



## Episode #177 Transcript

# “How To Make 2019 Your Best Year Ever by Becoming Unmistakably Remarkable!”

By Ken Newhouse

Today is episode #177 – How To Make 2019 Your Best Year Ever! ... and on today's show I'm going to give you a framework that can help you become the most respected, most-trusted and most in-demand brand, thought-leader, personality or business in your marketplace.

It's the last day of 2018 and it has been a banner year for most of us, especially for me and most of the members in the FunnelTribes community. However, judging by the questions we've been getting over the last several weeks, it seems to me that's still a lot of you who are listening to this show are feeling stuck and struggling.

You're struggling with the fact that your business isn't really growing like you want it to, which means that not been able to serve as many clients, customers or patients as you'd like.

Some of you feel as though your perfect prospects and clients haven't (on a larger scale) been able to see firsthand that your work: (i.e., “The products and services you deliver”) is good ... even exceptional. And if they'd give you a chance ... they'd discovered that in fact hiring you was the right and only choice.

So in response to all of your questions, I've actually decided to do one last show this year. One last episode that addresses this particular challenge.



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One last episode so that you can gain insight into how you can get this turned around quickly so that 2019 can indeed become one of your best, most profitable years in business.

So what I want to do now is quickly before I get started, I will tell you a story that's relevant to today's training. I promise it won't be boring. Well, it might be boring, but it'll be quick.

NOTE: For the sake of space and time ... I haven't included my story and/or some of the content in this post. You can download the FULL Transcript of episode #177 - How To Make 2019 Your Best Year Ever! ... by clicking here.

So the story begins back in 1992 when I graduated from Logan University and became a chiropractor. I'm from Missouri, from the Wildwood area. It's beautiful part of Missouri, but anyway, in a west St Louis County, right out of Chiropractic college I moved to California with my two best buddies.

Didn't know anybody other than my uncle and my cousin. They lived in Riverside. We were moving to the Los Angeles area. I was specifically move into Santa Monica, had a condo that I rented there, didn't have a lot of money and while I was waiting to take my state licensing exam, I took a position with a licensed chiropractor, Dr Swain.



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And that's where I was supposed to do all of his examinations. Like exam new patients, do exams with new patients and existing patients. Shoot the radiographs (which are x-rays obviously) and do other routine things around the office now.

It wasn't long after I'd actually started working there that a lot of his patients, in fact I'd say most of his patients really started to take a liking to me and Oh, I'd say, I don't know, maybe within six weeks, eight weeks, maybe like two months.

Dr Swain had me adjusting his patients and pretty much doing everything that he was supposed to be doing and while I was doing all the work and treating all of his patients, this got to be out doing, you know, who knows what now the reason I'm actually telling you about how he had me treating all of his patients and doing everything else in the office was that I wasn't getting paid to do that.

I was getting paid to do and this is not a personal attack on a chiropractic assistant, but I was doing the grunt work. I was getting paid pennies on the dollar to do work that an assistant should have been doing. So in fact I wasn't even being paid as much as a chiropractic assistant would have been paid.



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You know, if they were doing the exams and shooting the films. And the two friends that who moved out to California with me, they were doing pretty much the same thing, are situations had panned out very similar to mine.

So the three of us were stuck working for pennies until we could take and pass the licensing exam and then start seeing her own new patients. Now is it just mentioned California only gives their licensing exam two times per year. So that meant we had to wait six months before we could literally take the test and get a results back.

So when we did guess what two of us past years truly being one of them, and one of my friends, Charlie, however, did not pass, which meant that he was stuck working for pennies.

He didn't pass the exam, but truth be told, Charlie was an excellent chiropractor. He did great work. I, you know, I felt like he connected well with the patients he saw. I felt like he really helped them. I loved it when he adjusted me.

In fact, all the people that he worked with, the patients that really loved him. And fortunately for Charlie, he was making a lot less money than I think he was worth.



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Now, Lance and I passed the exam and at least initially we had both plan to stay in the offices where we'd been working, which were of course in two different locations (with two different doctors).

We both had the expectation that: *“Hey ... now that we're licensed, you know, the financial agreement with the clinic owner, the doctors that we're going to work with, that we've been working with would be improved for both of us.”*

Now, Lance 's boss did just that. He renegotiated the contract he had with Lance and Lance actually started getting paid a lot more money.

The loser I was working for, however, well he didn't want to pay me anything extra. To make matters worse ... he wanted to increase my workload.

Now if you're like me, I'm sure you can guess how I handled that situation. I left Dr Swayne's practice. I had to. I didn't have a choice. I did good work and I knew that.

The problem was, however, that I didn't have a lot of money saved up, so it was difficult. At first it was very difficult, but there was no doubt about it. I had to go. I had to do what it took to get out on my own and start building my future.



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It was at that point that I simply refuse to remain a cog in someone else's business and after moving back to Missouri to raise my family, yes, I moved back.

Lance and I moved back around the same time, and over the next ten years I became one of the most successful chiropractors in the entire Midwest.

It was the belief in myself. It was the belief in my dreams and the goals and desires that I had in my willingness to do whatever it took ethically to make those dreams a reality.

So what about my two friends? What happened to them?

Well, Lance is still practicing today and he's actually doing pretty well for himself and Charlie. Well, I wish I could say the same for him. Charlie actually lives in practices in Australia and sadly he really hasn't been able to move up the ladder, so to speak.

And while he owns his own practice, he's created nothing more than really, I would say, a job for himself. He's become a chronic underachiever for a lot of different reasons. In my mind ... I think the primary reason is because he never wanted to become remarkable.



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He wanted to make a lot of money, but he never recognized the need that if he wanted to make a lot of money, that he'd have to become remarkable as a means for making a lot of money.

And at least in my mind, that's why he barely gets by. Literally. He barely gets by. He actually barter with people for their care. Now, I told you that story in order to set the stage and frame today's training so you can get the most out of it.

I want to start today's training by telling you that whether you're a consultant, whether you're a coach, a professional, or a small business owner, a market, or whatever you are ... I want you to realize that there literally are only five levels of people who do what you do.

I'll go through each level in this post and show you what it takes to ascend. What it takes to climb from one level to the next. Now, after reading your emails and questions, it seems like a lot of you folks are probably stuck at what I'll call maybe like level two. Some of you who submitted questions are probably in level three.

So, let me start by describing level one so I can put the entire training into context. So these five levels, what am I talking about? Well, Level #1 is what I call or like to call the Mechanical Turk.



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**Level #1 – The Mechanical Turk:** This is actually a real service offered by Amazon where someone can put up a job, a really trivial job, and anybody who’s willing to work maybe for like ten cents a click, eight cents a click, they’re to get the job right.

Another type of Level #1 Mechanical Turk work is someone who works for Uber, right? So I don’t think anybody who’s a professional uber, driver’s gonna be listening to this show, so if I’m offending you, that’s not my intention.

But when somebody calls and gets an Uber, listen, they don’t care who’s driving, they just want to get where they need to go. They want to make sure you’re safe and clean their car.

Your car is not disgusting, right? And if you’re a good enough uber driver, guess what you’re done. You’ve reached your maximum potential. You’ll have work, you’ll have all the work you want, but you’ll never advance, and you’ll never do more than simply get by.

Now there’s a positive side to being a mechanical Turk kind of business person, and that’s it. You’ll never have to worry about creating effective marketing.



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You'll never have to worry about how you'll get your next client, customer, or patient. They're going to simply show up, right? A middleman like your boss ... like the boss I had in my story (Dr. Swain) ... who gave me patients to work on. Maybe like a corporation or a company or whatever is going to send them to you.

The bad news about being a mechanical Turk is that you're generic. You're vanilla ... non-specific ... unidentifiable from everyone else. If you're at Level #1 ... that's all you are. You're a cog in a system that's run by somebody else.

The entire goal of the Get Clients Now podcast, and even more importantly and more specifically, the entire goal of the FunnelTribes online community, is to figure out how to get you from Level #1 – The Mechanical Turk (or the Level you're currently on) ... and move you up to the next level and the next level and the next level. Next, there's Level #2

**Level #2 – The Handyman:** I think most of you guys are stuck at level two. Very few (if any) level ones listen to this show. Level two are the people I like to refer to as the handyman type. So, I think most of you guys who submitted the questions that said: “I feel like I'm stuck” are here.



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What’s ironic about this level is that you’re probably getting some work ... and you’re getting it because you’re handy, right? Maybe you’re right around the corner, maybe you’re the easiest person to hire.

You’re the one they grabbed. Now, don’t get me wrong, there is an advantage to being a handyman or a handy woman as it were, right? Especially if there are lots of people around who need what you do.

So, if you’re like the only chiropractor within 15 miles, guess what? You’re handy. You’re going to get the work for that reason and that reason alone, but you can do better than that. So let’s take a look at level three.

**Level #3 - The Craftsman:** The craftsman is somebody who has invested enough in their craft that they’ve become demonstrably (a little) better than their competitors.

Not a lot better, not remarkable. There are a little better. And so the person business person who’s shopping for a vendor or professional ... the consumer who’s looking for a Dentist (Chiropractor, Coach, Consultant, Photographer, Marketer) Small Business Owner, etc. ... is going to say: “I’m going to pick you because you’re a little better.” The fourth level is to be unique.



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**Level #4 – Being Unique:** To be unique is an entirely different game, and now we’re getting somewhere. Now we’re getting to the place where if you want to grow your brand, if you want to become more profitable than ever, this is the starting point where you can make that happen.

Once you can become unique, you’ll be known as the “one and only.” The one people in the marketplace will brag about (by name). The one who will be asked for (by name).

Admittedly, it’s difficult to become unique. But I can tell you from my own experience that it is absolutely worth every bit of effort and money that it takes to get there. And then there is level five, which is remarkable.

**Level #5 – Remarkable:** Very few people achieve level five. Level five is the person who does work that people simply have to talk about. The remarkable person (or company) does work that stands out merely because it’s worth talking about.

It’s not better than average. Oh No, my friend! It’s so far superior to average that it has a name unto itself. So if you want your business to grow, if you want your brand to become the most respected, most trusted, most in demand in your marketplace, you will have to answer this question and decide:

***Are you someone who does a job? Or are you a Brand?***



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And what it means to be a Brand is to make promises that stand for something. Things that are unique, right? So if we think about going all the way back to the first level, level one, the “Mechanical Turk” ... or if we go onto Craig’s List and we type in:

“I want to move” ... or we type in: “Someone with a van for hire” ... there’s going to be like 100 people listed at least. Or if we think about those apps, I forget their names, but with a few clicks you can actually send somebody to the nearest McDonald’s to wait in line to actually buy you a big Mac and then bring it to you for like five or six bucks, eight bucks, I don’t know.

Now, five, six, seven, eight, 10 bucks? That’s certainly nothing to sneeze at for 15 - 20 minutes’ worth of work. But it’s not a profession. So if you’re allowing yourself to be the cheapest ... the easiest to replace ... what you are is a “cog in a machine.”

Someone who’s waiting for the next prospect to come along. And as an example, if you were to work for an ad agency and the agency has a big database and they can call on somebody, whoever’s next in the rotation to do this specific work that anybody else can do, you’re always going to be without power, without money, without certainty, and a lot of cases without your dignity.



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And so I want to challenge you to think about these five levels. I want to challenge you to think about where you want to be. I want to challenge you to think about the cost.

What payment you're willing to make to work your way up to the level where you can become unmistakably remarkable. I think it was serine Rao who actually coined the term unmistakably remarkable and he coined that term to mean:

“The work of somebody where we can tell it was them ... where we can talk about it to each other and say, only this person could have made it.”

Think about Steve Jobs. Only Steve Jobs could have created Apple. The company that has become what it is today.

Most of you know that I expect a lot out of myself. I expect a lot out of my clients and the members in the FunnelTribes community and I expect a lot out of my kids.

And speaking of my kids, there's something I like to ask my 14-year-old Hannah Ray when we're training hard, like really hard for soccer, you know, what's Hannah's goal to become a professional soccer player.



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And even bigger goal of hers is but not only play on the team but she wants to be the captain of the US women’s national team. But the thing I like to ask her over and over again when we’re training is:

“Why not you? Someone’s going to make it, Hannah Rae ... so why can’t it be you?” In addition to that and we’re really training hard (I really push her hard, but I don’t make her do it. She could stop if she wanted to) ... but I when I’m pushing her like super, super hard ... I like to tell her:

*“Listen!.. You’re never going to have this moment again. You’ll never have this opportunity to push yourself in this very moment, in this time again. So if you really want it Hannah Rae ... if you really are “The Champ” ... (that’s my nickname for her) ... If you really are the champ, show me that you deserve this. Show me, Hannah Ray. Why not? You show me right now that you deserve this more than anyone else on the planet.”*

So that’s my challenge to you. That’s my way of encouraging you to become unmistakably remarkable. My way of encouraging you to do the work you can be proud of.

And just as importantly ... to do the work your perfect prospects and clients can be proud of. Listen ... 2019 can be your best year ever. But to get there, you’re going to have to ask yourself a series of questions.



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How bad do I really want it?

How bad do I want to do work that matters?

How hard am I willing to work in the service of others to get there?

Only you can answer those questions, but if you'll answer them, if you'll decide to do the work, if you will decide to become remarkable, then I'll be there to help you make it happen.