maybe corporate has said, "Time to go! The economy's not right," or maybe you're too old. You're 50 years old and they don't want you anymore, and you can't find a job.

They know they want to do something, they've got some business skill or some business knowledge, and maybe some accounting knowledge or sales knowledge, and they want to start their own business, their own consulting practice, helping other business owners become successful, turning their businesses around.



He needs help, but he's not willing to do anything about it.

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There's so many business owners out there who are really struggling today, especially in today's economy.

So, what we do is we take people and we show them how to start, run and profit from a 7-figure consulting practice. Basically, what we do is we say, "Let's find a target market."

Now, a target market could be, first of all, we're looking for businesses that need help. Now, you know every business out there needs help. But also, the second part of that, is we're looking for business owners who want to do something about the situation.

Now, we have a business owner who says, "I know my business needs help. Last year I made \$100,000, and this year I'm making \$70,000. I'll just adjust my standard of living down and I'm okay." Well, that's not a prospect. He needs help, but he's not willing to do anything about it. So, why would you waste your time?

So, they need help, they want to do something about it, they have the money to pay for it, they have the ability and the authority to make a buying decision. They don't have to run it through a committee. They meet your minimum standard, whatever your minimum qualifications are.

For me, I wouldn't want to work with gas stations or AM/PM's, or 7-11's, I don't want to work with government organizations or adult entertainment, or manufacturing. I'm not interested in that.

So, I'm looking for highly-leverageable businesses, that as I go in and work with, I can create an immediate turnaround in that business. The more immediate you can turn around that business, the more money you're going to give to them immediately, and the more money you're going to make for yourself immediately.

So, we look at those kind of things. We show them how to find an ideal target market. Why would you waste your time with somebody who's not a market buyer? Why is somebody who's looking for your services, the more actively they're looking for it, the better chance you're going to have of landing them as a client.

So, the second thing we do, then, is we put our marketing message out there, so that somebody who sees it says, "Hey, I want to call. I need



Before we ever go anywhere, we always qualify them on the phone.

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to talk to them.”

We believe in pull marketing, not push marketing. We don’t believe in going out and trying to sell you services, because as soon as I come to you and say, “Joe, I know I can help you, I know I can turn your business around, I know I can make a big impact, what do you say we get together?” you say, “Well, no thanks, Martin. It sounds good, but I’m really not interested.”

Now, where does that put me? I’ve now got to start to sell you on why I should come out. But if I put a message out there and you look at it and you say, “Hey, you look like you’ve got something that can help me in my business, when can we get together?” all of a sudden it’s a completely different reversal there.

So, we get the message out there. We qualify them on the phone. Before we ever go anywhere, we always qualify on the phone, find out something about that business, and we give them an assignment. “I want you to give me certain things out of your business. I want you to give me certain ads or letters or sales pieces, I want you to give me certain numbers from your business.”

We go to work and we put together a competitive intelligence report. We find out about all of their competitors over here, and we find out how are they communicating their message to the market. Whoever communicates their message to the market the most effectively is going to have an advantage.

So, there’s 21 businesses in their market. They’re #7. You don’t have to be at 21, you just have to be the first one. It automatically does the rest.

So, before I ever go out to see you, I’m going to come in with a competitive intelligence report. I come in with a shock-and-awe box, which will have our book that I’ve written for the consultants...

Joe: A shock-and-awe box? I don’t want to skip over that. That’s good. I like the terminology.



*So now,
I've got
you, right
from the
start...*

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Martin: Shock-and-awe box. You come in with a business card and I come in with a shock-and-awe box, you may be 100 times better consultant than I am, but you don't stand a chance. First point of contact, you've lost.

I come in with a box, and in that box I'm going to have a book. The book is a book I've already written for the consultants. All you have to do is take my name and my picture off, put your name and your picture on, and you've got a book. You're a published author, which automatically sets you apart.

I also come in with a CD interview. I get on the phone and I interview you, and it's a radio interview type of a thing, where I interview you, I find out about who you are and what you're all about, and who your ideal clients are, why you're in business, and some things that you could do to help a business. That goes inside there, in a nice DVD case.

We have a couple of reports that go in there, some testimonial sheets that go in there. I'm going to find out something about you and I'm going to make this custom. I'll go down and buy a DVD about something, I'll buy a magazine or something. If you're a bass fisherman, I'm going to find a CD on bass fishing. I'll put a couple of lures in. I'm going to put something in there that customizes this to you, so when you open this box, and it's going to have your label on here, customized especially for Joe Polish, Piranha Marketing. You're going to open this box, and there's all this stuff. It's overwhelm right there. Look at all the stuff.

So now, I've got you, right from the start. So, we're going to now start to go through this competitive intelligence report.

By the way, when I come out to see you, please understand there's nothing for sale. I have nothing for sale. This is strictly an educational and informational interview. I'm going to educate you about what's going on in your marketplace, and then inform you about some of the things you can do to take advantage of the gap that's out there between what the market wants and what's being delivered by you and your competitors.

But there is nothing for sale. Is that fair enough?

Joe: Yeah.



*I don't
have to say
anything.
You just
sold your-
self on it.*

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Joe: Yeah.

Martin: So, I leave it up to you. I didn't try to sell you anything. I didn't try to close you. I just asked you if you saw value.

Joe: It's total positioning. You're using teaching and education as a way to position it, to see if there's an offering that fits them.

Martin: If you can look at this and say, "If I don't take advantage of this, it's a matter of just making a couple of changes and somebody else is going to take advantage of it."

So, I don't have to say anything. You just sold yourself on it. I haven't sold you at all.

So now, once we have that and we have this person, then I go through a PowerPoint presentation. Some people use it, some people don't. We have that all prepared. "We have a business growth chart with 7 different categories on there. If we make a 10% change here and a 10% here and a 5% here, a 4% here, whatever," and I let them put the numbers in – of course, they always put in bigger numbers – it shows what they can do to their business.

So, for instance, if you are getting 100 leads a month, are we willing to increase that by 10%? That's 110 leads, right? So, that's 10 more leads a month. That's one every 3 days. How hard is that going to be? Not very hard at all, right? Because one every 3 days, all we have to do is put an offer on your ad or put a testimonial on your ad, or change the headline on the ad, and we're going to bump that up. Or maybe run an additional ad.

As far as conversion, I'll give you a simple one here.

If you have 10 people that come into your business and 2 of them buy from you, what's the percentage?

Joe: If 10 people come into your business, 2 buy from you, 20%.



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*How long
would it
take?
Minutes.
How much
would it
cost?
Nothing.*

Martin: And what am I going to say back?

Joe: “I’m good.” Most of the time, it’s like, “No, I’m just looking.”

Martin: “I’m just looking,” right? “If you need me, go find me.”

I don’t care if you’re in Switzerland or if you’re in Scotland, or if you’re in North Dakota. I don’t care where you are. It’s the same thing.

So, when you look at who’s the most prepared in that situation, they’re both prepared. The customer is prepared to try and get rid of the salesperson. The salesperson’s prepared because he’s trying to get rid of the customer. In fact, they both won, but they both lost.

Joe: Totally.

Martin: If we figured out a way, just something different to say to change the dynamic of that, we got one more out of every 10, that’s a 50% increase.

So then, I take that big, huge number that they come up with and say, “Look, let’s just go back and do something really, really conservative: 10%, 10%, 10%, 10%. A 96% increase.”

Now, to change that one little dynamic, that one little questionnaire there, how long would it take to change somebody from saying, “Hi, can I help you?” Minutes. How much would it cost? Nothing. What’s the impact? 50% or greater.

Joe: Like, “Is this the first time you ever visited the store,” whatever.

Martin: Right. So anyway, now we go through this presentation and they’re onboard with us. So then, we sit down with them and we go through a 40-page business audit to analyze the problems in that business.

Most consultants will walk in and they’ll say, “Okay, here’s what we need to do. Spend money, spend money, spend money, hire people, run more ads.”



We don't look for referrals, we like introductions.

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Let's dig into this business and find out how can we add the greatest amount of profits to the bottom line of that business in the shortest amount of time, with the least amount of effort, time and risk, and cost. How can we quickly, easily and cost-effectively put money in your pocket, put jingle in their jeans. That's really what we're looking for.

Joe: Jingle in their jeans.

Martin: Jingle in their jeans. Once we do that, then we have a whole process. Now, let's itemize the most pressing thing we can do to add money to their bottom line, as fast as we can. See, the faster you can add money to the bottom line, then they're going to say, "Wow, that was a good decision, hiring that person." The longer it takes, they're going to say, "Man, I don't know. That was a dumb decision. It's taken us 3 months to recover this."

No. Recover that investment right now, the first week. Recover that investment. They're going to say, "Whoa! That was awesome!" That helps them, but it also helps put money in your pocket right now. That's what we're looking for.

Joe: Gotcha.

Martin: Then, how do you stay with them?

In our contract, we have built in there if I meet certain benchmarks, predetermined benchmarks that you and I agree on, by a certain date, you agree to give me a written endorsement on your letterhead, within 5 days. Plus, you agree to introduce me – not refer, introduce me (we don't look for referrals, we like introductions) to 2 other businesses similar to yours, who can realistically use and benefit from our services.

I come back to you after we've reached these benchmarks, and I say, "Joe, remember when we sat down together and we went through this? When can we expect this letter from you? By the way, when would be a good time for us to sit down and brainstorm together who might be good people to talk with?"



Instead of asking for referrals, let's ask for time.

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If I come to you and I say, “Hey Joe, who do you know who could benefit from our services?” what are you going to say back to me? “Can’t think of anybody. But if I do, I’ll let you know.” That’s the wrong way to do it.

Instead of asking for referrals, let’s ask for a time. “When’s a good time for us to sit down and brainstorm together?” I’m not leaving it up to you. You and I are going to sit down, brainstorm together who might be a good fit.

Then, we sit down and I talk to you and I say, “Hey Joe, do you belong to a club? Do you belong to an association? Do you go to the gym?” I start going into a mental filing cabinet, opening up that filing cabinet, pulling out their file that says, “Jim,” or whatever, and I start going through those things. I don’t leave it to some ethereal thing. I want to go specifically to ask you for these areas.

What am I asking for? Names only. That’s all I want, is just a name. How are you going to contact them? If I ask you for contact info, you don’t have that. I want names. I’ll come back and say, “Joe, I’ve got a list of names here. If I were to look at this list of names, which one do you think would be most beneficial for me to contact right away?” “That one.” “Okay.”

“Now, why is that? Tell me about that person. I want a piece of contact information.” If I ask you for contact information upfront, you won’t give me it because you don’t know it. It’s too much work.

Joe: That’s awesome. What you just went through, describing your product and what you teach, is also just a great process because the takeaways there are using theater with the shock-and-awe, proper positioning so that people are pre-interested, pre-motivated, pre-qualified, and predisposed to work with you in advance, which is what any really good direct response marketing positioning does, using teaching as a way of selling, so you’re selling by helping people. People love to be sold; they hate to be pressured.

So, you’ve developed this process. How many years did it take



I'm the front man of the whole thing. A lot of people come on because of that.

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you to put that together?

Martin: A long time.

Joe: Again, I know you, too. So, there's one part of me that's playing the dumb interviewer here, for people that don't know. I know the elaborate process that you've put together, but that's what people pay you money for.

So, they pay you not only for that method of selling, but also to go out and help other business owners and other entrepreneurs with it, and turn it into an income opportunity.

Now, to what degree are you still taking people on as clients, doing workshops? What's your business look like right now, as we're doing this interview?

Martin: I'm still very much involved. People hire me, they buy our system largely because of me, because I'm the front man of the whole thing. So, a lot of people come on because of that. So, I'm very much involved.

Let me tell you a little about how some of these guys get paid.

Unlike some of the Internet marketers where you have to have 100,000 names on your list and list-building is the most important thing, to us that's not important. We're only looking for maybe 6 clients.

Our guys will go out and they charge in a variety of ways. But working with a consulting client, for instance, if you have 6 clients you're doing well. Most of them will charge somewhere in the neighborhood of anywhere between \$2,500 and \$5,000 a month for a retainer, and then a percentage, maybe 10% or 14%, whatever. Everything depends on margin, what the margin is in a business.

If you're working with a business that has a 5% margin and you charge them 10%, they're going in the hole to hire you. So, that's not a good fit. So, you have to figure that out. We show you how to do that.

Somebody said, "Will they really pay you \$3,000 a month?" Well, why not? It's a matter of how you position this thing.

So, if you were going to go out and hire somebody for \$3,000 a



Even if these things work on things that are below that baseline, that's a gift to you.

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month, that's \$36,000 a year. What kind of an employee are you going to get for \$36,000 a year?

Understand that \$36,000 has to cover everything, taxes, insurance, FICA, Social Security, all that stuff, benefits, everything, has to cover that.

So, you're really going to get somebody who's probably what, \$25,000 or \$30,000? Probably in that area.

Now, most of the people you're going to hire in that area are probably all going to be non-revenue-producing people. Maybe a receptionist, a warehouse person, a driver, or a mailroom or something. Not that they're not important, but they're all costs to the business.

When you hire me to come in, I'm going to look at all of your sales processes, all of your marketing processes, I'm going to look at some of your internal operations. We're going to make some significant changes on those things, where your business all of a sudden becomes more profitable. That \$36,000 you're going to pay me is 100% total, other than the amount we get over a predetermined baseline. So, we cover your baseline, whatever we generate over and above that, we'll take a percentage of that.

So, even if these things work on things that are below that baseline, that's a gift to you.

So, now, if you have 6 clients that are paying you \$36,000, that's \$108,000 a year. There's your 6-figure income, right there, not counting what you get over and above that.

But we also teach people how to do seminars. At some of our seminars, I can show you how you make \$390,000 working one day a week, 3 hours a day. It's just so simple. Most people just completely, totally overlook that. We have guys making half-a-million dollars just on seminars alone, not counting the consulting.

So, when a doctor comes out of medical school, he has a choice to make. He can become a pediatrician, he can become any kind of a number of doctors, brain surgeon, whatever you want, whatever direction he wants to go.

When you come out of our training, you can say, "Well, I want to



I just want to learn what they know, so I can apply it to my business.

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be a consultant. I want to work with businesses one-on-one.” “No, I want to do group consulting.” “No, I want to do seminars.” “No, I want to do speeches.” “No, I want to do...” We teach you the whole thing.

When you come out of it, you can go a variety of different directions or a combination of them, if you want.

Joe: If someone’s not even a consultant or has no interest in even going out and teaching other people, everything that you’ve described would be applicable to almost every business, in terms of the sales process, for anyone selling any product or service.

Martin: We have business owners come through that say, I don’t want to hire a consultant. I want to learn what they know, because I don’t want to pay them. I just want to learn what they know, so I can apply it to my business.”

Joe: Awesome. So, how does someone get a hold of your training, go through your training? How do they go through the process?

Martin: Well, the thing they can do is they can go to our website, which is TopLineBusinessSolutions.com, and there’s information on there. There’s videos they can watch. They can see other consultants. There’s an information kit they can download, and a lot of information there. Or they can just call. They can call and talk to me. I’ll be happy to talk to them.

My direct line is **(480) 969-1738**. Be happy to talk to anybody about it. I’ll hold nothing back. I’m completely transparent. We don’t hold anything back. I’ll just give you everything I have, 45 years of experience, continuing, ongoing support. We service the heck out of people.

Joe: So, I should probably say that you have no idea what you just opened yourself up to.



*You can't
get that
ten
minutes
back...*

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Martin: I know. I know.

Joe: Giving your phone number out there.

Martin: You know what? That's okay. That's how we built our business. I don't hide behind a PO box. I don't hide behind an unpublished phone number or an 800 number with a voicemail. I don't do that.

If somebody wants to talk to me about something, Joe, this is not a dress rehearsal. This is real life. If somebody buys something of yours and it costs them \$100, and they didn't get \$100 worth of value, then they've wasted their money. Right?

But you can replace that money. But if they spend 10 minutes with you and they don't get some kind of value for that, you've wasted the 10 minutes, then that's life. You can't replace that. That's non-replaceable. That's gone.

If you've cheated somebody out of 10 minutes, then shame on you for that. Cheat them out of \$100, shame on you. But they'll get that back. You can't get the 10 minutes back.

So, I feel like if somebody's going to spend the time to call me and want to know more about this, and take time out of their life, I want to give them as much value as I can. I'm not going to hide behind something and say, "Well, here's a phone number. We'll call you back."

No, you call and if I'm available, I'll talk to you on the phone. If not, I'll take a message and I will call you back, and you and I will talk about it. I'll answer any question you have.

I just feel like it's your life. I want to give you as much value as you need. If it's not right for you, that's okay.

By the way, I don't sell my program. If you're interested in it, you see it and you get it and you take advantage of it. If you don't, hey, it's okay. It's alright. It wasn't right for you. I'm not going to try to sell you into it. I don't want you to buy something that's not right for you. I will not sell it. I'll put it out there and say, "Here's what we have," and you either like it, take advantage of it, or you don't.



It's going to be very exciting for me, because I have a whole new direction.

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Joe: Gotcha.

Martin: If it's not right for you, I don't want you. If we're not right for you, you don't want me. That's just the way we operate. Worked well for us so far.

Joe: Awesome. What I would say to people, look at the website first, obviously. Don't just randomly call. I'm sure you're probably not going to want people saying, "Hey, I have an alternative cancer treatment here."

Martin: No. No. My phone number is on the website. Please, whatever, I'm not interested in alternative treatments for cancer. I've made my decision where I'm going to go. I don't mean to be rude or disrespectful, and I appreciate everything everybody's doing for me, but that's another subject.

Joe: Okay. What do the next 6 months look like for you? What do you hope to see happening?

Martin: It's going to be very exciting for me, because I have a whole new direction. I'm still going to run my business, but I'm also going to be putting just about every effort I have into putting this program together, so I can get it out into the marketplace very quickly.

I want to go out and speak at various corporations and associations, and anyplace I can, raise funds, which 100% of the profits are going to go directly to cancer awareness, so I can get it out there in as big a way as I can.

I need to get some press releases out, get a publicist to help me do some of the things that I need to do and I don't want to do myself, and don't have any business doing myself.

It's going to be very exciting, because I'm going to take this thing as big as I can possibly take it.



*It's only
been a
week now!
Come on!*

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Joe: Good. What, in any way, could we do to help support you in that way? Anything you'd like to request as of right now?

Martin: Well, really, I'm just now putting the talk together. I started pulling some slides together from other things that I'm doing. I'll put that together.

From there, it's just a matter of getting on stages, getting introduced onto stages, where I can get a message out there and create something where we can start to generate some revenue for this awareness.

Joe: TopLineBusinessSolutions.com, would that be where you would make people aware of what you're doing? Or do you have any other blogs or anything?

Martin: I just registered a website, and there's nothing on it. I just wrote you last week. It's WhyAreYouWaiting.com?

Joe: While you're waiting.

Martin: SoWhyAreYouWaiting.com.

Joe: SoWhyAreYouWaiting.com. Remember I said, if the doctor called you in and said, "Hey, you've got 6 months to live, and would you do this?" so, why are you waiting?

Martin: SoWhyAreYouWaiting.com. So, let's just get it done now.

Joe: So, why are you waiting to set this up, Martin? You really need to get that. It's only been a week now. Come on!

Martin: Yeah, right.

Joe: Actually, that's good, then. People can maybe check in there.



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Martin: We'll get more information on them.

Joe: Maybe we can put even this interview up on that site, and people can refer people to it. But yeah.

Any other things you'd like to share before I ask the video person to shut off this video?

Martin: Early on, I mentioned there were 2 questions: 1) If you knew you had 6 months, what would you do differently. 2) What's the legacy you want to leave? How do you want other people to remember you? Are you the person who sits around and mopes and cries about your job or about your marriage, or about "I only have 6 months," or whatever it is that you have, I guess as a problem, or are you the one who's going to go out and say, "If I had to go, I'd rather go in my sleep. But if I couldn't, I want to go the way that guy's going. I want to make a difference. I want to help as many people not have to go through what he's going through, not have to put their families through what they're going through."

That's what I want to do. That's my legacy. So, I would just say whatever it is and whatever time you have left, and the fact is doctor's aren't God, they don't know if I have 6 months to a year or not. They could say, "This is based on what we know. This is what we think." But you can walk out the door and get hit by a bus. Or you can live another 70 years. Who knows?

So, I kind of look at it like the first half of my life was spent building my business and building what I have, so the next half, the next 66 years, are going to be more for others.

Joe: Gotcha. Awesome. Well, thank you for taking the time. Unlike many people listening to this, you're going to go do chemotherapy today, you're going to go about your work, and you're going to do it. So, I wish you the best. I will support it as many ways as I can, and I hope all of our listeners are very much impacted by Martin's message and that you take it



*Eat
Your
Competition
Alive!*

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very seriously, because this has been very impactful for me. So, thank you, my friend.

Martin: Thanks, Joe. It's been a real pleasure. I appreciate you helping me out.

Joe: I'm looking forward to our follow-up interview to this, too, which we'll do soon. So, thank you.

Martin: Thank you.

Joe: Appreciate it.