

**Breaking  
News**

## **Blockbuster Story And Two Leaked Documents... Stephen Pierce Aims For One Billion Dollars**



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This is Mike Mograbi of [IMNewswatch.com](http://IMNewswatch.com)

I spoke with Stephen directly on the phone and asked him to provide content that could be encouraging to IMNewswatch readers to follow his footsteps into "billion dollar" strategic-level businesses, and what follows is his brief writing in response to that request.

I would like to thank Stephen for sending this valuable information, which he personally wrote to/for you.

### **By Stephen Pierce**

Many marketers fail because they are great tacticians and horrible strategist.

The difference between the business giants and the business ants is not systems, it's not processes... it's "strategy" and more specifically, "the ability to think strategically."

While systems and process are critical, we don't want to put the cart before the horse. The point is, strategic minds come up with superior systems and processes... sorry, it's not the other way around. Systems and processes don't make for superior strategy they are the results of strategy, not the genesis of them.

While there are many things that continue to contribute to the advancement of our team, these are certainly areas you should look at to begin making huge leaps in your business.

**Think holistically.** Just because something is lost today or didn't work yesterday doesn't mean your main goals are lost. Stay the course, keep your eyes on the big picture and know where every winner and loser fits within that larger grand picture.

**Build a team.** I'm blessed with some of the most dedicated people who if I may add, are mostly women and are completely brilliant. A great leader needs a great team, just as a great team needs a great leader. Without a team, nothing significant will ever be accomplished. So get people involved with your dream and get involved with theirs. Work together to achieve together and create the "Google Effect" as I like to call.

While it can also be called the "Microsoft Effect" as well, it's the same thing. The point is, get people on board that you believe in and that believe in you and when you succeed, reward them. When the leadership at Google, Microsoft, Dell, Apple and others got rich, so did the team that helped make it happen.

**Learn from every loss and learn even more from every win.** Winning can make one easily relaxed and lazy and it's from that point of complacency that one gets trapped into capped earnings or falling revenue. When you win, exploit it fast and with fury giving no edge to complacency. Losing is painful, however it's good for the soul and it's our greatest moments of illumination.

You don't have to love losing, but you sure as heck have to love learning from it because it's inevitable. Also, if you "play not to lose" or better put, "trying to avoid losing", forget about it. Losses will track you down, so it's best to "play to win" and learn from the losses when they come and take that experience to make your next wins, bigger and better.

**Study diverse fields.** It may come as a surprise that I have rather indepth studies in political strategies, military strategies, maneuver theory, game theory and intelligence/counterintelligence. All of which are very useful at the level of the game we are at.

In fact, some of my most valuable time I spend each day is the 3 hours or so I spend reading and studying and the 30-45 minutes each day I spend "learning how to learn better" and another hour divided into 2-30min sessions for mental entrainment. That's around 5 hours of the day doing nothing directly to create revenue, however this all represents the raw material in building a bigger and better business and life.

Without seeds, there can be no garden and I look at every moment of learning from books, videos, seminars, and audios as seeds. No, of course, seeds are necessary, however they are not sufficient. A farmer who doesn't plant his seeds will not have a harvest.

So learn, learn continuously, learn fast, learn how to learn better and use what you learn at every moment you get. A lot of it won't work, however, you won't know that until you use it. Exciting enough however, is that the stuff you use that does work can change your life and the lives of those you love and come in contact with ...forever.

Master Intelligence. Once of the most important aspects of our business design is having a CIO (Chief Intelligence Officer) who runs the front lines for us and feeding back to our "Checkmate Strategy Room" the intel we need to make our next move. While that may sound rather "cloak and daggerish", it's true to the form of how we've come to operate. This part of our business came as a result of working with a 30 year veteran of the White House who worked directly with two Presidents of the USA, who by the way remains as an amazing team member today.

**Increase your vision and mental agility.** One of the most important things to success is being highly opportunistic. Let me put that in the right context though, because being opportunistic and not strategic is a recipe for disaster.

What you have to be is "strategically opportunistic." The reason being is because at the core of strategy is the ability to do three things;

1. See your options/opportunities.
2. Create new options/opportunities.
3. Move amongst your options/opportunities quickly to create and exploit them to win.

In every arena of life, battles and wars are won by those who have the vision to see multiple opportunities and have the agility to move amongst them fast to exploit the best one to bring the fastest and most decisive win.

Look around the area where you are sitting or standing. Just about every item created was done so by an opportunist. Ted Turner and TNT are very opportunistic as is Richard Branson... yet they are very strategic.

Do you know who Charles Stack is? Chances are you don't. How about the Computer Literacy Bookstore, know who that is? Perhaps not.

Well, in 1991, Charles Stack had the first online bookstore, while during the same year the Computer Literacy Bookstore registered a domain name. They both looked to seize the opportunity of selling books online.

However, it wasn't until 1995 when Amazon, with a far superior strategy and business model came on the scene to capture and dominate the online bookselling market.

Speaking of opportunist, Amazon has quickly leveraged its robust channel to expand selling books, into toys, games, movies and now into selling groceries online, an area where other companies burned out fast.

Opportunist tend to have a "play to win" mentality and can often times throw caution to the wind. While I can respect that, caution should only be thrown to the wind, when you have first considered the direction the wind is blowing.

Whether it's mainstream record labels jumping on the rap music bandwagon after Russell Simmons popularized it, or you simply creating new information products to fill people's rapidly evolving appetites for knowledge, seeing opportunities, creating new opportunities and moving amongst them fast in a strategic fashion is certainly one of the keys to victory.

Was Russell Simmons lucky? Are all of those record labels lucky that are cashing in on rap music? Is Apple lucky to be cashing in with iTunes and it's iPod?

Success is not about luck. It's about strategic thinking. Having the vision to see not just what's in front of you, but even that which is outside of your periphery and seizing the initiative... challenging persisting paradigms and exploring the edge of insanity to make the seemingly remote and impossible, possible.

As for creating opportunities, you would find it interesting to know that one of the contracts we are working on for \$150 million was created and remains controlled by us. That means it didn't originate in the government, we took it there.

The contract we are locked in battle over right now for \$350 million dollars had us locked out at the beginning and through some very interesting maneuvers, we beat out 14 of the largest companies going for it, and remain one of the last two standing. Win or lose the Government is already speaking about other opportunities.

This is being “strategically opportunistic” at work in the most competitive and highest stakes arena.

We have more than 18 contracts... or better put, 18 opportunities we are strategically maneuvering within. Certainly they take time and we will not win them all. However, by seeing all of our opportunities, creating new opportunities and being agile enough to seize the initiate... we will win plenty in the months and years to come.

While I advocate being “strategically opportunistic,” you must tame yourself to some degree.

The only way to tame your opportunistic impulses and navigate the terrain of your market successfully is to start with strategy. For many this is difficult, because for most of our lives we are told to pay attention to the details.

While the details are critical, paying attention to the details of a garbage plan and inept strategy is about as useful as putting lipstick on a pig... it’s still going to be a pig.

It’s strategy before systems and it’s systems before massive success.

McDonalds is successful because of an amazing business model and trail blazing strategy. The systems control an already effective business model and strategy and made growth through franchising easier.

But let me ask you. If McDonalds business model was weak and its strategy sucked wind, would we have even heard of McDonalds? Perhaps not!

Systems are critical, as are the middle numbers in a combination. But guess what? If you put the middle number first, the lock will not open. So, while you may have the right pieces, you have to have the right syntax (order).

So, it’s Strategy, then systems and to our delight we are at the apex of capitalism competing well amongst the wolves because we understand this simple idea.

If you understand this simple idea, then perhaps you can raise the stakes in possibilities, stack the deck in your favor and voyage to waters now unknown and filled with untold treasures... treasures that most don’t even dream of.

So, to build your business to be what you want, start first with a winning strategy, or at least a strategy (based on your assumptions) you feel can win and then test it, prove it, systematize it, automate it and sell it (loan it or lease it) to others.

How do we know this works?

Well, one reason the Government likes what they see with us so much is because we create customized solutions that are superior to comparisons, strategically driven, systems oriented and through live (real-time) technical demonstration to the Government we let them test it and we prove it works.

That's what a "Technical PASS" is with the Government. When they test a system, you either pass or fail. As you can see from the fax sent back to us, we have a Technical PASS.

However, before you can even walk through the door to reach a systems test, your strategy has to go through rigorous evaluation, scrutiny, comparisons and questioning. If your strategy fails to not only impress the Government, but fails to be superior to other competitive offers on the table... you will never see an invitation to meet in person with the Government and demonstrate the system.

To this end, our team has proven superior in it all at the highest levels and that's a result of "thinking" not a list of "tactical to-dos" that are pretty much meaning list without strategy.

It's the testimonial to having a great team of agile strategic thinkers, a skill that can be develop by you that will reward you for a lifetime.

I've said it at the Big Seminar and I've been saying it for several years now. Strategy is NOT about "what to do" ...strategy is about "how to think."

So, what are you waiting for... start thinking strategically and change your business and your life ...forever.

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## Optimization Series



## Stephen Live



Stephen Pierce operates several websites online with his newest site being [OptimizationSeries.com](http://OptimizationSeries.com) where you can get a free membership, listen to his podcast show, watch streaming marketing videos and more.

To visit Stephen Live, go to [www.stephenlive.com](http://www.stephenlive.com)

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