

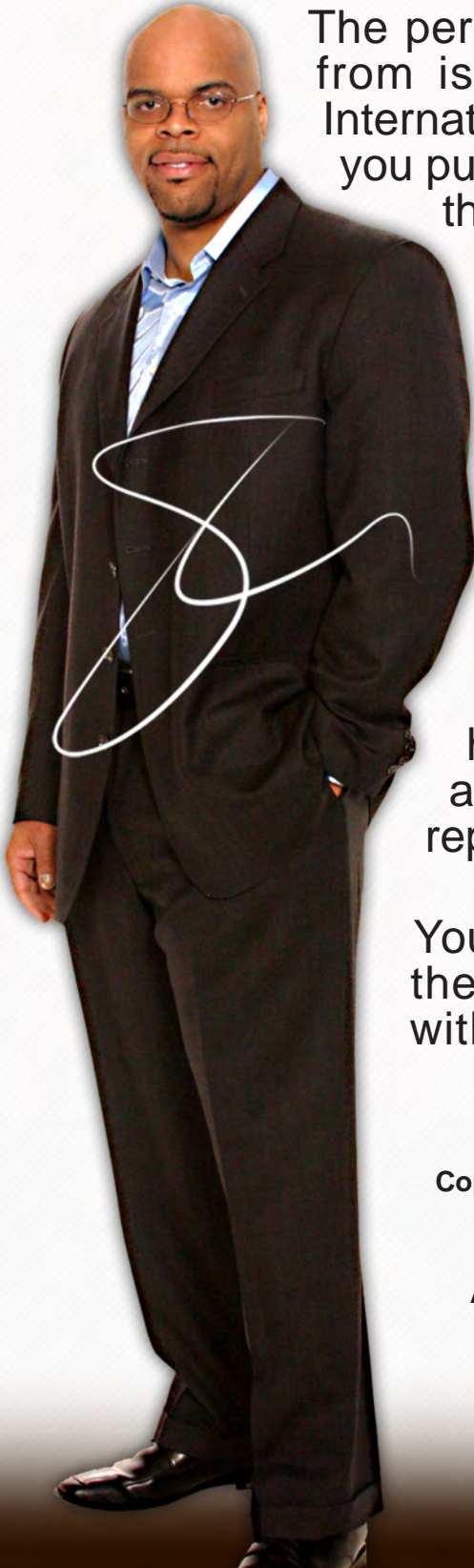


**TIC-TAC-TOE**  
**CAN BUILD YOUR**  
**BUSINESS**



*Stephen*  
**PIERCE**  
International, Inc.

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# Tic-Tac-Toe Can Build Your Business

In this report I want to discuss strategic goals in business. To start off, let me first ask you this question:

## **What is the real strategic goal of your business?**

In my opinion the strategic goal of any business is to build and advance your position. Every single person has a position. The strength of this position is not determined in isolation. This can be a huge issue for some people. Think about the typical SWOT analysis (strengths, weaknesses, opportunities, threats) that a person can do on their business.



There is nothing wrong with doing a SWOT analysis but when you start talking about how strong you are, you need to realize that sometimes it's impossible to do analysis in isolation because all strengths are relative. You need to ask the question 'You are strongest compared to what?'

If you think about the amount of money you're making, the amount of money you're making in your business is related to the strength of your current position.

When the economy takes a down turn people don't throw their money away in a locker. They don't lock up their credit cards. They continue to spend. The interesting thing is that when an economy takes a downturn it actually reveals who has the strongest position. The people with the weakest positions are the people that lose the most.

It is important to keep in mind that the strength of your position is relative to something.

Think about your age. Your age is an objective reality. The way people actually view your age however is subjective. You could be 40 years old and to a 20 year old you're old. You could be 40 years old but compared to somebody that's 80 or 90 you're young.

While your age might be an objective reality, how people may actually view it is subjective. The same goes for every other kind of position that you might have.

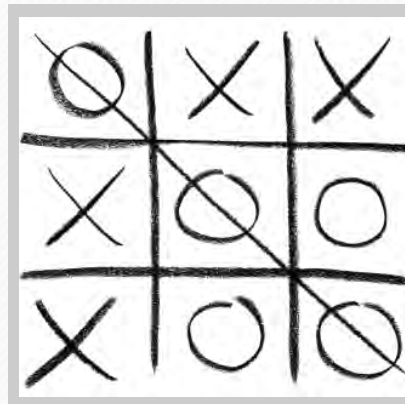
The question you need to ask is:

## **How do I go about building and advancing my position?**

I believe the secret to building and advancing your position is embedded in a game of Tic-Tac-Toe.

Here's what I want you to do. I want you to stop reading this report and grab someone and ask them to play a quick game of Tic-Tac-Toe with you. I want you to play it really fast, because I want to illustrate what this is, as far as the 3 set move.

Ok, now that you've played a quick game of Tic-Tac-Toe, I want you to think about the secret of strategic flexibility. I know the game of Chess is an unbelievably great metaphor for strategy and strategy in business. Even a game of Checkers can be used if you want to try to demonstrate strategy in business.



What I want to do is try to give you a game that is simple and that almost anyone of any age can play. I want you to see how strategy is not necessarily something that's extremely complex, at least not being strategically flexible.

In the game of Tic-Tac-Toe, we have what's called a 3 set move. I want you to write these down.

# TIC-TAC-TOE CAN BUILD YOUR BUSINESS

## Move Number 1 – Move to the position that gives us the most options

What do you do when you're playing a game of Tic-Tac-Toe? The first thing you do is move to the position that gives you the most options. Think about that for a moment.



You do this because strategic power comes from having the *best position with the most options*. This allows you to quickly adapt, adjust and change to what's happening in the environment. This is where real strategic power comes from.

For those of you that play Chess, you know that in Chess the power of each piece is determined by the square that it actually holds on the board.

## Move Number 2 – Adjust to the moves of others

When you play a game of Tic-Tac-Toe, you make a move, somebody else makes a move, you make another move and so on. You had to evaluate before you made your next move and then adjust to a move that somebody else made. Isn't that true?

Change and the moves of other people degrade our initial position, so, we have to adjust. You put your first move on the board and it looked really good until somebody else made a move. Now, all of a sudden your position didn't look so great. The quality of your position or the power that it may have held has degraded a little because of what someone else did.

So, consider this the moment of truth in business. This is where a lot of businesses may rise and where they may fall. This is where their ability to actually adjust to what's going on in the environment is tested.

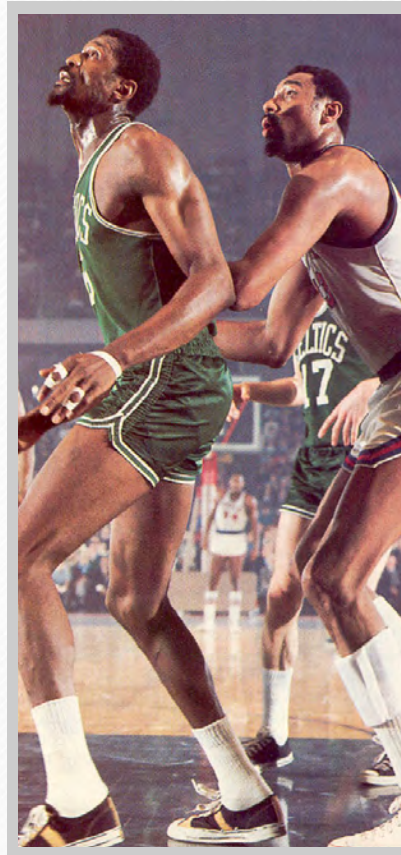
A lot of people can see and they can understand what their current situation is. The problem is they lack strategic options and they don't know how to respond to it.

One of the things you can do to learn how to adjust to the moves of others is to start by debriefing yourself on what just happened. You can do this by asking yourself three simple questions.

**1. What just happened?** You need to pay attention to the now. You need to make sure that you look at what happened. You need to ask yourself what just happened and then once you get clear on this you can move onto question 2.

**2. What does that actually mean to me?** If you are looking at this from a team perspective or a company perspective it will of course be what this actually means to us. The third and final question is a really important question and this is:

**3. What am I going to do about it?** What are you going to do about what just happened? How are you going to adjust to this? How are you going to put a strategy in place?



I'm going to give you an example of this 3 set move. It comes from the archives of history and basketball and I think it's an unbelievable example.

In the 1960's in basketball you had Bill Russell who stood around 6'10 and you had Wilt Chamberlain who towered at 7'1. Chamberlain was considered unbeatable.

The consensus was...this guy can't be beat. He's too tall. His vertical leap is unbelievable and he's fast.

# TIC-TAC-TOE CAN BUILD YOUR BUSINESS

Then Russell came into the situation and people saw that he was unbelievable too. People were wondering how in the world he was going to match up with Chamberlain. They didn't believe he could beat Chamberlin.

Russell looked at the situation. He realized he probably could beat Chamberlin if he just played his game. You see, Chamberlin was playing a vertical game of jumping and Russell knew that if he played that game, if he tried to match him he was going to flat out lose.

Now, that wasn't being negative. That was about evaluating the situation. Russell also concluded that it's not always about who can jump the highest.

He looked at the game of basketball and said, "Wait a second. Basketball isn't really about this jumping and leaping. Very little time in the basketball game is spent jumping and leaping.

It's about the position a player can get to before his opponent does on the actual floor."

Russell put a number of questions to himself.

What position will get Chamberlin out of his comfort zone? What's the position that he can take up to before Chamberlin can get to it? What position will pretty much minimize or degrade the strength of Chamberlin's vertical leap?

Bill Russell actually took Wilt Chamberlin's vertical strength away by moving to a horizontal position. I'm not saying he went through those three questions, but, he had to look at, what's happening? What does that mean to me? And what am I going to do about it? He became an unbelievable basketball player and



it was an unbelievable match-up.

The whole thing is that if you can't beat somebody at their game; don't change the rules just change the game. There's nobody that says you can't do that.

What is move number 3? Move number 1 is we move to the position that gives us the most options. Move number 2 is to adjust to the moves of others.

**Move Number 3 – Move into the openings.** If you played Tic-Tac-Toe and you won, how did you win? Did you win because you're the most intelligent Tic-Tac-Toe player in the world? Absolutely not. Did you win because your opponent was an idiot? Absolutely not.



So, how did you win? You won because your opponent made a mistake and they left an opening. That was it, they left an opening and you moved into that opening and you won the game.

Openings are opportunities. Opportunities are stepping stones. Stepping stones are how we advance our position. Colin Powell once stated something that doesn't just apply to military, it applies to business as well. He said:

*"Choose your battles selectively and then go in with overwhelming force."*

The moment you see that opening you go in there and you kick butt. Got that?

## The 3 Set Move and Real Life

Now, here's how this move played out in my life at one very, very specific time. Now, I'm not going to go into the long version, but, for those of you that don't know, I don't have a college education. I don't even have a high school diploma. I was kicked out of school and left with a 10<sup>th</sup> grade education.

I ran the streets, got involved with the wrong crowd and got shot in the leg. I ended up homeless, filing for bankruptcy.. I was very destructive, very disruptive and made one bad decision after another.

One day, after hitting rock bottom, I decided to go on the Internet using somebody else's computer. I found an area that really interested me --the futures and commodities markets and trading.

Of course, I had no money to trade myself, but I spent hours online, putting up trades researching and hanging out in the newsgroups as long as I could. I'd post in newsgroups, trades that I thought would work. Then one day, someone contacted me through the newsgroups and told me my trade picks were doing as good or better than some of the paid advisory ones.

Then something happened. People started to email me about starting a website with my trade picks. I still had no money and didn't know how I was going to do this, but you know what I did? I researched the best way to start a website. I managed to get up a website up and trust me, it wasn't pretty but it was something.

So all of this time, Moves 1 and 2 were in play. How? Move #1 was when I went onto the Internet and found something I really enjoyed doing. I moved into the position that was going to give me the most options. Move #2 was that I adjusted to the moves of somebody else.

Somebody asked me to start a website...I did. Then somebody else asked if the information and trades could be emailed...I researched more on how to do this and set it up, starting my first opt-in list.

A while later, somebody asked to pay me to teach them to pick trades. I originally told him no, with old

feelings of inadequacy and low self esteem jumping back into play. When he responded by saying he would pay \$5,000 – what do you think I did.

Sell	90.73	91.84	+1.11	+1.22%	100
Sell	140.16	139.06	-1.10	-0.78%	100
Sell	74.70	74.10	-0.60	-0.80%	100
Sell	137.04	136.86	-0.18	-0.13%	300
Sell	6.97	6.9405	-0.029	-0.42%	400
Sell	29.07	28.8293	-0.240	-0.83%	4700
Sell	24.42	24.27	-0.15	-0.61%	300
Sell	11.72	11.82	+0.10	+0.85%	100
Sell	47.45	47.36	-0.09	-0.19%	200
Sell	6.98	6.88	-0.10	-1.43%	800
Sell	42.71	42.56	-0.15	-0.35%	400
Sell	22.66	22.95	+0.29	+1.28%	700
Sell	14.40	14.38	-0.02	-0.14%	200

This was the thing that completely changed my life. It wasn't the \$5,000 itself. It was my opening – Move #3.

I went and I looked at the last 12 months of the free daily trades because I wanted to know why in the world, was this guy willing to pay me \$5,000? What I found out was that my free daily trades made people money and they were willing to pay me to make more.

So I wrote a little paragraph, sent it to my new opt-in list about a monthly advisory service I was going to offer and within two weeks had 100 new subscribers and made well over 6 figures that first year.

That's my real life demonstration of the 3 set move.

## Start From Where You Are

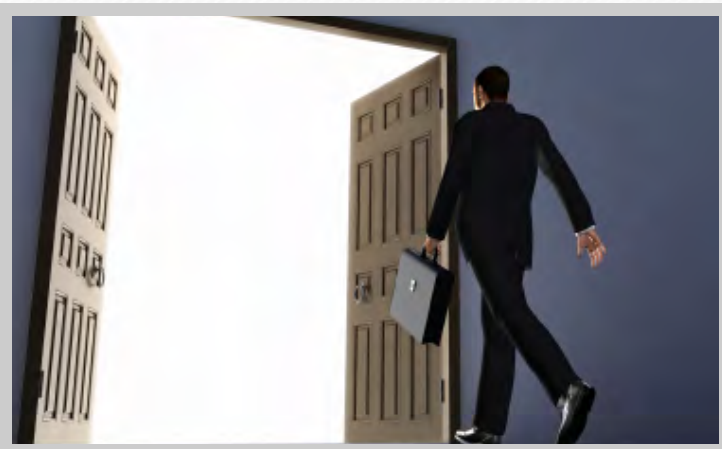
This is why I know that having this ability to adjust and having this ability to adapt is very, very important. So, what do you do right now? You start from where you are. I'm no different than you. In fact, if anything you're probably in a much better starting position that I was in. This is why I know the strategy works.

Strategy is about leveraging your current situation to advance your position. Don't sit there wishing you had something else. Start exactly where it is you are. Look around and look at how you can leverage your existing situation to advance your position. At the end of the day this thing is about building up your position over time. It's not what you can build overnight. It's about building your position up over a certain period of time.

You have to understand that your position's potential is a stepping stone into all future positions. Everybody has a position and that position is not going to be permanent. It's going to constantly change. We talked about this earlier because competitors in the environment itself are going to erode that position.

Your competitive positions are stepping stones. Those openings, those opportunities, they're stepping stones. You always use that current position, constantly looking at how you can move to a new and better position.

So, how do you do it? It's very simple. To advance your position you take advantage of opportunities. The more opportunities you have available to you, the more selections you can make, the better.



It's not about having a huge amount of options that are distracting. It's about having a huge amount of options that you can select from to give the appropriate and best response based on what's going on in the environment.

### **What about opportunities?**

These are the things that we use to move forward. Here's the thing though, and this is very important, you do not create the opportunities. The environment creates them. The actions and inactions of other people open these things up. Our responsibility is to see them. I like what one of my friends Gary says. He says,

*"To think that you create opportunities is like a drop of water thinking it can change the tides of the sea."*

We don't create the opportunities. What we do is we spot the opportunities. You don't create the opportunity no more than a surfer creates the wave in the ocean that he's going to ride. You spot it and you ride it.

So move yourself into the position that gives you the most options, adjust your moves accordingly and jump on those openings. Tic-Tac-Toe just might be the easiest game in business to play.

**Stephen**  
**PIERCE**  
International, Inc.

## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personaly Hand You Everthing You Need To Start Making Real Money On The Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



He's been featured on major television news programs and speaks to packed houses around the world. He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year – that's

19 BILLION dollars. Stephen Pierce is people, it seems so daunting. That's why Stephen Pierce's **MRMI Super Cash System** has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

**YES!** You can go on a vacation whenever you want.

**YES!** You can work from home or from any location in the world with an Internet connection (even the beach).

**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

"I made more money than I thought I would in 11 months simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – **Greg Cesar**

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### Claim Your \$4,276 Internet Income System Today for Just \$1 And You Get:

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- The 7 Steps to Success Worksheet. Just fill in the blanks and you're on your way.
- 12 Instant Income machines with Private Label rights. These are income machines in the "go" position. You just add traffic and keep 100% of the income.
- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for ONLY \$1.

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**ONLY \$1**

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# The 3 Set Move Worksheet

To explore the 3 set move in business as it applies to your particular situation; please consider the questions that follow:

**1. Make a list of your business goals.**

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**2. Are you using a business strategy and are you seeing the results you desire?**

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**3. Do you understand your position?**

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# Playing To Win Worksheet

To explore the 3 set move in business as it applies to your particular situation; please consider the questions that follow:

**4. How are you going to build on and advance your position?**

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**5. Are you moving into the position that gives you the most options and if not what can you do to achieve this?**

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**6. How can you ensure that you are adjusting your position to the moves of others?**

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# Playing To Win Worksheet

To explore the 3 set move in business as it applies to your particular situation; please consider the questions that follow:

- 7. Are you moving into the openings that are presenting themselves and if not why not?**

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- 8. Are you asking yourself what happened and making adjustments from there?**

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- 9. Taking into account everything you have just read can you now see where you need to adjust positions in your life?**

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## Playing To Win Worksheet

To explore the 3 set move in business as it applies to your particular situation; please consider the questions that follow:

10. **Make a list of the opportunities that are open to you and how you are going to adjust to move into these positions.**

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## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personaly Hand You Everthing You Need To Start Making Real Money On The Right Away

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