

The Making of The Wealth Builder's Blueprint



by James Burgin and Jon Ward

The place

New York, home of Donald Trump and center of the marketing universe

The time

February 2005

The weather outside

So cold your gums hurt if you dare to open your mouth

A special report from WealthBuildersReports.com



The Making of *The Wealth Builder's Blueprint*

The players

James Burgin and Jon Ward have known each other since working together on the marketing of Robert Kiyosaki's *Rich Dad* empire. We share a passion for the esoteric art of branding and for the marketing of knowledge-based products. It is our track record in these fields, especially with the Rich Dad brand, that has paved our way to Trump Tower. We are based in Phoenix, Arizona, which somehow adds to the improbability of this wintry adventure.

Ken Burgin is James' brother, and has flown from Australia for the New York presentation. He is a highly successful business educator and an investor in James' company, BrandWithin. He brings a measure of knowing detachment to the proceedings.

The party is welcomed warmly by Michael Sexton, President of Trump University, and David Highbloom, the COO. We are whisked up to the 26th floor of the glass castle. The offices of the Trump Organization seem compact, yet quietly brimming with intense activity. We glimpse the interior of a fabulous plush red and gold office as we are led to a conference room — but Mr. Trump is out.

Show and tell

We find ourselves seated in a small room lined with pictures of Donald Trump, his buildings, his aircraft, his TV shows and other icons of wealth and success. Michael Sexton unfolds his vision for Trump University and his passion to build an enterprise that will positively impact the lives of thousands of people — not only in the United States but worldwide. He explains how important this new venture is to Mr. Trump, who sees it as his opportunity to give back and create a legacy that will continue when the days of deal-making and development are complete.

James spreads out samples of BrandWithin's work, including lavish promotional imagery for *Rich Dad* and weighty information products for educators such as tax specialist Diane Kennedy and eBay superstar Adam Ginsberg. Among the work he shows is *The Action Marketing System*, which we have been building for the past year. It's the first ever step-by-step, fill-in-the-blanks marketing system that guides the user through every stage of the marketing game.

Using a simple desktop flipchart, Jon delivers a presentation on our joint vision for the work with Trump University. (We share an aversion to PowerPoint, which tends to separate the presenter from a small audience — not to mention the dread of a technical breakdown). The focus is as much on the branding of Trump University as on the first products. Our thinking is that everything the new organization does, especially in the decisive early stages, should reinforce its core concept, values and unique personality.

There is a short and lively discussion on possible ways forward, and the three out-of-towners leave to catch a plane to Florida, for a conference on internet marketing.

Blueprint for a breakthrough

Days later, back home in Arizona, we await the verdict on our presentation, knowing that many other, larger outfits are bidding for the opportunity. Time passes, and eventually the call comes. “You guys really get it,” is Michael Sexton’s summation. It seems that it is as much our commitment to and understanding of the Trump University brand as our experience with information products that has opened this golden door.

Now work begins in earnest on planning the product. We are convinced that the first home study program for Trump University should have a large, generalized theme with broad appeal. We propose a product on wealth creation — who could have more credibility on this subject than Donald Trump? We hit on the name “Wealth Builder’s Blueprint” which hints at the Trump real estate empire and also makes an honest promise: to provide the basis for wealth education, not the totality. Michael Sexton concurs. He suggests an overall concept of “many paths to wealth,” being mindful that the audience will be extraordinarily diverse in backgrounds and interests.

Before engaging with the detailed content, we strategize the educational character of the product. We are determined this will be more than just a new information product. It will be a new type of educational experience, raising the bar for all information providers — as befits a product bearing the name “Trump.”

From our experience in the educational market, we are painfully aware how large the gap can be between promise and actuality, between expectations and results. This is not always the fault of the material itself, but rather the way it is delivered. We know that if you simply hand people a mass of instructional information, only a small minority will take action on it. The rest will listen and read, get inspired for a moment, and then move on to the next “guru” of wealth and

success. So far as possible, *The Wealth Builder's Blueprint* will break this dispiriting pattern. People who buy our product will gain new ideas, for certain. Far more important, they will be impelled to take the actions that lead to results.

We consult Roger Schank, the Chief Learning Officer of Trump University. His vigorous and contrarian views on learning are a perfect fit for the vision that is developing for *The Wealth Builder's Blueprint*. His research confirms that conventional educational models fail to cause change in most people's lives. Professor Schank is a passionate advocate for what he calls "learning by doing."

We realize that we know the perfect expert to bring this spirit to the product. Dr. Stephanie Burns, a longtime friend of James, is probably the world's most knowledgeable and innovative pioneer in the field of goal achievement. Her career has been focused for decades on a single question: "Why do so many adults fail to achieve the personal goals they set themselves?" The Burns methodology cracks the code of goal attainment. Completely lacking in motivational hype, it is a science-based system for managing our biological tendency to avoid discomfort, embarrassment, change and failure.

Casting call

Now comes the question of content. The foundation of the program will be provided by Donald Trump. From our research, we are aware that he is a much more thoughtful and intellectually expanded business leader than is popularly recognized. Our task will be to draw out the lesser-known Donald Trump and give our audience the benefits of his extensive wisdom and experience. We plan to achieve this with an extended interview, to be presented on DVD.

For the rest of the program, we envision a road map leading to ever-increasing competency and ever-increasing wealth. The first stage is to understand money itself. For this, there is no one more experienced and articulate than Diane Kennedy, the doyen of financial educators. She has taught and counseled thousands of individuals at all stages of financial development, from struggling beginnings to massive affluence. Her clarity about debt, investment, taxation and everyday money management provide the ideal framework for a large-scale introduction to wealth creation.

In his many books, Donald Trump reiterates the importance of communication skills and we know from our own experience in business (some 50 years combined), how essential these abilities are to any wealth creation program. We consider approaching a traditional sales trainer, and we know some of the best. These individuals tend to be highly charismatic and naturally entrepreneurial. However, they risk alienating the many people who fear or dislike the whole aura of "sales." After much searching, we turn our attention to the less glamorous corporate world and select Dorian Gallo, an energetic but quietly spoken marketing executive. She is as far from the typical "sales personality" as one can imagine, yet has built phenomenal personal success with her systematic method for persuasive communication. This is someone that everyone can connect with, and learn from, without feeling drawn into an alien or unnerving arena.

There is a fork in the road at this stage in creating *The Wealth Builder's Blueprint*. Most people are familiar with the universe of popular wealth educators, some good, some indifferent, some charlatans. What they all have in common is a bias towards the entrepreneurial life. And with good reason — they are entrepreneurs themselves, and having your own business is ultimately the surest way to earn the greatest revenues. But is this bias appropriate for Trump University?

Exploring the product concept with Michael Sexton, we realize that many, perhaps most, of Trump University's first members will not be entrepreneurs, and may never wish to be. We decide to include a segment on creating wealth *inside* the corporate world, as a successful employee. Researching the field, we are astonished to discover how little material there is on the subject, despite the enormous and obvious need. Fortunately, we encounter Les Hewitt, a veteran teacher of success through focus. Les has long been engaged with the same question, and has teamed up with a young powerhouse, Chris Lewis, fresh from a stellar corporate career. Together they have developed a systematic approach to creating affluence through career success.

Of course, the entrepreneurial piece must be included, too. Here the choice is easier. While running a fast-growing health product company, James has directly experienced, and benefited from, the extraordinary methodology of Michael Gerber, author of *The E-Myth*. As one of a very few E-myth "master coaches", Jeff Burrows has taken this methodology a stage further and developed a massive body of experience in helping both start-up and veteran entrepreneurs transform their enterprises. He leads his clients from the everyday chaos typical of the small business environment to a systems-driven operation that delivers far higher profit and — more importantly — sets free the owner's life. He gladly volunteers his skill and wisdom to our project.

Finally, no program on wealth bearing the name Trump can be without the story of real estate investment. The power of real estate as a vehicle for creating and building wealth is indisputable — and Donald Trump is an outstanding exemplar. Of course there are dozens of possible approaches to real estate out there in the market, some of them laden with promises of easy riches, “no money down,” and almost instant returns. We know that a higher standard of integrity is essential. For *The Wealth Builder’s Blueprint*, we need a real estate methodology that is totally authentic and realistic. We turn to Dolf de Roos, who is committed to a straightforward system of “buy and hold” that focuses on gradually building up streams of passive income. He has practiced and taught this system for decades, and has enabled thousands of students to duplicate his success. A lively and engaging speaker, Dolf is the ideal presenter to conclude the program.

Each of these contributors, of course, must be approved by Trump University — first Michael Sexton and then Mr. Trump, who insists on handpicking all the instructors in his new educational venture.

Action stations

The structure of the project is now established. The next stage is to integrate the educational insights of Professor Schank and Dr. Burns. If “learning by doing” is the driving concept for Trump University, this first product must have an unmistakably active character. We decide to build the whole program around a series of specific action steps. We envision a 90-day program that will lead the user step-by-step through a powerful series of real-world experiences.

Now we are ready to sculpt the form of *The Wealth Builder’s Blueprint*. There will be an audio CD with each presenter, and a complementary Workbook. For the audio, we decide on an interview format, with Jon as the interviewer. (The audio engineer later jokes about Jon’s British accent: “People will think he is Donald Trump’s butler.”) Hours of phone conferences, email exchanges and planning sessions precede each recording session. All the content is carefully planned and mapped ahead of time, so that it can fully integrated with the written materials. Because of this, the sessions flow easily, with an exceptional level of energy in the studio.

The Workbook is where the action steps will be laid out, 12 for each segment of instructional content. More than a set of instructions, the Workbook provides the user with a “virtual coach” — a place to encounter mind-provoking questions, to record experiences and to report on progress made.

Meeting the master

The climax of our creative process takes us back to New York, for the filmed interview with Donald Trump. Hours of research and discussion have gone into crafting the questions, with invaluable help from Mr. Trump's co-author Meredith McIver. For the location, we borrow an apartment in Trump Tower. We install a library, complete with antique globe, to accentuate the thoughtful mood we seek in the interview. A second brother of James has arrived from Australia — Mark Burgin, a professional photographer who will take still photographs for the product cover and content. Jon jokes with Michael Sexton: "Next time, we'll bring their mother!"

The lighting is set up, the cameras are in place, and Mr. Trump arrives — characteristically impatient to "get in, get it done right, and get out." There is no small talk, just an air of tense expectation as Jon and his famous subject sit face-to-face in the crowded makeshift studio. The moment the interview begins, answers flow from Donald Trump with total mastery and presence. Everyone in the room is struck by his professionalism and the precision and breadth of his thinking. The interview gathers pace, and there's a lively energy of exchange — exactly as we had planned. Later, Jon remarks that interviewing Donald Trump is like driving an exceptionally expensive car: you barely touch the controls and *vroom!*

A little boy who lives in the apartment runs up to Mr. Trump as he is preparing to hurry out. "Go on firing those people!" he shouts gleefully. The Donald suddenly seems to have time on his hands. He stops to chat with the boy. "You should learn from your dad," he teases. "He got this apartment from me cheaper than anyone else!"

Back in Phoenix, the last stages of editing, writing and packaging consume weeks of nonstop labor, with working days of 18, 20 and even 24 hours. Mingoo Kang, our visual designer, manages to create a mass of high-class materials for the package sleeve, interior box, seven disk cases and the Workbook. Throughout, we are blessed by an extraordinary team of colleagues and vendors (you can find them on the Credits page of the Workbook). Our commitment is to complete *The Wealth Builder's Blueprint* to display at a major speaking engagement for Donald Trump in Los Angeles. We make it by a hair. Our entire team is exhausted, proud of our creation, and confident we will fulfill the vision of Trump University to positively impact the lives of thousands.

A day or two of rest, and we are back to work — to complete our next product, *The Action Marketing System*.

**Do you own a company?
Run a marketing operation?
Study business?
Then get in touch with James Burgin and Jon Ward**

We'd like to tell you more about the soon-to-be released *Action Marketing System*.
This turnkey program takes you by the hand through seven areas of activity:

- 1. Create Your Outcomes:**
Setting yourself up to win with measurable goals and milestones
- 2. Know Your Market:**
Essential research on the market, the product and the competition
- 3. Positioning — Your Singular Idea:**
A detailed strategy for capturing your market niche
- 4. Message Master:**
An integrated toolbox of unique, key messages
- 5. Brand Builder:**
Branding for results, including a winning visual identity
- 6. Your Tactical Advantage:**
Profit expansion through offers, pricing and alliances
- 7. Advertising Manager:**
A complete map for all your marketing communications

The Action Marketing System is like having a \$20,000 consultation on your desktop.
We know, because we've charged those kinds of fees for less than the process you'll be getting.

For you as a member of Trump University, we are creating **a free extra bonus, \$85 value**.
Simply write to us at:

info@ActionMarketingSystem.com