

How to Change the World While You Work:

**The Ultimate Guide for Generating More
Revenue by Giving Money Away**

by Vivian Glyck
Founder, Just Like My Child Foundation



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How to Change the World While You Work

About The Author



Vivian Glyck is the founder of Just Like My Child Foundation. She founded the organization following the birth of her son, Zak. Having experienced the love of a mother for her child, Vivian woke up to the value of every human life. After learning about the horrific numbers of children dying from malaria and orphaned by the AIDS epidemic, Vivian founded Just Like My Child in 2006, and the organization has dramatically impacted the lives of thousands of women and children in Uganda and Senegal.

The organization's Girl Power Project® which is committed to empowering one million girls to stay in school, avoid forced child marriage, pregnancy, and gender-based violence has been recognized and showcased in the Clinton Global Initiative and Michelle Obama's Let Girls Learn international focus on adolescent girls.

She was honored with the Women of Peace award, has been selected as "One of 50 People to Watch" in San Diego Magazine and was featured on CNN, in MORE magazine, Modern Luxury Magazine, San Diego Union Tribune and more for her work in Uganda.

How to Change the World While You Work

An author and successful marketing director for Deepak Chopra, Tony Robbins, and others, Vivian Glyck, a native New Yorker, Vivian lives in San Diego with her husband and son.

Visit: www.JustLikeMyChild.org/Book/ For a full toolkit on how to bring philanthropy into your business and to partner directly with Just Like My Child Foundation's fully streamlined approach to helping you Change the World While You Work!

Introduction

If you're reading this book, first of all, welcome! In your hands you're holding the 5 keys to the kingdom (or queendom) in so many ways. There's a key for:

1	Building your business and increasing your own wealth
2	Improving the quality of life for your customers as you give them the chance to make a difference
3	Making a massive difference and being in service to the most needy causes in the world
4	Increasing your happiness and satisfaction by living a purpose driven life
5	And one key that I personally find very important is the key to helping the children in your life who are watching your every move, learn, up close and personal, how fulfilling it is to become globally minded and open-hearted.

Chances are if you're reading this book, you're a speaker, an author, or an entrepreneur. You're someone with a "platform" -- a group of people or a database that follows what you do -- and you're trying to figure out how to make a difference while you work. Even if you don't have "live events," you can learn from the guidance in this book because, as they say, every little bit makes a difference. You can incorporate the "giving" concept into your online product sales, your product launch, or your retail outlet. Just by donating, and advertising that you're donating, a portion of your profits, you can make more money.

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Earn More, Live More, Give More

What you're going to learn in this book may be counter-intuitive, as it was to my husband, Mike Koenigs, before he jumped into raising money while he built his business - and literally quadrupled the size of his business over the next three years. You may be shocked at the impact that directing your clients to give to someone else may have on increasing your bottom line, just like my friend, Lisa Sasevich was when her business doubled year after year after having a philanthropic partner at every event she produced. And you may be grateful to learn, like my friend JJ Virgin found out, that the more disciplined you are about encouraging others to give, the more money you'll get to take home as a result.



"The results were shocking to me. You would think that if we pulled \$120,000 out of our own room to donate to a philanthropy, that there might be less money in the room for people to buy our stuff. It's at this event that people get the invitation to go from three days of training with me to sign on for a year - to join our year-long mastermind program which is a five figure investment. I think before I experienced this with my own sales I would have thought, man if I raised over a \$100,000 for philanthropy I'm probably going to sell less because people gave their money. The exact opposite was true. That's the amazing

thing about really putting your giving first, is that you can't do it for the rewards, you do it for the fulfillment. You do it to show your faith."

-- Lisa Sasevich

In the interviews you'll read in this book, you will bear witness to highly successful entrepreneurs explaining how their businesses increased by 30% to 50% as a result of partnering with a philanthropy during a live event and raising money for that partner's cause!

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But let's face it, at the end of the day, it's nice to make more money, but the real riches are in the payoff you feel and get from giving because you are making the work you do meaningful. As my friend and mentor Lynne Twist, author of *Soul of Money*, says, "We are dying to make a difference, and yet many of us are making a dying instead of a living." One of the most gratifying things that I've been able to do as a result of helping entrepreneurs to build their business by helping them to fundraise for us, is seeing how meaningful it is to the audience participants. I've had hundreds of people come up to me at events where we've fundraised. What I can see by looking deeply into their eyes is that the power of giving has lit them up and filled an empty hole they've been aching to fill. I've been able to create deeper more meaningful relationships with everyone who gives because their hearts are opened in a way that can't be manufactured.



Oh, and did I mention the massively increased level of TRUST that you'll create with your customers and clients by incorporating philanthropy into your business. You'll read more about that in my interview with Mike Koenigs.

If you've been thinking about starting your own non-profit, if you've known that you want to make a difference, but haven't had the time or really knew where to start, take a deep breath, and read on.

My goal in this book is to take you on a journey that will help you, the entrepreneur, figure out how to bring your passion for making a difference into your business in a totally turn key way.

By the time you're done reading this book, you will:

1	Know how to find the right charity or non-profit to partner with so that you don't have to do the work and avoid all the complexities of dealing with the government and the accompanying headaches.
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2	Know exactly how and when to incorporate the philanthropic “ask” into your event or product sale.
3	Have the tools in your hand to pilot this at your next event.

You’ll also learn that:

1	It’s easier than you think
2	You can do it
3	It will definitely work to engender good will with your customers, help build your business, and increase your revenue!

How Just Like My Child Foundation was Born

Just Like My Child Foundation was inspired by my desire to have another child. When my son was born in 2002, the doors to my heart were blown wide open, and I knew when I looked into his eyes for the first time, that my love and energy had the power to make him thrive. And it has.

My husband Mike, a technology consultant and Internet marketer, and I wanted another child. But I had back-to-back miscarriages. After the third one, I couldn't do it again. I got very, very down. People tried to comfort me, but I went to a dark place. I'd find myself sitting in my car at traffic lights, sobbing inconsolably.

At about that time, both Bono and Angelina Jolie were in the news for their humanitarian work in Africa. I found myself thinking, if they can do something to help, so can I. One night shortly afterward, I sat bolt upright in bed, woke Mike and told him, "I have to go to Africa." Soon after, I was in Senegal, West Africa with the Agape Church from Los Angeles when an Italian photographer told me about Sister Ernestine Akulu, an administrator at an impoverished clinic in Uganda. The clinic was fighting for the lives of its people and losing ground every day. It was a desperate story from a land of many desperate stories.

He said, "There are people dying left and right. There is no doctor. There is no nothing." And I said, "That sounds like the right place for me. Where people are suffering, that's where I want to be so that I can help."

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And so I went to Uganda. The first night I was there I stayed in the guest house at the Hospital and that was the night I heard a woman screaming all night. It was terrifying. The electricity went out at that hospital. I was sleeping under a bed net. All the windows had to be closed to keep the mosquitos out and it was stifling. In the morning, the sisters brought us this little baby - Baby Christina - and it turned out that the cries I had been hearing throughout the night were of Christina's grandmother... watching her daughter die in childbirth."

So, here was this baby. And at the time, the question was what do we do with her in that moment, how could she survive? But years later it was clear this story was just the microcosm of the macrocosm. This was three generations of women: An uneducated, poor grandmother. Her child, who was forced into child marriage

- which is really a euphemism for child slavery - and who's just too young to have a baby. And then the infant who became an orphan as her mother died in childhood. This situation is complete tinder for the cycle of poverty. I didn't recognize that in the moment, it took me several years until I realized how it all played together. The happy end of the story of Baby Christina is that we were able to save her life and make sure she thrived.

There was no organization at the time - Just Like My Child did not yet exist-- but we just bought all the formula we could find before I left. And we sent some money for formula and clothes. By the time I came back, in December, she was eating solid food and fat and happy. As far as I know, she is still alive. She survived her first year.

As the years went on, and my work with Just Like My Child continued to grow, I realized that my inspiration to work with vulnerable children came from an even deeper place. My parents are Holocaust survivors, and I grew up in Spanish Harlem, well below the poverty line. I often say, "for children of survivors of the Holocaust, it never really ended." The mental and emotional toll on the parents gets passed down to the next generation. I don't tell a lot of people this, but starting at 4-years-old, I was abused in every possible way by my father. Many nights I cried for help. And no one came, until finally at 14-years-old I was old enough, smart enough, strong enough to stand up for myself.

I never forgot how lonely and terrified I was in the grip of my father's abuse. And although I never made a vow to myself to save the world, I knew I needed to be a voice for the voiceless. Once my son was born, I found the real focus for my passion.

That's when I realized that every child is Just Like My Child, and each and everyone of us at JLMC have passionately committed ourselves towards protecting the rights of the world's most vulnerable - especially women and children.

The story of the little boy and the butterfly has informed me about the keys to empowerment. In the story, the little boy comes upon a chrysalis, a cocoon of a caterpillar ready to emerge into a butterfly. The boy watches the butterfly struggle to break free of its home. Taking pity on the butterfly, the boy removes the chrysalis for the butterfly. The butterfly spreads its beautiful wings a few times and then, unable to fly, lays down and dies.

The butterfly needed to struggle out of its shell to gain the strength to fly and live. From what I've seen, this is a major key to empowerment: We all need to grow, struggle, and strengthen on our own for us to live our fullest potential. No amount of "charity" can substitute for the internal strength needed to flourish.

Solidarity not Charity

As an organization, we believe in solidarity, not charity. The solutions to poverty are right there on the ground, and when we partner with the indigenous, rather than just giving a "hand out," we see amazing transformations happen. We've seen that the keys to empowering someone to harness their potential is to provide the resources, encouragement, and then give them the dignity and independence to implement solutions for themselves.

The most important element of true international grassroots development, without a doubt, is engaging the communities you're working with. Without the investment of time, energy, and money from the individual, group, or community that will benefit from the changes, projects fail, buildings are not maintained, and growth is never sustained.

The **Just Like My Child System** Provides a Holistic Solution
www.JustLikeMyChild.org



We've accomplished this by requiring that for every investment made by the Just Like My Child Foundation, a co-investment be made by the individual, family or community. We all know that when we've got "skin in the game," we are much more invested and thus empowered.

Six Programs Developed Over 10 Years

Over the years, we developed six main programs:

Project Keep a Mother Alive, which is the hospital program. The hospital is now what they call a Level-five teaching hospital. It's completely self-sufficient. Well over 25,000 mothers have benefited from life-saving obstetrical interventions and thousands of people are on AIDS treatment.

We created **Project Universal Education**, where we built 27 school structures and partnered with five school communities. These were created because we realized health care is not going to solve all the problems. That's like mopping up the floor while the sink is overflowing. What's missing is education and schools. But girls can be just as vulnerable in a school as they are at home. We're fighting for people's minds, and their ideas and their cultural beliefs.

The Mandela Project is a program to get professional health care workers and really vulnerable girls into continuing education. Our goal is to sponsor dozens of high-performing, vulnerable adolescent girls who are at risk of dropping out of school to continue their secondary education. The program also sponsors health care workers and hospital staff who are looking to advance their degrees.

Project Justice trains communities on their legal rights and access to legal rights because many communities don't even know the letter of the law in the country. Over 75,000 community members now have access to legal rights information and have the opportunity to scale up gross human rights violations to the highest courts in the country.

Project Grace, is a micro-enterprise initiative where we partnered with Heifer International to create a dairy goat program. So many HIV patients were coming back to life as a result of the Antiretroviral intervention treatment but had been so financially devastated by the disease, and so they really were begging for some sort of way to generate income. Hundreds of families have benefitted from this dairy goat and thousands of people have benefitted from.

But the biggest program that we're invested in is what we call the Girl Power Project®. That is a program that we developed over the past five years with a replicable curriculum aimed at keeping girls in school, avoiding forced child marriage, rape, and disease, and living the life of their dreams. So it's focused on non-traditional education and it's our flagship program. We're all in for girls.

We've graduated many of these other programs because they're completely self-sufficient. We are continuing to monitor them. And we have made big inroads in the community.

Why girls? Some of the statistics facing girls today

No one is more vulnerable than an uneducated girl living in poverty. She is at risk for dropping out of elementary school, sexual violence, marrying early, becoming pregnant as a young teen, dying during childbirth, and contracting HIV/AIDS. If she survives, she will be raising her children in poverty and they too will be at risk.

And yet, girls have the potential to move themselves and their families into a healthier, more secure life. We believe that by investing in empowering adolescent girls, we are supporting the most powerful force for change on the planet. Take a look at some of the statistics:

- 16 million adolescent girls ages 15-19 give birth each year (WHO 2008).
- In sub-Saharan Africa, 1 in 5 girls do not make it to secondary school. (girleffect.org)
- Gender inequalities such as vulnerability to rape, sex with older men, and unequal access to education and economic opportunities make HIV-related risks especially acute for women and girls. (UNAIDS 2013)

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- In sub-Saharan Africa, the center of the epidemic, women still account for approximately 57% of all people living with HIV. (UNAIDS 2013)
- Medical complications from pregnancy and childbirth are the leading cause of death among girls ages 15-19, worldwide. (girlffect.org)
- In Uganda, 77% of reported child abuse is rape against girls. (ANPPCAN Uganda)
- 150 million girls worldwide are victims of sexual violence in a year. (UNIFEM 2011)
- Less than 2% of all international aid goes to help girls. (girlffect.org)

But an empowered girl can change the world!

It is now known that educating and supporting girls reduces infant, child and maternal mortality rates, population growth, HIV infection rates and changes the conditions that create a cycle of poverty. Women are known to reinvest 90% of their earnings for the family while men invest 35%. The health and wellbeing of the next generation is dependent on the health and well-being of the soon-to-be mothers of those children.

- When a girl has 7 or more years of education, she marries 4 years later and has 2.2 fewer children. (Center for Global Development 2009)
- A girl who completes basic education is 3x less likely to contract HIV/AIDS. (The Global Campaign for Education 2011)
- Girls who stay in school during adolescence have a later sexual debut, are less likely to be subjected to forced sex and, if sexually active, are more likely to use contraception than their age peers

who are out of school. (girleffect.org)

- Educated women earn more, and their communities benefit.
- Increasing the secondary education of all girls could result in an annual income increase of 30% per capita. (Chaaban 2011)
- Wages rise by 20% for every year beyond the 4th grade that a girl remains in school. (USAID 2011)
- Educated women reinvest 90% of their income in their family, while men reinvest 30-40%. (USAID).
- Giving women the same access to resources and services as men could reduce the number of hungry people in the world by 100-150 million. (girleffect.org)
- Investing in women and girls is the most powerful way to address global poverty.

The Girl Power Project®

We are now focused on reaching 1 Million Vulnerable Adolescent girls who are ready to rise up and find their voice. We're doing this through a program that has had remarkable results and that we call the Girl Power Project®. The Girl Power Project was created to address violence against women and girls and is a transformational peer-mentoring program that empowers adolescent girls to stay in school, avoid early pregnancy, disease, and live the life of their dreams.

Girl Power Project steps in just as girls face the choices that could lead them to a life of early marriage, children and disease or an alternative life of education, economic independence, and delayed marriage. We are focused on achieving zero pregnancies, zero dropouts, and creating leaders who have a vision and path for their future among the 9 to 16 year old female population.

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Our Girl Power Project® is a transformational program targeting girls in the developing world as they enter adolescence: the most vulnerable juncture of their lives. This project steps in just as girls face the choices that will lead them to a life of early marriage, pregnancy and disease OR a life of education, economic independence and delayed marriage.

Our Results

Empowered girls dramatically improve the wellbeing of their families, their communities, and their countries – multiplying the impact on society.

The Girl Power Project® is targeting girls at the most critical juncture of their lives – adolescence. By working with girls ages 10-15, we're ensuring they are equipped with the knowledge and skills they need to avoid early pregnancy and disease. We're helping them transform their futures through goal setting and career planning.

By including communities in the process, we're ensuring that girls are growing in a supportive environment – one where girls' voices and rights are respected.

We've seen the impact of this transformational program firsthand. In communities where regional statistics show that nearly 50% of girls drop out of school by the age of 15 and are married and pregnant or have given birth by the age of 18, we are documenting dramatic shifts in girls knowledge and understanding of their rights, their reproductive health, how to make safe decisions about their bodies and future, their attitudes about early-child marriage, and more. Girls who have gone through all phases of The Girl Power Project® are markedly more empowered to make important decisions regarding their health and futures than their counterparts who have not been trained in the Girl Power Project curriculum.

Imagine if we could multiply that impact all across the planet. That's a movement.

The Power of Mentorship

I personally relate to the power of having a mentor. When I was 14 years old, my mother and I had literally run away from my father in the middle of the night to escape his escalating violence. I was in 11th grade at a new, elite school in New York City, I was on full scholarship there. While I was trying to fit in with a new crowd in that awkward adolescent era, I was also dodging my father daily as he would try to abduct me from school. One day he finally succeeded, intercepting me as I was leaving school. He took me back to his apartment and I was trapped in a terrible situation.

When he finally fell asleep, I escaped the dismal apartment and ran down 6 flights of stairs and didn't stop running for five city blocks. All of the mentoring I had been receiving from one of my teachers congealed inside of me and gave me enormous courage. I called my mother right then from a pay phone and said, "This is the last time this will happen to me. You need to take me to get protection right now." Within a week we had a restraining order against my father and I had found an inner strength and voice that would serve me the rest of my life.

My pathway to growth was through pain, and I've learned to appreciate the challenges in life because I know they will always make me stronger.

By helping young girls to find their voice and step into their own power and potential, I have been able to grow beyond my own story and see the common path we all travel. There was a time when I was very fearful of public speaking because I truly hated to have attention focused on me. Now I can hardly contain myself when asked to speak about our work because my story encompasses the greater whole. I am in complete integrity about my passion rather than self-conscious about my own ego.

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Visit: www.JustLikeMyChild.org/Book/ For a full toolkit on how to bring philanthropy into your business and to partner directly with Just Like My Child Foundation's fully streamlined approach to helping you Change the World While You Work!

How Philanthropy Can Change Your Life

When I started doing this work, I was just following my heart. I was an entrepreneur who was fortunate enough to become a mother and that opened me up to the needs of children all over the world.



I had no idea that within 10 years, I would be asked to join the efforts of a US President, be asked to come to the White House on three separate occasions by the Office of the First Lady, Michelle Obama's administration.

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I hadn't an inkling of an idea that we would have been able to raise over \$5,000,000 and save the lives of hundreds of mothers, families, and empower tens of thousands of girls who are now able to lift themselves out of poverty and live the life of their dreams.



I have also been amazed that incredible entrepreneurs like Lisa Sasevich who runs a \$40 Million business from her home would become a primary partner in our work, or that celebrity fitness expert and author of The Virgin Diet, JJ Virgin, would become one of my closest friends and supporters. I've had the opportunity to speak to 5,000 women at Erica and Marina Worre's "Most Powerful Women in Network Marketing Event", and been asked to speak on stages with industry leaders like Jeff Walker and Frank Kern.

Believe me, I'm not telling you all of this to brag. It's out of my comfort zone to be anything but humble about all of the good fortune that I've experienced because at the end of the day, for me, it's all about amplifying the impact of the work we've been blessed to do.

I am telling you this to encourage that voice inside of you that insists that you step into a larger version of yourself. I emphasize these successes to give you permission to believe that you can make

a difference on a massive scale. But, let's face it, you don't have to be me. You don't have to give up your business and your money-making ventures to make a contribution to the world.

I am telling you all of this to let you know that:

You CAN Change the World While You Work...and You Can Make Even More Money as a Result

“What we’re talking about is using your reach, the reach that you already have, the people that are already your fans, your clients, your followers, your partners, your affiliates. The people that already look to you with your credibility and connect to you. How can you use that in the business sense? We already know we have those relationships for the business side, but how can we lift those up even further and work together to make the world a better place, even on the next level? I know so many of you reading this, your work already does make the world a better place but what if we could make that exponential. Me, all of my work, all of our programs and everything I create is always about being efficient.”-- Lisa Sasevich www.TheInvisibleClose.com

By choosing to use your business to raise money and change the world, you will start to see an amazing shift among your clientele, you will gain a deeper and more intimate trust with your customers, and judging by the experience of all of my entrepreneurial partners, your business will increase and your revenue will grow.

The best thing about this is, you won't have to work any harder than you're already working, you won't have to invest your own money, and you'll just be able to benefit from making a difference like:

- JJ Virgin whose product and event sales increased by 35 to 50% when she started working with charitable partners
- Like Lisa Sasevich who responded to her inner calling and as a result increased her revenue by double digit percentages and gained a tribe of loyal and committed customers

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Creating a lasting legacy like the late and great Debbie Ford who energized her audience to raise hundreds of thousands of dollars to build schools in Uganda. Three months before she passed, she stood at our annual fundraising event and said, “Doing this work is the most significant and important thing I’ve done in my life.”



“For of those to whom much is given, much is required”

Don’t underestimate how important it is for your children to witness you making a contribution at a higher level and the opportunity it can give them to step into service.

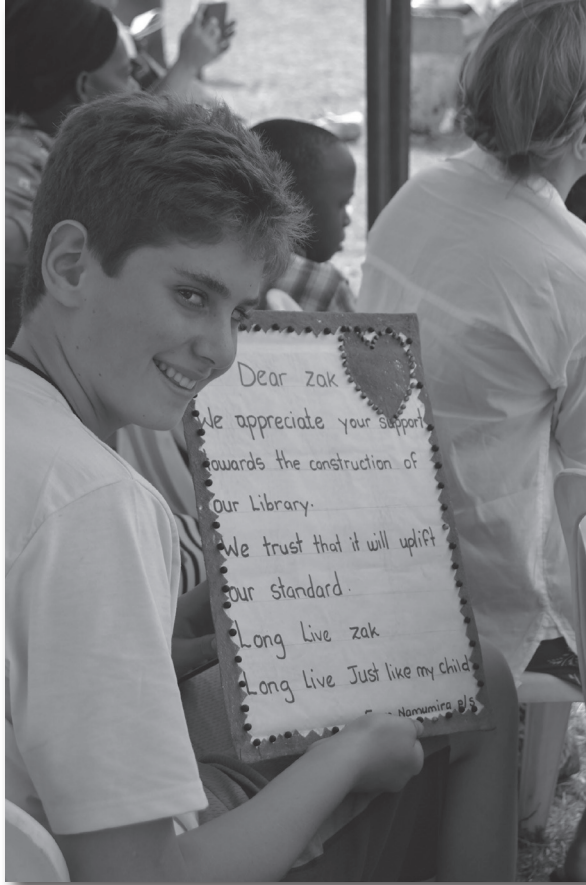
One of my primary motivations in starting this work was that my experience growing up in poverty, in Spanish Harlem in New York was extremely formative for me. It taught me that I can survive anything, I learned about my own inner grit and became self-

reliant and resilient. I loved the diverse melting pot in which I was raised, and I thrived with having friends from all different ethnic backgrounds. Diversity and understanding different cultures was the warm and friendly water I swam in as a child.

When I started to raise my son in the bubble of sunny Southern California, I knew that I owed my son, Zak, the opportunity to experience some tougher environs. I knew that I wasn't doing him any favors to allow him to grow up with no exposure to the "real" world. I could not be stopped in my efforts to engage him as a global humanitarian and to understand that he has an obligation as a human being to give back.

On Zak's first trip to Uganda, he raised spare change to buy school supplies for orphans. He was awkward and timid as he met these children, but it pried him out of his shell. By the time that Zak came for his fourth trip to Uganda, he had raised enough money to build a library for a school. He stood up proudly and engaged with the children at the school like a brother in arms. Now, of his own volition, he is applying to go on a trip to an orphanage in the Dominican Republic and global responsibility and service are second nature to him.

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YOU CAN DO THIS TOO. You can achieve everything you ever wanted to achieve, give like crazy, make a difference, create a legacy and do it all with relative ease without disrupting your life.

Find a great partner!

Honestly, there's a better way to do all of this than completely disrupting your life like I did.

Just partner up with a non-profit whose mission you truly believe in. Find an organization that already has the infrastructure, and whom you can just bring into your live events, donate a portion of proceeds via your products, and whose work your business can just piggyback on.

My big “why” is that I can’t bear to witness needless human suffering, particularly the suffering of children, that comes as a result of greed, ignorance and abuses of power and resources.



I believe that true systemic change and service can come only by organizing activists who are already motivated to make a difference but don't know how to garner the power of the collective. It is my dream to provide the leadership, the leverage point, that organizes collective action that in turn benefits the greater good. What is your big WHY? Find the answer to this and you'll find your philanthropic partner and your over-arching purpose in life!

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Give a Man a Fish and He Will Eat for a Day. Teach a Man to Fish and He Will Eat for a Lifetime.

What Questions Should You Ask a Philanthropy Before You Work With Them?

One of the questions that I get asked frequently is, “What’s your overhead cost? What percentage of my donation goes directly to the program?” I’ve got to say that I really hate this question, because it sounds as though it’s a knowledgeable, educated question, but in my mind, it’s not the right question. We’ve all heard about non-profits that spend more on fancy offices and excessive salaries and no one wants to be taken advantage of, particularly when you’re opening your heart and your wallet. But the more insightful questions are definitely around what the program involves, or entails.

The answer for my organization is that about 80 cents of every dollar goes directly to program cost. However, I encourage you to ask the more important question that you would likely ask any corporation in which you are investing, and that is:

“What is the value of my investment? What is the return on my investment?”

True philanthropists should look at being involved with organizations that are social innovators that create social change, and leave the beneficiaries better, and more adept at taking care of their own issues than they found them.

I can say, “Yes, out of a dollar, 80 cents goes towards giving a child a meal.” OR, I can say that, “80 cents goes towards educating a child who is then able to have fewer children, able to educate their future children, and have less disease, less abuse of the planet, and be able to live the life of her dreams and feed herself and her family without a handout.” It’s a completely different outcome.

Additional questions to ask potential philanthropic partners are: “What is the impact of the organization’s programs? What is the long-term outcome and mission of the organization? How are you measuring your outcomes? Do your programs contribute to empowering people and individuals to have sustainable solutions themselves?” What we call, “Capacity building,” or, “Does it create a culture of dependence?” Which is really the worst thing that the donor or the recipient can have happen.

As we all know, there have been billions and billions of dollars spent giving people handouts, when what truly makes the difference is giving people a hand up. We’ve all heard that, “Give a man a fish, and he’ll eat for a day. Teach a man to fish and he’ll feed himself for life.” Which scenario would you put your hard-earned dollars into?

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Spreading the Wealth vs. Focused Investing

Should I donate to a lot of different organizations or should I pick just one organization to become involved with?

Over the years I've seen individuals grow into philanthropists -- evolving from people who like to buy a raffle ticket at every event they go to, or bid on a live auction item here and there. Basically, they're in a "sampling" mode -- getting their feet wet in the world of making an impact. This is an important "learning mode" of sorts, but if you take a look at the organizations and individuals who are really changing the world (think Bill & Melinda Gates Foundation, or Rockefeller Foundation), you'll see laser focus on specific missions and outcomes. We can all learn something from big family foundations and institutional donors. They stopped "speed dating" long ago and got very specific with what they want their ongoing legacy to be.

I think this is an extraordinarily important question, especially since Just Like My Child Foundation has been working for over 10 years on the ground, and the only reason that we have been successful over a 10-year period of time is that we have donors who are true philanthropists.

In order to make a significant difference, you have really got to research and find, a) not just the organization that's most important to you, but b) what topic or issue is the most important to you? This is a deeply personal decision that you may have to reach very far down inside your personal history and experience to discover.

For Just Like My Child Foundation, many of the people who are our continuous donors are donating to us because they really understand the vulnerabilities that children in Africa and on the other side of the world face. They don't ask the question, "Why Africa?" when there are so many issues going on domestically. Obviously, there are issues going on in the United States, but when you really make a comparison it's clear that on the whole, the issues that children face in Africa make them enormously vulnerable.

But you may have been touched by cancer in your life. You may have a passion for dogs and animals. My friend, JJ is really committed to brain trauma and brain injury and information around this because her son was in a near-fatal car crash and she saw the agony of a brain trauma survivor first hand. She saw that there were many more tools necessary than were on offer to victims.

Lisa Sasevich has selected just a couple of organizations that she exposes her clients to and that she donates to on her own. I've really been able to watch her over the years develop as a philanthropist. And one thing I can say for sure is that watching her prune away organizations and focus on a few to invest in has given her the first hand knowledge and experience of truly being part of something bigger than herself and has experience first hand the impact of her money. Bottom line is that she's a happier human as a result!

Here are all the things you want to look for when you partner with a non-profit:

- Their mission and your personal and business mission should align.
- The organization should be stable, not just a start up, and have a demonstrated effort to acknowledge and honor donors.
- The non-profit should be able to show tangible results of their work, pictures, photos, videos, direct testimony from beneficiaries

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- In order to be credible, their annual donations should exceed \$100,000.
- They should have a minimum of three years of 990 filings that are accessible online.
- They should have specific programs and pre-made “offers” that you can feature at your live event or via your product sales that are clear, concise, easy-to-understand
- Their programs should always provide a “hand up” not a “hand out” that can create greater dependency.
- They should have experience presenting in a “retail” setting like your live event.
- They should be able to work directly with you and your team on an emotional, credible presentation that uplifts the entire event. Don’t settle for a “canned” presentation that isn’t specific to your event or market.
- You should be able to have access to the founder and in the best circumstances, have the founder available to be on stage with you.
- The organization should be able to run and process donations immediately and demonstrate to you the method with which they will acknowledge donors.
- They should provide a way to connect and see the beneficiaries who receive the money
- A way for your customers to celebrate the organization by coming to great events and parties to meet all the people they want to connect with
- They should be able to provide some sort of gift in return for donation that increases the perceived value of the contribution

- They should be able to tally the donations throughout the event and present multiple times throughout the event so that there is a shared purpose and outcome that uplifts the entire group and engenders a common goal and achievement.
- They should be able to provide trained staff who can assist your customers with any questions or concerns.

Just Like My Child Foundation has spent over 10 years cultivating a turn-key approach to helping entrepreneurs change the world while they work. Find out how you can incorporate this process at your very next event. Just fill out this form at:

www.JustLikeMyChild.org/Book/

- **Let us know the size of your audience**
- **Tell us your event Goals**
- **We can show up, do all the work and help you change the world while you work!**

Visit: www.JustLikeMyChild.org/Book/ For a full toolkit on how to bring philanthropy into your business and to partner directly with Just Like My Child Foundation's fully streamlined approach to helping you Change the World While You Work!

How much more could you earn by giving?

How to Use Philanthropy to Build Your Business with Lisa Sasevich

“You can be a pond or you can be a river. I believe we’re all meant to be a river with flow, flowing in and flowing out” -- Lisa Sasevich

Vivian Glyck: I’m here today to interview one of my greatest philanthropic partners and friends and business whizzes. Honored with the Distinguished Mentor Award from the Business Expert Forum at the Harvard Faculty Club, recipient of the coveted eWomen Network Foundation Champion award for her generous fundraising, and ranked on the prestigious Inc. 500/5000 list of America’s FastestGrowing Private Companies for 2 years in a row, Lisa Sasevich “The Queen of SalesConversion” teaches experts who are making a difference how to get their message out and enjoy massive results, without being “salesy.” After 25 years of winning Top Sales Awards and training senior executives at companies like Pfizer and Hewlett-Packard, she left corporate America and put her skills to the test as an entrepreneur delivering high-impact sales-closing strategies for turbo-charging entrepreneurs and small business owners to great profits. In just a few short years, Lisa created a multi-million dollar home-based business with two toddlers in tow. Lisa really is the undisputed expert on how to make BIG money doing what you love! Hi Lisa!

Lisa Sasevich: It’s so awesome that you are taking the time and the energy to pull back the curtain on this thing that you and

I have been conspiring on now for, gosh, seven or eight years. I'm so excited about this. Thank you.

Vivian Glyck: Yes, thank you so much and I think it's a great opportunity for people who are really passionate and want to make a difference but are super super busy in their business to figure out some tools to change the world while they work and that's really what this is about. You and I have been friends for eight or nine years now. Our kids have been growing up together and are practically brothers, but this has all been part of a process and I think part of the whole process of creating a relationship with a philanthropy. Why don't we go back a little bit and talk a bit about why you did decide to bring Just Like My Child Foundation in as a philanthropic partner to your business?

Lisa Sasevich: That's a great place to start. I just first want to say what a blessing it's been to be so close to Just Like My Child and the emergence of the Girl Power Project® and everything that you are doing nationally and internationally and you're growing so fast and being so recognized by people like Michelle Obama and the Clinton Foundation and others and helping so many people that I know, by the time anyone's getting to enjoy this interview, you're already going to be like leaps and bounds even further with helping more people in even bigger ways than you already are. I love that kind of growth and as you know I've had quite an entrepreneurial Cinderella story myself with super explosive growth. Being able to run my business from home, help entrepreneurs in 134 countries, and be Inc 500 recognized and I loved what I saw with you were doing with Just Like My Child. As a philanthropic organization, I feel like you have experienced the same thing and you're out there side-by-side with me, really as a mission driven, heart-centered entrepreneur. It's just our models are slightly different but in many ways they're the same.

What we teach and what we do is how to have entrepreneurs get out there and make a big difference with their gifts and make big money while they're doing it.

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When I met you and saw what you were doing, I really recognized that we are the same. You are out there making a big difference with your gift and you're making big money doing it. Just the money you are making is going directly to help children and women and families and I noticed I was seeing more and more folks with non-profits and philanthropic efforts using our work: showing up at our seminars, showing up in our courses to forward their efforts and I thought: I would really like to partner with someone to test our work directly on how much our "Invisible Close", products and services, our strategies of selling without being salesy, of making irresistible offers. How could this be benefiting an even broader audience.

Your husband Mike Koenigs and I do a lot of speaking together and creating together. Just every time I look in your eyes and interact with you, I can see that there is no separation for you. The organization, the motto is so real Just Like My Child. You treat my child and the children you and I have served traveling to Africa together and traveling all over the world. We've been to Italy and Mexico and whenever I see you interacting with humans and specifically, I have gotten the blessing of seeing you interact with children. I know that your origin story of what had you start all of this and why God didn't bless you directly with that second child, so that you could take care of so many more is so real and so from the heart. There were a lot of years when we first met where I could help raise the money but I didn't have the time.



As I moved into a place in my business where I had the time and I actually got to be on the ground with you and see the amazing work that you are doing and the people that are being empowered and employed. In Africa, in the specific villages that you serve. It spoke to every cell in my body, it was so rewarding and then to do that with my child. To take Elijah and your son Zak. I just really want to say that what you're doing is real and I'm so so happy to see the Girl Power Project getting the level of recognition that it is right now.

Vivian Glyck: Wow that's awesome. Thank you so much. Just as we're talking, it's clear to me that there would not be this book, *How to Change the World While you Work*, if you hadn't allowed me to demonstrate it really from the stage and I just want to make the point and what we did at our annual gala this past year, where we crowned you Queen of Just Like My Child Foundation because through your personal contribution and through what we've been able to raise from your clients directly. Just Like My Child has raised over \$500,000 dollars, which is unbelievable when you figure it's costing us about \$100 to put a girl through the Girl Power project which includes two years of training and empowerment course work. Then the ripple effect

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from that, which I think is really important for readers also, is how many people you've inspired to also come on board. Your best clients, your most successful customers have also become big donors of our work.

I know they've gone on to support other foundations and to replicate this model that really you helped us to create. I know you were doing this a bit before we connected but maybe you could tell me about the result of using philanthropy in your business and how it changed your view and your business going forward.



Lisa Sasevich: Yeah, I'd love to talk a little bit more about what it is that we're talking about, why it matters so much and then specifically how you can get started incorporating it right away. **What we're talking about is using your reach, the reach that you already have, the people that are already your fans, your clients, your followers, your partners, your affiliates. The people that already look to you with your credibility and connect to you. How can you use that in the business sense? We already know we have those relationships for the business side, but how can we lift those up even further and work together to make the world a better place, even on the next**

level? I know so many of you reading this, your work already does make the world a better place but what if we could make that exponential. Me, all of my work, all of our programs and everything I create is always about being efficient. How can you take one swipe and get the most impactful positive results? Vivian and I share the Jewish mother gene and you know it's kind of known in our heritage.



We don't just cook a chicken, after we've eaten the meat we boil the bones, we make soup. There are no parts unused. What we've created around this is really very similar. Years ago I was at Agape spiritual center in Los Angeles. I was brought there for Mother's Day by my then husband Michael, such a gift. I saw a speaker name Edwene Gaines speak about tithing. Being Jewish I wasn't raised in the type of environment where we were told 10% goes to the church and you pass the basket. A lot of practices that other people are more comfortable and familiar with, wasn't in my upbringing. This idea of tithing, the way that she put it, it really appealed to me. Almost like hearing it for the first time. She talked about giving 10% of everything that comes your ways to people, places or institutions that feed you spiritually, that lift you up, that remind you of who you are.

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In her talk at this morning spiritual center where we happened to be on Mother's day, she recommended a six month experiment.

She suggested that no matter where you were in your financial situation, even if you were having trouble paying bills, that you take that 10% off the top to acknowledge God as your source. You can fill this in whatever you fill in with God, to really acknowledge that there is something working with us. For me it's God. Michael, my husband, was going through fellowship to become a heart surgeon. He was working a lot. We had a newborn, we had a three-year-old. We did not have money hiding under our mattress and it was tough to make the rent and pay our bills. We decided at that moment to take on that six month experiment and off the top, take 10% of everything that came our way and not just tithing to need. This is an important distinction and I think it's really important, especially in our relationship Vivian of why I give at the level I give.

One of her points was to not tithe to need...You might have heard the saying, "What you put your attention on grows." If you're always feeding need then be feeding the growth of need. I was very clear in what she was teaching and how I incorporated it is that I am tithing to inspiration. I am tithing to that which is uplifting, that which is reminding me of all that is good in myself and in the world. That is why I tithe and give to Just Like My Child and the other foundations and people and places that I support. They don't all have to be non-profits for me. Sometimes I get really amazing energy from a waitress. She may get a tip that is bigger than the tab, just to say thank you for being so uplifting when everyone else has maybe got their head in their cellphone or something. With that experiment our lives just really started to take off. I highly recommend Edwene Gaines' book, *The Four Spiritual Laws of Prosperity*.

It is my favorite book. I think she knows when she gives that experiment that you probably won't turn back. If you really do it, that what will happen in your life, it will last longer than

six months and I'm still going all these years later. In fact it's been so magical and it's such the secret sauce. People have success and then they still feel unfulfilled. I'm very fulfilled and I know that this is the secret sauce. We also teach this in our training courses in our high level year long mastermind program for entrepreneurs. This is a part of our culture, also in our company. In fact our company, every month we ask everyone in our company to submit names of people, our clients that are inspiring us. They're getting out there with their first Speak to Sell talk. They're having their first what we call Event Profit Secrets style event. It's a course that we teach. They're doing their first six figure teleseminar or webinar. They're selling, they're winning, they're getting through their comfort zone. We tithe, even as a company.

In fact, one of our biggest years of growth was when we made a commitment to tithe on the growth of our sales as a company. We're a multi million dollar company, it was a significant commitment. We didn't do it for God to say, here you go you're going to make another million and a half dollars this year. We did it to tithe. We did it to lift as we climb is what we call the model: Lift As We Climb. As a result we ended up having just a super super big growth year. That's what I see over and over Vivian. You can be a pond or you can be a river. Now I believe we're all meant to be a river with flow, flowing in and flowing out. Sometimes when we're feeling scarce, I know like Michael and I were at that time in our life when we started tithing. The best time to start is when it's hardest.

Sometimes when you're feeling scarcity, it's easy to become a pond, to hole up all my resources. I can't give anything because I don't have enough. If you've ever looked at a pond over time, it's a little bit smelly and stagnant and yucky. If you look at a river, it's flowing. If it's flowing downhill let's say it's flowing out, but it creates a vacuum for even more to flow in. That's the best way that I can describe tithing and the way that we give as a company. What Vivian's referring to is that after doing this in

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my own life and watching our own abundance and fulfillment really soar. I realized that I had really established quite a reach as an entrepreneur and thought leader and how could I take more people with me? We had an event at the time that had about 400 people attending from all over the world called Speak to Sell Bootcamp. We still run it, it's our most highly attended event. I decided I was going to use all my skills.

We teach how to make irresistible offers, that's our platform. I decided that I was going to, in the midst of my event make an irresistible offer for people to give alongside with me. I did not expect what was about to happen. I made an irresistible offer for a foundation that I knew. They came in, it was a nice match for our audience, they were doing things with serving women serving children. I was stretching to think that out of our 400 people if I made that irresistible offer which is an offer that people can say yes to on the spot, without feeling sold to. Without it being pushy or salesy. I was hoping that we could make about \$50,000 for a very specific project for that cause. To my surprise people reached deep and by the end of the three day event, with 400 people in the room, we had raised \$120,000 in three days for that foundation. If you divide \$120,000 divided by 400 people, that's a per head average of \$300 a person. I have to imagine that that is unheard of in an event that wasn't necessarily designed as a fundraiser.

We were a business training event, we were teaching people how to speak and make their irresistible offer so they could grow their business. This was a 20-minute segment at the end of the first day where I said, "Hey I've been doing this tithing experience, it's changed my life and I want to invite all of you to lift as we climb, to give alongside with me. We have some great digital download products and programs and some incentives if you give at these different levels. And people did. **The results, were shocking to me. You would think that if we pulled \$120,000 out of our own room that there might be less money in the room for people to buy our stuff. It's at this event**

that people get the invitation to go from three days of training with me to sign on for a year -- to join our year-long mastermind program which is a five figure investment. I think before I experienced this with my own sales I would have thought, man if I raised over a \$100,000 for philanthropy I'm probably going to sell less because people gave their money.

Well, what happened Vivian was exactly the opposite. In fact, we had a higher enrollment and made more sales and had more people join our courses, program and mastermind at that event than anything we had done prior. I was astonished. It was counterintuitive to everything that I thought. Tithing really is. You're thinking give when I can barely pay my rent? It is counterintuitive to everything that we think. It's a muscle, it's a muscle and a faith. That means faith is a muscle right? It's a faith, it's testing your faith. It's exercising your belief and your faith. Since that day we've continued to use our events as a platform for the magic of tithing together. We have continued to have unexpected outcomes. Sometimes an increase in sales, sometimes in opportunities that might come my way or the business's way after the event that are completely unprecedented and unexpected. That's the amazing thing about really putting your giving first, is that you can't do it for the rewards, you do it for the fulfillment. You do it to show your faith.

You can't do it for the rewards but the rewards are constant, they're always unexpected and it's what makes life so magical. I don't really know how else to talk about it. It has just happened over and over and the very next time I did this was when Just Like My Child Vivian and I got together and we had Vivian out to a small, maybe 200 person event. She and I continue to innovate. I said, "Vivian you bring so many beautiful things from Africa, what if we set up a little store as part of those lift as you climb irresistible offer incentive?" She had all these beautiful things that folks had made from the villages that she serves. Do you remember the results of that Vivian? We had maybe 200 people

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there? You remember the results of that?

Vivian Glyck: I do remember that. Maybe I'm wrong but I think the room was even smaller. I think it was just 110 people. I think we averaged \$1,000 a person.

Lisa Sasevich: You might be right. That event always range between 100 and 200 people. I have this number in my head \$110,000 is I think what we did.

Vivian Glyck: Yeah. \$110,000. It was the first time that we had done anything like that and we had the boutique and you really mentored us on the different levels that people could contribute at and what the philanthropic benefit of that would be. How many children it would be serving or how many goats it would help buy for families or how much water. I know we had several projects that you and I have put together and I think that's an important part of all of this when we get into the "ask" is to be very specific about what the goal is for and I know we raised money to bring water to a community so that women could grow food and sell it. It's always about being entrepreneurs or we're helping girls et cetera. I think at that first event we raised \$110,000 and people were so inspired and I remember one woman walked up to me and handed me a check for \$20,000.

What I see is what opens up inside of people the moment that they give. How expansive their heart is, how open their soul is, how their spirit just shoots out of that. It is one of the best things about fundraising. Is that moment when people make a commitment to do exactly what you were talking about, to give without reason because they know that it's going to change something. Without really having that, "Oh have I checked my bank account and do I have enough money to be doing this?" You're giving because you're inspired and that inspiration takes on a whole new form in your life and open up all kinds of opportunities.

I think that it was really something she had been sitting on, it was an inheritance from her mother who had passed on and she was so inspired by you and by you opening up the platform and the audience for it. It was such a moment to have her hand me that check because ... I'm sure this is something that you've experienced many times.

Lisa Sasevich: Yeah, it's so true. It's amazing how much the entrepreneurial success path models exactly what you're talking about. In fact I want to point some of this out and how to do this so that if you're reading this and you're inspired you can see that it is easy, it does work and you can do it even if you're just getting started. We're talking about established businesses and bigger events but I have folks that have, they're following our Events Profits Secret model, they're having their first event, they have 18 people in room and they're raising \$10,000 for a philanthropic effort that they care about and they're doing \$50,000 in sales for themselves.

Lisa Sasevich: Again, we call this the Lift as you Climb model. It will feel tangible when you break it into a process. It's like, "Oh I can put my hands on that." In thinking about what I wanted to share with you today, I want to make this tangible and so this is a five step Lift as you Climb process by Lisa Sasevich.

Vivian Glyck: Love it.

Lisa Sasevich: Number one is, it's really important that the organization that you choose to support has a specific outcome or transformation that they offer to the world that matches your audience.

I love working with Just Like My Child not only because of the great work that they do, but because of my story as a work from home mom who has done all that we've done. Over almost \$40,000,000 of sales from home. We get a lot of women following us. I did it all to be able to be a mom and have my

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business. I know I'm going to have 70% women in my audiences and a lot of them are in that 40 plus age range. They've got kids and teens so Just Like My Child fit our demographic perfectly and they're very clear about the transformation that they're offering. If you don't get this clear you're out there inviting people to give to something that fuzzy and they can't immediately know what it is. That it's about empowering women and children or feeding the hungry, empowering returning veterans. You want to make sure they're really clear about it and that it matches your audience number one.

I will say it makes a world of difference if the founder can be there. I have had times where we had someone else from the organization come in and joins me on stage for 20 minutes and we did okay, but it's never the same as hearing the origin story from the founder, like when Vivian gets up and shares her story, there's not a dry eye in the house. That's what you need to make an irresistible offer that people are going to join you and move on the spot to give to.

Number 2: You've got to create a specific game for the giving for that group. One of the challenges is you've got to have a specific ask... I remember Vivian when you needed an ambulance. It had a specific price tag and a specific amount of money and we had a game to play. We want to help a village and if it's \$100 a girl and there's 500 girls in the village we know our game.

You've got to have something people can rally toward and being specific with the thing that needs to be purchased, the number of people you're helping, how it works. They've really got to see the picture in order to trust it.

Number three is Lift as You Climb: Provide offers with incentives. What we do is we've always got, "Hey if you give \$100 you're going to get this downloadable health program from my friend JJ Virgin." People know that I love her products so

they kind of want to know what I'm doing. People will give \$100 because they want to give to Just Like My Child, for example, and they're thinking, "Oh you're looking pretty good Lisa, what have you been doing?" Guess what? I've been doing her program and you're going to get it when you give. She of course donates that, usually delivered by a digital download so everybody wins.

She's getting exposure, Just Like My Child's getting the new monetary donation and new donor in their database that they could keep talking to. Just Like My Child gets the lifetime value of that giver. You've got to keep that in mind also. You're just opening a door and that's why Vivian said, "Lisa, we've raised over half a million dollars from your people," because I go to the gala now and there's five tables there of people that I brought five years ago and now they've brought their own tribes. They've been talking about it at their own events. It's super inspiring. Then we usually have a \$1,000 level that they get everything in the \$100 plus maybe my friend Brian Tracey will contribute a presentation skills program. You're creative with this. This one takes some fun and some finesse. The fourth one is to have different price points. We usually have a \$100 level, a \$500 level, a \$1,000, then we try to have something, depending on the goal. Usually our goal is \$60,000 or more from our bigger events.

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10th Anniversary Gala Saturday, October 29th, 2016 SLS Hotel Beverly Hills | Los Angeles, CA

Join us for a beautiful evening in Beverly Hills and connect with passionate, global-minded individuals while enjoying cocktails, a fabulous live auction, and dinner by world-renowned Chef José Andrés. All proceeds will go directly to empower the world's most at-risk girls through the Girl Power Project®. Learn more at JustLikeMyChild.org/10Years

CHOOSE YOUR LEVEL:	QUANTITY	TOTAL
EVENT TICKET — \$500 - General Reception and 4-Course Dinner - Valet Parking	_____	_____
VIP TICKET — \$750 - VIP Reception with Regina Hall and 4-Course Dinner - Valet Parking	_____	_____
TABLE FOR 10 — \$5,000 - General Reception and Dinner Table for 10 - 2 Tickets to VIP Reception with Regina Hall - Valet Parking for all Guests	_____	_____
Sorry, I cannot attend. Please accept my donation to support the Girl Power Project®:		_____

PLEASE PRINT CLEARLY:

Donation Total: _____

Name: _____

Billing Address: _____ City: _____

State: _____ Zip: _____ Email: _____

Billing Phone: (_____) _____ - _____ Cell: (_____) _____ - _____

Method of Payment: Visa MC AMEX Cash Check # _____

Credit Card #: _____ Exp: ____ / ____ CVV Code: _____

Signature: X _____

Thank you so much for your support! Your credit card will be billed by Just Like My Child Foundation, a registered 501(c)(3) non-profit corporation (Tax Exempt ID# 20-5264558). **You will receive a tax-deductible receipt for your contribution, in addition to event details about our 10th Anniversary Gala.**

We'll have something that's about a \$5,000 experience that the first six or eight people who give 5,000 or more can receive, or you can take the people who give the most with 5,000 being the minimum. That might be a special dinner somewhere or some special access that the founder might have. I could go on and on about this but I'll leave it there for now. We always have a line for whatever they can give. Anything is appreciated. \$1. This is where you're talking to wanting participation. There's the goal a money goal but then there is a participation goal. In my rooms, when we get 80% of the audience giving, I will tell you our students what happens is they learn more. It's like they're so filled because we give so much content, we give so much education that when they give it's like their cup was runneth over and when they give it makes more space for them to come back on day two of our event and get more education.

I find that our students will move further and faster the bigger percentage of people that we can have giving and tithing together in our events and our courses and our programs. Then the last piece, number five. I call it complement not compete. Here's the thing and this is really important, it's so fun to do this but you have to remember you are also there with your own business goals and you're there to serve your audience for whatever it is that they came for. In our case, for example, a Speak to Sell course or an Event Profit Secrets course.

I can't have it be all about my philanthropy. One of the things that's really important is that the philanthropy and the incentives that you might give for when people donate, they should complement what you do but not compete with what you do. For example, I wouldn't at the \$1,000 level put some marketing or sales course, when I'm going to sell a marketing or sales course. For me to shoot myself in the foot, to have my audience be confused. Why would you be giving this person's marketing or sales course when you're teaching me marketing or sales? It's so much better for me to give a health incentive like through JJ or I teach speaking but the authentic be yourself get out there

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and teach and make an offer speaking. Whereas Brian Tracy, he teaches presentation skills. Where to stand, when to pause. That's a beautiful compliment but not competing at all with what we do.

Keep that little phrase in your hip pocket because obviously you need to be doing well in order for you to keep providing everything that you provide, including your philanthropic contribution.

Vivian Glyck: That was awesome. Should we just review the five steps?

Lisa Sasevich: Sure.

FIVE STEPS TO THE LIFT AS YOU CLIMB MODEL:

- 1) Make sure that the organization matches your audience.**
- 2) Create a specific game for the giving so that the audience knows exactly what you're hoping to accomplish.**
- 3) Lift as you Climb: Provide offers and incentives at each level of giving and price point so that your audience can get even more value and learn as they give**
- 4) Make sure that every level is appreciated -- Even \$1!**
- 5) Make sure that your philanthropic offer complements but doesn't compete with your own personal offers and brand.**

Lisa Sasevich: Yes. I think what's most important though that I want to leave everybody with is, it really is easy. It might take us an hour, maybe it will take you a little longer in the month prior to an event to just have those conversations and put this together. It works. I have people, like I said that are having small events, six, 20, 50 people and they're raising 1,000, 5,000, 10,

\$20,000. You've been the recipient of some of these Vivian. The model works at any size and the only thing that would stop you from doing it is just a decision. You can do it, it is just a decision to say, you know I would like to see what happens for my students, for myself, for my teachings, for my fulfillment if I take on this experiment and use my reach to add philanthropy to my business. I really recommend that you give it a try. Don't do it for the rewards that will surely come your way.

Do it to give, do it to lift as you climb, but be on the lookout for the rewards that come your way because they will and in ways that are better than anything you could have contrived for yourself. I'm a living example of that over and over and over again.

Vivian Glyck: Yeah I think that is exactly the point and the goal for me of this book is to give people a tool to fill that hole of what they feel is missing in their lives and in my experience many times it's that sense of a bigger purpose, a larger purpose to not be going through the day day-to-day, consumed with a checklist and the busyness and at the end of the day to lay their head down and to feel as though what they're doing really have purpose and as you said contribute so much to you personally because you feel fulfilled and that is the gift really. Changing the world while I work. You do not have to be a non-profit but you can find what you're passionate about and make a difference while you're going through, like you said, making a chicken and then chicken soup and on and on. Doing what you are already doing and just adding a little bit more, a little bit of that special sauce that could really change everything. That is the real gift of all of this.

From what I hear you saying, it's easy, it works, it's relatively simple to do, it's life changing and it has really helped you create purpose in your life and help you increase revenue with that special sauce.

How to Change the World While You Work

Lisa Sasevich: You don't have to wait until you retire to start giving. I'm in my earning phase, I'm in my work phase. God blessed me with the gift of being able to show people how to create huge abundance for themselves doing what they love and you don't have to wait and then have a second phase of giving, that's the beautiful thing. You can do it now and even if your calendar is completely maxed. I used to think, I don't have the time to start a whole non-profit. Look, there are people like Vivian that I thank every day. They did take their life to start that non-profit and for those of us in our earning years, or we were just blessed with that, great.

Vivian and organizations that have set themselves up in a beautiful way, they create the container for us to pour into and you just keep doing what you're good at. You don't need to wait, this is not a dress rehearsal, you can include it now and I'm so grateful Vivian thank you for the interview and thank you for giving me a place to talk about this that I'm so passionate about and such a huge part of my life and our culture as a company.

Vivian Glyck: Yes and thank you so much for helping us to create this model that now we can use with so many other organizations.

Lisa Sasevich: Yes. It's a gift. All right my friend and everybody listening, lift as you climb and hats off to you for the beautiful work that you're doing Vivian Glyck. I am so excited to continue to see it. Expand and unfold year after year.

Vivian Glyck: Thank you my friend.

Visit: www.JustLikeMyChild.org/Book/ For a full toolkit on how to bring philanthropy into your business and to partner directly with Just Like My Child Foundation's fully streamlined approach to helping you Change the World While You Work!

Make Giving a Habit and “Just Do It” with JJ Virgin



Vivian: I’m here today with best-selling author JJ Virgin. Celebrity nutrition and fitness expert JJ Virgin teaches clients how to lose weight and master their mindset so they can lead bigger, better lives. She is author of 4 NY Times bestsellers: *The Virgin Diet*, *The Virgin Diet Cookbook*, *JJ Virgin’s Sugar Impact Diet*, and *JJ Virgin’s Sugar Impact Diet Cookbook*. Her memoir *Miracle Mindset: A Mother, Her Son, & Life’s Hardest Lessons* explores the powerful lessons in strength and positivity that she learned after her son Grant was the victim of a brutal hit-and-run accident. JJ hosts the popular JJ Virgin Lifestyle Show podcast

How to Change the World While You Work

and regularly writes for Huffington Post, Rodale Wellness, and other major blogs and magazines. She's also a frequent guest on TV and radio and speaks at major events. In addition to her work with nutrition and fitness, JJ is also a business coach and founded the premier health entrepreneur event and community, The Mindshare Summit. Find articles, recipes, helpful online programs, and more at www.jjvirgin.com.

Today, we're going to have a conversation about how to make a habit out of leveraging philanthropy to build your business. JJ has been an extraordinary partner in helping to elevate her platform by incorporating philanthropy into her business and into her products, and I'm super excited to be here with her today.

Vivian: JJ, I know this is a really busy time for you, so I really appreciate you taking a couple of minutes to inspire people with the incredible opportunity to bring philanthropy into your business. My first question is what made you decide to start incorporating philanthropy and giving into your business, into your events, and into your platform?

JJ Virgin: I've always done it since I was a kid, but I never did it with discipline. Being in the health business, everything's really about creating habits and creating discipline, so when you start to look at this, you go, "I should probably do it the same way as that," right? It was something that was random and oftentimes an afterthought, of "Oh, we're doing this. We should include a charity, we should include a foundation." I'd really been looking at *The Four Spiritual Laws of Prosperity: A Simple Guide to Unlimited Abundance* by Edwene Gaines, and then looking at some of our other friends like Lisa Sasevich, who are very specific about how much they tithe out of their business, for me to look at it and go, "How about if I tie into all of the things that I'm doing, tie into charity and foundations so that everything goes up together?" What's so interesting, Vivian, is it doesn't cost you, and even if it did, it would still be fine because of the value that you're creating. Every time that I've done this

it's actually benefited our ROI even more, which is crazy because that's obviously not why we did it. We did it just because it's a big piece of who I am. I've always been someone who, one of my core values is helping lift other people up.

Vivian: Tell me a little bit more about that. How did you make it work with your audience, and what are some of your favorite tactics? Can you give me an example?

JJ Virgin: I have two audiences and two companies. Most people would see and know The Virgin Diet, The Sugar Impact Diet and all the health and nutrition products. What we will do is we will put a donation into our program and we'll also have special dates. I'll give you an example. Since my son was a victim of a hit and run and had a severe traumatic brain injury, we are funding an organization around brain injuries.

During the launch of my book and program *Miracle Mindset*, for everyone who purchases a program, we will be giving dollars back to that organization, but we're also using it in the launch as a way to bring attention during a time when things would drop down. When you do a launch, there's a lot of excitement at the beginning and end and not much in the middle. We're actually using it in the middle as a way to pump up the excitement and more sales there.

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For more information about Just Like My Child Foundation and their programs, visit www.justlikemychild.org

Vivian: That's awesome, so can you tell me about some of the results? You're obviously known for being extremely disciplined. You can see it in appearance, in your business, and your relationships and everything that you do. Tell me a little bit more about the results of using philanthropy in your business. How much more do people spend because they've "given" first?

JJ Virgin: Here's the interesting thing, because I love to quell any fears people might have. I have a complete abundance mindset, as you know. I totally go from the only limitations are the limitations in your mind, but we might be just concerned starting out that if you're doing an event and someone's donating to a foundation, that then they would have less money to spend on a business program or whatever else you're offering, but in fact, it triggers a completely different thing, where they start to look at, realizing that when you start to create value in other people, you can start to create value in yourself.

\$100
Support Microenterprise
Project GRACE in
Uganda

\$500
Give a Goat and
put a Family of six into
Business

\$5,000
Empower a Community
and
Put 10 Families into
Business

The infographic features three photographs of people with goats: a woman holding a white goat, a man holding a dark goat, and a close-up of a white goat's head. Below the \$500 and \$5,000 sections are silhouettes of families (adults and children) standing on hills, representing the communities impacted by the donations.

How to Change the World While You Work

I found that it actually enhances our sales. We've had a 35% increase in sales as we put this into our events from MindShare. We didn't do it well when we first started, and there's definitely a system to this. We were little bit random about it, so it's like, "This is a good idea." I tend to be a very fast action, quick start person, so I was like, "Let's just pick some stuff and give it away and do a raffle and give some money to charity." There's better ways to do it. Now we've gotten much more focused on how we do it. It's interesting because it doesn't detract from your sales, it actually will increase your sales. My guess, from the couple of years that we've been doing this, is it's going to increase your sales as much as 35% to 50%, so it's pretty significant.

Vivian: Wow.

JJ Virgin: Yeah, and not only that, look what you just did. It's funny, because in the middle of this launch, we're donating money from each sale to charity and then in the middle of the book portion of it, we're donating money. Yes, that is coming straight out of our bottom line, but it will actually increase our overall numbers, and the result is I did something super cool that I feel good about and that our whole team feels good about, and that people who are buying the program ... because so often we buy something, we're like, "Ah!", but then you can rationalize it going in: Look at the good thing I did here too. I look at what sticks with me after the end of the day, and it isn't the pair of shoes I bought, it's the things that I've done for others.

Vivian: That's a really good point, JJ. Maybe you could talk a little bit more about how you see incorporating giving into your business has strengthened your team and your teams' morale.

JJ Virgin: We give our team one day a quarter that they can go and work with their favorite charity. That's a paid day off to go do something else, so we're very keen on that. But you know, we're never better than when we're challenged. We always ask who's got a great charity or foundation we can get behind?

What should we be supporting? We always bring the team in to help decide what we're going to be doing, so everybody gets ownership into it.

Then you have a common goal that's outside of just making money for money's sake. Not that making money is bad, because there's a lot of cool stuff you can do with money, like some of the stuff we've been able to do with your foundation, but it gives it a bigger purpose and I think so much of when you look at what we have to do in life, a lot of it, when you really wanted to make a change in the world, it's scary. It requires courage, and the fastest way I know to get around being scared is to have a bigger purpose that will push you through it, so this just gives you a great purpose.

Vivian: I love that, so that's at the epicenter of it all, is to have a bigger purpose beyond yourself and beyond your needs can really inspire your team and your audience and everyone to live bigger. That might even include spending more money as a result of being inspired, so that's awesome.



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JJ Virgin: I think a big part too, is that one of the biggest things we've got to all understand is that holding onto money doesn't benefit the world. Money is just a tool and if you can invest it correctly ... that's why I always say invest it in yourself, invest in what you can do to make yourself better, invest it into worthwhile foundations who are out there making the world better. It's not going to do you any good to hold onto it. That doesn't create any energetic flow, and the more I do that, the more money comes back anyway.

Vivian: Yeah, it's interesting, one of the things that I learned from Deepak Chopra ... I used to work with him ... was this whole concept around currency. Another word for money is currency, and currency literally means flow, like a current, so if you let the money flow, it's going to keep moving and it's going to keep the whole system going, including your own system and it will come back to you.

If you hold onto it tight, it just creates a constriction and it's never allowed to grow. I always remember that, and I think it's just a great principle of abundance, like you're talking about, and I know personally that you live from this belief. Anytime I think about it, I'm like, "It's currency, it's not money. It's not how much is in my bank account. It's how much of it is flowing and working for me?"

To that point, I'm wondering ... you've been so generous bringing Just Like My Child into your business and also supporting us all the way around, so maybe you can just talk for a minute about why even initially when we first were at MindShare Summit, why you decided to bring Just Like My Child in as a philanthropic partner.

JJ Virgin: I'm always looking for organizations that are streamlined, very action oriented, really doing things and have feet on the ground, you know? Because so many of these things you feel like you're so distanced from what is actually happening,

and you're like, "Is anything actually happening? How much of this budget is actually going to do anything?" I always want to see that there's a clear mission and then you're one step away from seeing it happen. The fact that you're there, you know what's going on, you've created the programs, we can say when we give this amount of money, these things happen, that's huge. That's what's very attractive about Just Like My Child.

Vivian: Awesome, and I know we've talked a little bit about this, but maybe you could say ... Just look inside and say what has doing this done for you personally? What's been JJ's big growth out of incorporating philanthropy work?

JJ Virgin: It's been interesting because as entrepreneurs we know for sure that we'll have ups and downs and we'll have challenges and struggles. We have a lot of scary stuff show up. I've been launching businesses and books while doing this massive family struggle for gosh ... you know the one I've gone through is my son, but prior to that it was a near bankruptcy, a bad divorce, all sorts of stuff.

You've got to really learn how to step up and show up at a higher level, and that really means taking the emphasis off yourself and being able to see bigger things and see bigger purposes. When people ask me how I've been able to do these things, it's really having those big purposes. The big purpose is never going to just be who you are and what you have to give, right? It's like what's the legacy you leave out there in the world?

Whenever I can tie those things in, it just helps me stay in forward motion and not get swallowed up by fear, because it's super scary doing this stuff, let's be honest. The easy thing would be to have a job, have security. It's like that's the easy thing, but what we're doing is exhilarating and scary all at the same time. You've got to have a big purpose to push you through when things get a little bit dark and bleak, because they will.

How to Change the World While You Work

Vivian: Yeah, I think as an entrepreneur, you wouldn't be an entrepreneur if your sole purpose wasn't to be doing this. You don't r have the ability to just have a job or do it every day.

JJ Virgin: No, I know, gosh. I tried, I got fired in three months.

Vivian: So did I, so many times. That's why you have to work for yourself! This has just been so helpful, JJ, and I just think your whole attitude about abundance and what it can do for your team and how it can increase your revenue are the really important points that we want to hit on. As we wrap this up, I would say the three questions that, as you know, in everything that you offer to people in the extraordinary lifestyle that you beckon people into living, the questions are: 1) Is it easy? 2) Does it work, and 3) Can I do it? Just in terms of what we're talking about here, in terms of using philanthropy to build your business, how would you counsel people about if it's easy and how does it work? What would be their first steps of jumping in and trying it?

JJ Virgin: I would say, don't try it, just decide to do it, because we weren't here just to buy better cars and have better clothes. One of the biggest things I say is don't wish it was easier, make yourself stronger. It's very simple to put this stuff in play in your business. It may not be easy because it's the emotional stuff you've got wrapped up around money, and that really comes back to how you think in the world. If you find yourself with any resistance moving into becoming more charitable, it's something in terms of your scarcity versus abundance mentality.

I love the statement "your limitations will become your life," so if you're afraid to part with the money, that's one of the riskiest places to be because you can't hold onto it like holding onto sand. While I wouldn't say it was the emotional parts are easy, the way to do it is just put it into play. Just say "okay, when I sell this program, I'm going to give this many dollars to this

foundation. When I do this event, I'm going to do a fundraiser for this foundation." You just put it in. Does it work? You'll be able to track the ROI.

I've been really studying people the last couple years since I've been working on Miracle Mindset to figure out what do the most successful people do? When I say success, I'm referring to the people we admire, who inspire us, who really make a difference in the world, and these people all live this way. I always wondered if people become successful and then get generous? But it's actually just the opposite. The most generous people, the most charitable people, live their life that way.

I still remember back when I had gone through some major financial ups and downs in my life, where it's like I didn't know how I was going to keep my kid's fed. I remember taking my last \$500 out of my bank account and giving it to a friend in need, when it was difficult. That's really the thing that I see, is that there's a reason that all of these successful people are generous. They came from a limitless abundant mindset and then things started pulling to them. They created that whole energetic flow you talked about.

JJ Virgin: Your last question, "Can I do it?" reminds me of my favorite philosopher, Yoda: "Do not try, do," and I guess maybe because I come from weight loss and I hear people say, "I'm going to try it." I'm like, "No, you're not. You're not doing anything." It's like can you do it? Tithing is the most significant thing that you can do in your life. I've been really working with my kids to help them understand it's a key part of why we're here. It's not that we owe anybody anything. I believe we're paying it forward. At the end of the day, you're not going to remember the shoes you bought, the car you have. You're going to remember the people's lives you impacted and inspired. I like to put things in motion so they just become a habit, so this is just part our business. The sooner you can just start to live this way, the sooner you're going to start creating a bigger impact in the world.

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Vivian: I love that, so it's right up there with eat really well, exercise, and give. Just make it a habit and your life will transform.

JJ Virgin: It's that simple, it really is. Isn't that funny? It's like so many of the things, Vivian, when I look at them, like I've been really studying how to shift mindsets, and one of the fastest ways if you're sad, depressed ... like I took my son when he was so depressed after the brain injury and suicidal, I took him to the hospital, the second hospital we'd been at, and had him give toys to the kids and talk to them, and saw an instant shift. You want to get out of your own way, step up in a bigger place, it's that simple. Go out and help other people. It's the fastest way to shift.

Vivian: Yeah, it's really the moments that you can connect with the divine, is through giving and service, when you see that connection that you have with other people, and there's nothing greater than that. For me, it's like heroin. It is such a high, and I'm completely addicted to it. That's what I love about you and all the people who have helped us to make such a difference, is you're just addicted to being in service, and I can't thank you enough.

JJ Virgin: Well, you inspire me. It's like I look at people who are my heroes and it's like oh my gosh, look at what she's done. It is amazing.

Vivian: You are one of the most abundance-minded people that I've, and it just comes to you so naturally and easily. I aspire to that as well, because even for me doing this work, there is a feeling of "we don't have enough, we need more." We're not going to be able to do what we can. Just even in this conversation, it's shifted my mindset to say, let me take the next step with looking bigger and wider, and not being afraid of not having enough to be able to do it, so thank you.

JJ Virgin: I actually never think that way. I never think of what I need to do something, I just think of what I need to do, and then what I need shows up. It's that whole purpose thing. You know, you have the biggest purpose out there, and every time I've stepped up and I go, "Can we do this?" It's way past where I probably should be, like if my mother knew, she'd have a heart attack, but it always works out, so I just think we should just step up there.

Vivian: So that's the lesson here." Just do it." Incorporate it as a habit and just see what shifts, and then it will just get bigger and bigger and be something that you incorporate into your life every day. I am going to let you get back to your busy day, but thank you so much, JJ. Is there anything else you want to add here?

JJ Virgin: Yes, here's the thing. Right now as you're reading this, you're thinking this all sounds great, and then you go back to your life and nothing happens. The big thing right now is to decide what are the first action steps you're going to take to start making this happen so it just becomes part of your life, so we don't have next year the same discussion again and you lost a whole year of making a bigger imprint in the world.

Vivian: Right, and taking the chance to play the game and seeing how well it turns out in your favor, to just give and to make a difference. I really believe that we're all dying to give, and many of us are earning a dying instead of a living. When you really are able to open your heart to what's calling you, which for so many of us is to give and to be of service, that that's really what makes the difference, so it's just get out there and do it. Awesome, JJ, thank you so much.

JJ Virgin: Thank you, Vivian. Thank you for doing such great stuff.

Vivian: Couldn't do it without you.

FIVE STEPS TO THE LIFT AS YOU CLIMB MODEL:

- 1) Make sure that the organization matches your audience.**
- 2) Create a specific game for the giving so that the audience knows exactly what you're hoping to accomplish.**
- 3) Lift as you Climb: Provide offers and incentives at each level of giving and price point so that your audience can get even more value and learn as they give**
- 4) Make sure that every level is appreciated -- Even \$1!**
- 5) Make sure that your philanthropic offer complements but doesn't compete with your own personal offers and brand.**

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Philanthropy is the Gateway to Power (and customer trust and loyalty) with Mike Koenigs



“Chief Disruptasaurus” of You Everywhere Now, Mike Koenigs is an 11-time #1 bestselling author, interactive online TV producer, winner of the “Marketer of the Year” award, serial entrepreneur, angel investor, filmmaker, international speaker and patented inventor.

Mike built and sold his last two businesses to publicly-traded companies. An active philanthropist, Mike has raised over \$2.4mm for the “Just Like My Child” foundation. Mike has interviewed and

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consulted with celebrity clients and bestselling authors including Tony Robbins, Paula Abdul, Richard Dreyfuss, JJ Virgin, John Assaraf, Brian Tracy, XPrize founder Peter Diamandis, Jorge Cruise, Harvey Mackay, Daniel Amen and publisher of Success Magazine, Darren Hardy.

To Learn More About Mike's Products, visit
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Vivian Glyck: I am here today with Mike Koenigs. We are going to talk about how to use philanthropy to build your business. Mike is not only my husband but he has been an incredible supporter of Just Like My Child Foundation and has really helped us to craft ways for us to raise a significant amount of money so that we can make an extraordinary difference in the world for women and children. Hello, Mike.

Mike Koenigs: Hi!

Vivian Glyck: You've been so incredibly supportive and obviously a great entrepreneur and you bring that entrepreneurial brain to everything that you do, including to philanthropy. I have the inside scoop on how this went down because I was right there but let's get started and talk about what made you decide to start incorporating philanthropy into your business.

Mike Koenigs: Let's be perfectly honest. Happy wife, happy life.

Vivian Glyck: You're a smart guy.

Mike Koenigs: The truth is when you had first gone to Uganda and came back very inspired. You got support from Arielle Ford early on and of course everyone donated some money to the initial project. The idea of incorporating philanthropy into business to me seemed like mixing oil and water because my attitude was, "None of my customers are going to care about

what I'm doing with some sort of philanthropic thing. They just start coming to me because they want to learn how to do online internet marketing and video marketing from me and they want to make money." I certainly didn't know anything about how powerful philanthropy as part of business was and if someone would have told me this, I wouldn't have believed them anyway.

I think there were two significant events that happened, the first of which was we had approached our friend Frank Kern and you just flat out asked him if he'd write out a check for \$100,000 dollars because he was making millions of dollars at the time. He said, "No. I'm not going to write out a check but I know how to make \$100,000 dollars for the foundation and all we have to do is show up." I'm like, "What's that?" He says, "Let's create an offer and invite 100 people, charge 1,000 dollars each, do a two-day live event, and donate all the money to the foundation," and I was like, "Holy cow. That's really a good idea." Of course, we did it. We put together this sales page. He mailed to his list. I mailed to mine. We did this joint event and it worked. We sold out within three days. It was crazy.

That certainly was the beginning. That went on for three or four years that we did that event and every time it ended up growing. Along the way, we started incorporating some of the strategies that we learned in my business. There was one other thing that I think is actually more significant. At the time, I was speaking regularly on many stages and you said, "Why don't you tell people about what you're doing in Africa with the foundation?" Once again, I was like, "No one wants to hear about that stuff. They don't care." You said, "Just trust me. Trust me." I'm like, "Okay." I always do. You always have a good nose for what's coming up next and you're a better mirror of me than I am, that's for sure. I incorporated a little story and I incorporated how you used video marketing to raise money for the foundation.

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I basically created a lesson and made you an example of a success story of what's possible. I was able to play a video that we had produced that was extremely touching and showed evidence of what was going on. I spoke at the least likely event for this to work at in my opinion which was a Dan Kennedy event which is historically known for attracting 55 year old white men who want to make money. I thought it was the dumbest idea but I told the story and I am watching tears in the audience. I had people walk up to me at that event when I made my offer which was a 2,500 dollar offer. I had what's known as a table rush. People ran to the back and I sold hundreds of thousands of dollars worth of product.



Three separate people walked up to me and said, “I never buy products at events from people because I think they’re hucksters, they’re salesy and slimy, but the reason I’m buying your product is because I believe in your commitment to making a difference.” I was like, “Holy cow.” That was really a profound shift. There was no question that my sales were probably 20, 25% higher than normal. Six months later I was asked to speak again. It turned out I was one of the most popular speakers at

the event. I made the same offer and one of the same people walked up to me and he bought my product again. He said, “You know you already own this.” He said, “Yeah. I love your cause. I love who you are.”

From that point on, I incorporated the Just Like My Child story into every one of my sales presentations. It’s profound. The number of people who initiated a conversation and wanted to have a relationship because of that and to this day, 10 years later, I still have a lot of people in my tribe who I know they felt a deep sense of connection because of the foundation. It’s a long-winded answer to your question but I think the bottom line is when you show that you’ve got a relationship to something bigger than yourself that’s deeply connected and serves a greater cause, a greater purpose, people will spend more. They will give more and it gives them another reason to have a deep connection and a bond with you.

Vivian Glyck: That is absolutely awesome. I’m definitely remembering a lot of the things that we did early on. One of the things that I want to point out here that I think watching your process, this is also over 10 years ago now, I think we all have that sense of scarcity of, “I’ve just got to take care of what I can take care of and if I open up my heart, open up my focus, if I don’t focus on what’s right in front of me, I’m going to lose.” What I can see in your transformation and how you’ve matured as a philanthropist is to start with, “What can I give,” instead of, “What can I get,” or, “What do I need? How can I serve.” That is a not subtle transformation that I really want to point out is essential, I think, in living a truly abundant life. Let’s go there before we go to, “Do you have the car that you want and the house that you want and the things that you want?” What is true abundance? It’s about service and giving.

The other thing that I want to ask you because I’ve seen it for myself is when you started to do this, from where you started to where you are today, what percentage of your audience is now female?

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Mike Koenigs: The answer is I went from probably maybe 20, 25% women in my business to over 50% in two and a half years. In my highest-end, highest-level coaching programs which are around \$20,000-\$25,000 dollars or more, 60% of my highest-end, highest-paying best customers are women now. As a friend and mentor once told me, “Where the women go, the men will follow.” I think when you learn how to soften your message and incorporate more heart, it attracts more people into your fold. That’s the transformation that happens spiritually and physically as well inside of this. I am going to add that I do represent what I would say is a typical self-made entrepreneur in the sense that I grew up lower-middle class, the oldest of four, didn’t have a lot of attention, horrible at school, barely passed high school, never went to college, and the number one thing that I remember hearing growing up was, “We can’t afford it.”

If you asked me, “What do you want to be when you grew up?” I’d be like, “Rich and not in Eagle Lake, Minnesota.” I did not like where I came from and I didn’t like the limitations. I felt stupid all the time and that entered in and created a scarcity mindedness which, again, my initial reaction was, “This is going to take away from my business. It’s going to take away my attention. I’m going to lose my edge. I’m going to lose my audience.” The exact opposite, in fact, happened.

Vivian Glyck: That is so great. One of the other things that I want to point out because I experience this myself, when you opened yourself up to incorporating philanthropy into your business, whether it was at Paid For Life or at your events, I think that it’s more than just you appear softer. You open up a window into your soul and into your being that people can see straight into. That encourages trust. People can see who you are and there’s no obscurity. There’s no flimflam of, “Who is this person and should I trust them? Should I buy from them?” It is a huge differentiator to be able to see right into someone’s soul. It creates that connection that I think we all yearn for and it sets you up to be a leader. So many people whom I’ve worked

with now who have invited us onto their stage, I can see the transformation in them when they start to do this.

That would get me to one of my next questions. How would you recommend someone get started incorporating philanthropy into their business?

Mike Koenigs: Look. It hasn't been without its bumps and grinds. I reached a point, to be completely transparent, when I remembered telling you, "Look, Vivian. It's either me raising money for the foundation or our marriage." It got rough. We definitely ran into a thing where I felt like I was getting pulled in all kinds of directions and I struggled with it. I really did. The answer first of all is most entrepreneurs I know get this big idea that they want to start their own foundation someday. They want to have their own charitable organization. They want to start their own 501c3. My first piece of advice, based on what we've learned and observed and after talking to a lot of people, is do not do that. Find a well-established nonprofit foundation that is legal, has good, clean paperwork, the founders are doing great work and you can actually measure the results they're getting, that you feel a deep connection with.

Some people are going to say they want something totally local. Sometimes it's going to be only US-based or whatever country you're from. In your case, there were times when we've struggled raising money because you're doing work in Africa. Some people are like, "Why Africa? I don't understand what the connection is." Of course, you're able to bridge that gap and explain if you want world peace, it begins and ends there and we're less than a generation away from kids who could be turned into terrorists and on our own soil very, very quickly if we don't do something like this. Again, the short answer is find a nonprofit you resonate with that you know you can get up. Represent the person. You love the founder. You love their mission. You've actually done something with them so you can look at your audience and your clients and customers with a

straight face in the eyes and say, “I believe in this. I care about it. I support it and here’s why you want to do it too because here’s the transformation that’s going to take place.”

The other thing that I will say is you want to work with a nonprofit that has experience raising money and being able to tell a story in a way that will resonate with your audience, with your market. As we say, it’s about market, message, and medium. You got to make sure that this person’s a great storyteller and is going to be brand representative of you. That’s frankly one of the reasons why you’ve been so successful is because someone like JJ Virgin or Lisa Sasevich or Allison Maslan or Marni Battista or any of these other people who supported you, or for that matter, Arielle Ford, knows with total integrity and total trust that you are going to represent them in the best way possible and their audience is going to walk up and thank you and thank them and say, “Oh, my God. You changed my life by bringing this in. I never even thought about how this could affect me but my heart’s been stirred and you’ve given me something else, another reason to have higher goals. I’m going to incorporate. I’m going to tithe 10, 15, or 20% of my revenue. I’m going to start giving right now and I’m going to donate a certain percentage of my profits.” That’s what historically happens.

Again, to this day, some of my highest-end customers, one that recently was good for another 100,000 dollars, is one of your big donors. It’s because he feels a heart connection to the cause and the people who brought the cause to him.

Vivian Glyck: It’s amazing. I think that at the end of the day, just to come back to it, yes. We can talk about how to use philanthropy to build your business and how to grow your revenue, but let’s come back to it really feels good and it’s the right thing to do, to know that you’re putting an event on anyway. You’re building your business anyway. How can you just throw this into the mix and use the cake that you’ve already

got baking to make a huge difference? You talked a little bit about the results of using philanthropy in your business. I'm looking for a percentage. How much more do people spend and invest because you are doing that? I know recently you've done some events where you have done it and where you haven't. I think you've got a residual goodwill effect going. How has your business revenue increased as a result of bringing philanthropy into your business?

Mike Koenigs: To do it accurately, obviously you'd have to be an accountant and do all the baselines and everything but I would say easily, I think you're going to walk away and earn an additional 25% right away, but that's in terms of people spend more money when they're at an event that has charitable giving which is counterintuitive to anyone because the scarcity-minded entrepreneur type will have this story in their head that there's only so much money in a room or available to a client or customer that they're able to spend. Again, we're talking about entrepreneurs selling to entrepreneurs. If you're corporate, someone might have a budget, for example, and there's a different line of how money gets spent. Here's, I think, the bigger idea. What happens is your audience grows and your reach grows to people that normally you wouldn't be able to touch because your new story and your mythology changes as a result. Again, I'm going to put this in another context.

For example, you have a back story that includes Holocaust-surviving parents. That actually brings a certain number of people to an audience. I have a back story of having cancer. I have a certain percentage of my audience found out about me because I had cancer and they are some of my biggest customers right now. I was just with them a couple days ago. I'd ask, "How did you find out about me and what brought me to this in the first place?" It's a story they connected with. Not only did we see a significant bump in sales, like I said. I'm going to just guess conservatively that we saw a 25% bump in sales. It was incredible.

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That's when our company sales were crazy as well. We had record years a couple years in a row but then I noticed we started attracting, a much more diverse audience including women, African Americans, Mormons, and Christians. The vast majority of them were attracted to me because they felt a connection. They felt a kinship and a connection and a brotherhood and a sisterhood. I've never been preachy or religious. I've been somewhat spiritual but I've always been, for the most part, politically and religiously agnostic on stage. There's no question, though, that I saw this big bump and I'd say, suddenly, probably 30% of my audience was clearly there because giving, I would say, a Christ-like message was incorporated. You're Jewish. Obviously, I was raised Catholic but I certainly have never talked about or identified with a religious upbringing other than I make fun of it, frankly.

That's what happened. Again, it just expands your reach and helps create a deep connection. I'm going to go back to what you said earlier. You said, "Trust." There's two things that are incredibly difficult to get right now. Attention is the first one. Trust is the second. Those are not commodities.

Vivian Glyck: Right. You can't get them everywhere, that's for sure. They definitely require a different approach. Again, with regards to story, story is what connects us. No matter who you end up working with to bring philanthropy into your business, make sure that you resonate with their story, with their story of origin, with their beginnings, because that is really the secret sauce. I've never been the most natural public speaker. I've had to do a lot of self-coaching, other people have coached me, and I always find that if I can stand on stage and tell my authentic story that that's what really makes the difference in terms of helping an entrepreneur bring philanthropy into their business. It's not my fancy fundraising levels or anything like that. That helps but the difference is find somebody whose path you truly believe in, resonate with, and can see yourself mirrored in. I think that's so essential.



Let's get tactical here. What are some of your favorite tactics? We're talking specifically about raising money from the stage and I think that we've covered that with some other interviews but you've also did something that I think other people can jump onto fairly quickly which is you've donated, at one time with some of your biggest launches, a percentage of sales to Just Like My Child. Maybe you could talk a little bit about how somebody could incorporate that.



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Mike Koenigs: I'll give you a couple tactics. I'll tell you the one that I like the most. It's what I call a hand-raiser technique. When we do live events, for example, people have a minimum of a seat deposit, which we called a refundable seat deposit. Let's say it was a \$100 seat deposit. We'd say, "You're going to be able to get that deposit back while you're at the event." Notice I didn't say, "Right away." It's while you're at the event. When people register at the event, they received a gift certificate. My team got creative and called them Mike bucks. They took this replica of a \$100 bill and they replaced it with my face. Everyone got these Mike bucks and the deal was you could spend the Mike bucks and they'd be worth one and a half times the face value. In other words, it'd be 150 dollars off on anything that you'd invest in that we were selling at the event. Here's what we did that was really, I think, brilliant is we recorded the live event because invariably people say, "Hey. Can I get recordings of the live event," or they'd expect it to be free, which we did not do. We did these three-day events, strategically what you want to do is make sure that you do your give for your nonprofit sometime on the first day before any other sales. It's a great way to get people in the giving mode and also can prime the pump for some upcoming sales.

I'd have you come up on stage, do a speech, and we'd have an order form. The whole idea is you could get recordings of the event for 147 dollars which was exactly what the Mike bucks were for. Basically, if all you did is trade it in, the thing that you deposited 100 dollars, what I was saying is, "Look. Here's the way this is going to work. You deposit 100 dollars and you can keep that. You can use it however you want. There is no pressure here but if you'd like recordings of the live event, here's what's going to happen. You're going to pass this in, fill out this form, staple it to it, and I'm going to pay the other 50 dollars," which I genuinely did. I'm basically adding another 50% to your donation to this foundation. 100% of it goes to it. 80% of the people in the room did it and I think we had 550 people in the room.

That was a quick 50 grand plus my additional 25, so that was 75 grand in your favor.

Then what we did is we created packages. We had the \$147 dollar level and that got you one thing. A \$500 dollar level got you something else all the way up to a \$5,000 dollar thing. We ended up having a leaderboard where whoever gave the biggest donation got entered into a drawing. We had all these little things. Here's what happened. What we did is we created an experience that you couldn't buy. This is really important for anyone who does events. Never give away or raffle what you're selling. You can't create conflict or confusion between your main offer so you kill both sales. What we did is we created a mastermind event and I called up some other celebrity personalities, in this case some other marketers, and said, "Hey. Would you be willing to donate a half a day of your time to come and meet with a group of five or 10 people who are the highest donors in this thing?"

What we did, then, is we had this leaderboard where the 10 biggest donors get to come to the special mastermind days with these gurus and you're going to get these other cool prizes. Over the course of the three-day event, whoever the top 10 donors are, and we're recording who it is and how much money on the board, you're generating another 50, 70,000 dollars or whatever it is. It's a lot of extra money. Of course, if you're doing some of the mid or lower-end ones, you can go out again to some other complimentary, noncompetitive, maybe some other companies that could benefit from getting exposure from your platform in front of your audience. They might donate packages that are included with the 500 or the 1,000 dollar things as well.

What it means for you is uncomplicated delivery, really easy to put together, you get other corporate support because they're getting exposure in the meantime and they're getting their products talked about as part of this, and they're giving which is painless for them because they're benefiting from the

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tax deduction. Of course it depends but for the most part, a donation like this is mostly, if not all, tax deductible so there's no downside and, again, it game-ifies the giving process, which I think is quite brilliant. A lot of these things we made up and tweaked over time but those are the things that make a lot of sense, they're really easy, and if you have something that you know everyone's going to want and you can make it really easy, it's a fast way to generate some good money.

Vivian Glyck: That's awesome. Those Mike's bucks have been incredible fundraisers for us.

Mike Koenigs: They've been knocked off by lots of other people.

Vivian Glyck: Thank goodness. Just to come full circle here, we've talked about how people viewed you as a result of doing this and what people have said about you now that you've been bringing nonprofit into your business, but what would you say this has done for you personally in terms of your own personal development and experience on the planet?

Mike Koenigs: Aside from happy wife, happy life. Just for you, the reader here, you've got to understand that living with Vivian, she is very clear on what she wants and when she wants it and lets me know when she's not getting what she wants.

Vivian Glyck: It's good to be clear.

Mike Koenigs: I like clear. I like clarity. I don't like messing around and mind-reading. The God honest truth is I felt at first kind of coerced or forced into it because it's not naturally where I came from. I grew up in a scarcity-minded environment and a religious, forced-tithing thing and I never resonated with Catholicism, the Catholic message. It felt very oppressive to me. It's because I grew up when you got hit when you're a kid in Catholic school and stuff like that, too. I had a lot of negative

associations and that bled into it. Really what it did in the relationship, the reason I bring that up is because I was able to forgive all this past baggage as a result of this. This is not that and that is not this.

Suddenly, philanthropy now feels like a natural course of business action and a necessary one. Something that is so natural that you could come at this and say, “I’m going to do it for purely selfish reasons,” and put on a good act and people are going to spend more money and give me more money and my business is going to grow. If that’s the way you want to play the game, someone’s still going to benefit. You can be selfish or whatever you want to call it and it’s going to work for you. However, it can become one of the most heart-opening experiences that have so many benefits beyond the spiritual and emotional ones. When you are giving it gives you access to a whole new group of human beings. You’ll build a new level of depth and connection with them that just doesn’t exist outside of that.

As I’ve watched you evolve, and look at what the opportunities that Just Like My Child has given you, you’ve been to the White House, at this time just as of a couple months ago, three times over just a couple months. You ended up connecting with a gigantic acting family, the Smith family, Will Smith and Jada Pinkett Smith, and got \$50,000 dollars in financial support from them. This has given us access to plenty of other celebrities and also some incredible billionaires, people who can turn a little, tiny dial and make massive things happen. That mindset rubs off on you. That goes back to this old saying I’ve said many times and you’ve probably heard before. Tony Robbins, I remember when I went to his house. He turned to me and he looked at me and said, “Mike, I’m going to tell you one thing that could change your life and that is if you take the top five people that you spend your time with, you total their income and you divide by five, that’s probably what you make.”

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It's more than the money but the net is it's who you're around. Abundance-mindedness creates more abundance-minded momentum. I think if you're a spiritual person or a religious person, it deeply connects you to God and your creator and your purpose and your source. It reminds you that you're not alone and that you do have a responsibility that is not a burden to your fellow man. I will repeat, not a burden. This is not a burden. It, in fact, is an amplifier and a multiplier for every aspect of your life.

Vivian Glyck: Well said. I love that line. I was a huge *Mad Men* aficionado when the series was going. One of my favorite lines that I use and offer frequently is that no matter what, your soul and your spirit can soar through philanthropy. Your business can grow through philanthropy. All of those things which are just so essential to your experience as a human can progress when you're in service and you're in your compassionate zone. The line from this *Mad Men* was, "Philanthropy is the pathway to power." You never know when you do the next right thing what you will be invited into. Even as you're talking, Mike, it hasn't ever really occurred to me that philanthropy is what has gained me these invitations. It's just been following my path and doing what I do and then these things are sort of a natural byproduct and part of my desire to help the organization grow.

Without a doubt, if I were sitting there doing what I was doing 12 years ago which is doing some marketing for some clients and customers, I would not have had the incredible experiences and connections which we've been able to achieve and which I've been able to connect so many people around me with.

Mike Koenigs: Access is power, as well. If you want to get your message out there, you want to amplify your message, get found and seen and heard and understood in a way that simply can't be communicated without a much longer story, it's like, "Boom." What this is, it's a form of time compression for you and your business and your growth. If giving isn't natural, it's not a natural part of you especially if you come from a background

where it's difficult, what I'll tell you is once you get in the game and you start feeling what it does for you and you start meeting the other people who are drawn to this kind of thing, it will change you and only in positive ways. It all begins with just having some courage, but it also comes down to having a toolkit. That's frankly why I've told you for years, the smartest, best thing you could do right now is teach other business owners how to do what you do, but also create the tools that they need when they put you in front of their audience because you're an ideal perfect partner and you've figured this out and you make it so incredibly easy.

All they have to do is make a commitment to put you in front of an audience for around 30, 40 minutes and they're going to make more money, it's going to be painless. It changes their appearance and their brand immediately, instantaneously. News travels fast and everybody wins. That is what I would say your unique quality is is you have a toolkit for making this work. I haven't seen a lot of other nonprofits have it so well put together also. That's another part of this is when you pick a nonprofit, a philanthropy to work with, make sure you pick one that will make it easy for you to do good work without it interfering horribly with your business. There's an old saying, "No good deed goes unpunished." We've seen that time and time again. You can get yourself into a thing where you have the best of intentions and suddenly someone has made your life miserable and this nonprofit makes you look bad.

You want to be able to talk to a couple people who have worked with this organization and say, "They made it so easy to give and the benefits were phenomenal." You do the extra stuff at the backend. You send pictures. You get people connected with the cause and the people on the ground who are benefiting from this dramatically so they do feel connected for real with real people.

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Vivian Glyck: Why don't we end on that note, Mike? You've been to Uganda with me. You've seen this work on the ground five times yourself. We've brought our son four times. He's helped us to raise money to build a library there which we just went over and dedicated together with our son. You never know what you're going to start because man, has that transformed his life. Why don't you tell us a brief story of your experience on the ground and meeting and connecting with someone where you saw the change that you were able to create and not so much what you're giving did for them, but what their experience did for you?

Mike Koenigs: I'll give you two that pop into my head. The first one was, and I can't remember if it was the first time I went over with you or the second time, we went to one of the most impoverished areas and I had video equipment with me. We went into a mud hut and I witnessed this woman who was dying of AIDS. She was frail and skin and bones, just gasping. The question was "Is she minutes or hours away?" I can remember the dignity that she had and how much she felt necessary to greet me and try to sit up. It was a struggle. We've got the video of it. I was in a multi-dimensional layer of shock because obviously I'd seen it all on TV before and now I'm the guy collecting this footage and bearing witness to what is going on. I felt a deep connection and a sense of ... Obviously, I am a rich, white man with many, many privileges but I felt a connection with a human being and felt zero separation with another living soul.

We met each other's eyes and that profoundly shook my core. There were other things that happened along that same time, but bearing witness to that level of poverty is not painful, it's transformational. I don't know how else to describe it. The other one that I think you're referring to is the young man William. For whatever reason, he really connected with me. Clearly, he didn't have-



Vivian Glyck: He was a boy. He was really like a 10 year old boy.

Mike Koenigs: Yeah. Clearly didn't have a father and his mother is HIV positive and had benefited from the program. She was probably inches away from death.

Vivian Glyck: We had definitely saved her life and we had had him on a scholarship program as well. He was a huge technology buff who never got his hands on technology.

Mike Koenigs: I went over there and this little boy who was just so ... He became very attached to me very quickly. Clearly, we resonated on some deep level and he wanted to try every piece of gear, my iPhone, my computers, and ask a lot of questions and do the best he could and try taking pictures. I showed him how to frame a shot and take pictures. He was there in the morning and at night. If he could spend every waking moment cuddled up next to me, that's what he'd do. I can remember going to his house. It was a mud hut, or a brick mud-

Vivian Glyck: A one room mud hut.

Mike Koenigs: There's nothing to sit on. It's just a pile of clothes. It's stark, true, full-on poverty what they deal with. I can remember there was this moment where we went walking and he reaches over and he grabs my hand and he walks hand in hand with me. I'm trying to think how old Zak was but I don't know what I did. I'm getting emotional thinking about it now. It really touched some part of me. **I can't describe it but boy, I just melted and I felt this connection to a country and a universe through one person's touch. I think what it did is it healed some giant wound of my youth, of intimacy and connection and opening myself that up that I never had allowed myself to feel and experience before.** You do not walk out of or away from Africa untouched. Any time you are participating in something philanthropic, you don't know which Pandora's box of your heart and your soul it will open up for you and to you.

Vivian Glyck: That's great. I think what your experience was was the experience of innocence and that's what you really connected with. I think you experienced the innocence of the universe and that's a great place to stop because you can get into this because you want to build your business, you feel as though something's missing, you feel as though you can do more, there are all these things that you have to go through and tactics that you have to complete, but at the end of the day, you live and experience as a more fulfilled human being. That's what this is really about. Just start it. Don't even give it a try. Find what you're passionate about. Just take the first step because this isn't just about your business. It's about you and your own personal evolution. I've seen so many people go through it and it's one of the most gratifying and unexpected parts of what I do is to see people develop and have a happier life.

Mike Koenigs: I agree. I don't know what else to say except I have the good fortune of having you as my guide in this journey and it's allowed me to open up a part of me that I believe I would

have gone to my grave and probably never had the opportunity to expand my world and my universe any other way.

Vivian Glyck: Thank you so much, Mike, for helping me and helping me to build my dreams. You've helped us to raise millions of dollars and give the foundation a cushion in order to be able to operate without fear. That's an amazing gift, thank you.

Mike Koenigs: It's my pleasure. It really is. Thank you.

Video of Vivian Glyck discussing her story:

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