This is a SDKHunter Podcast Transcription
Episode 1 – Cornucopia Strategy for Entrepreneurs

0:00:04.4: Welcome to another episode of Cornucopia Strategy for Entrepreneurs. Each episode provides sensible relaxed no-hype conversations, detailing powerful step-by-step down-to-earth business strategies. We focus on low stress, low risk bootstrapping techniques. Our host, Sherman Hunter, is the Director of SDK Hunter Consulting Group, and now here is your host, Sherman Hunter.

0:00:30.3 S1: Hello. This is episode one of Cornucopia Strategy for Entrepreneurs. Before I give you a bit of my background, I would like to first focus on providing you with a clear picture of what this strategy can do for you and what the benefits of the strategy can mean to your business and your entrepreneurial career.

Our strategy is based upon the toll position concept. This concept suggests that in order to make maximum progress in business, you should own and control the proprietary rights to those products that you sell, market or distribute. In order to own these properties, it also suggests that the best way to gain ownership rights is, other than creation, is to acquire them from situations that have already been established and are in a state of distress. This state of distress simply means that the business owner or the business itself has issues that are preventing it or has prevented it from maximizing the potential. If you're able to get control of such properties, that have potential, that do in fact have value, on a favorable basis, this simply accelerates the process.

The basic idea is to identify your project, evaluate and analyze it, such that if it's possible for you to acquire it, you do so, and you do it in the best and most practical way. Making sure that you do it legally, ethically and morally. And you're able to do this as soon as possible, and to do it as often as you wish, you will be following the pattern of what Cornucopia is all about.

So the idea is to focus on your situations, acquire them on very favorable terms. In fact, you want a win-win situation for both yourself and the previous owner. You definitely would like to be sure that you're using bootstrapping techniques as much as possible, and that you're not incurring debts.

0:03:05.7 S1: That's especially important for our strategy. It's also important to consider the amount of total time that will be necessary for the project once it's acquired. Not only do we guide you and encourage you to gain control of these proprietary properties, on a favorable basis, we also very much will encourage you to set up your operations such that you have free time, that will allow you to repeat this process. In our minds, the strategy becomes its most powerful asset that you can have when it allows you to, on a repetitive basis, accumulate assets and businesses that are favorable to your constant progress. In other words, we're thinking as a serial entrepreneur might think. Not only are we talking about proprietary properties that you're gaining control of, but you're doing so in a way where you're constantly avoiding becoming bogged down. So that you can repeat the process as often as the right opportunities come about.

0:04:22.8 S1: Now, another way to think about this strategy is that when it's in its full-blown

form and is being actively applied, what it basically will do, it will change the reality around you. In other words, it would provide you situational "things" to help you go forward in ways that without these "things", you would not be able to go forward.

To help you understand the idea better, ask yourself at this moment, if you wanted to become an entrepreneur or if you are already an entrepreneur and you wanted to go forward with some type of progress being made, what is stopping you at this moment. Is our time? Is it money? Is it a plan? What exactly is it? If you were to list that out and consider that Reality Point 1. And then, we showed you a way to obtain whatever those needs were that you listed out. That's Reality Point 2. Now, the question would then become... Are you sure that if you were in Reality Point 2, you would not be blocked as you are now? If you're convinced that you would not be blocked, then the whole idea of Cornucopia is to put you in a position where... As you began to use these concepts and apply them, you find yourself moving more and more toward Reality 2.

0:06:15.8 S1: And when you get to Reality Point 2, you are prepared to do whatever you would need to do with these new resources that are now around you. With those resources and a proper plan and all of the other things that we're naturally be involved with Reality 2... You reach the point where you can create a Reality 3 and so on. It's a continuum that you would get into once you understand the idea of creating these situations where you have what you need when you need it.

Now, let me be clear. I'm not a business broker. I'm not a financial advisor. I'm certainly not a lawyer. So you should understand that these opinions that I have are mine, they're my own opinions, and you should always use prudence and seek professional financial and legal advice before you make business decisions.

0:07:25.3 S1: Now, let me give you some information about the way in which we're designing the podcast, we know from past experience that there's likely to be two different types of users of the podcast, and the information that the podcast offers. One user is simply someone that has a curiosity about Cornucopia, and maybe a mild interest. But they are not what we would call a full fledged interactive user Cornucopia at all. Both types of users need to have an introduction to the concept and to the strategy.

So to do that, we first focus on what we might call the educational phase. You have to explain the concepts in different ways to give both types of users an understanding of what is likely to be going on, and then give them the courtesy to make sure that they understand how their needs can be met and on what basis.

So that's the first most important thing that we do. At this point, what we're doing is, whether you are the casual user or the more dedicated serious user of the strategy, we have a podcast version of each episode that you would be able to select from at the right time, they both are called Cornucopia Strategy for Entrepreneurs. But there's a standard version that would be for the casual user, and then there's version called "Premium Bonus Cornucopia."

The "Premium Bonus Cornucopia" will allow the user to really get into the strategy and actually apply and suggest alternative adjustments and new developments as for as the software is

concerned. You will have more details as it becomes necessary to explain things to you, in the show notes, in addition to what might be offered in the episodes themselves.

0:10:02.2 S1: This strategy also gives you excellent opportunity to decide what type of entrepreneur you would like to do... And if you're already an entrepreneur, how to expand whatever type you are. And this all is possible because within the Cornucopia structure, there are roles to play, because it's a type of strategy that you can use as a single individual if you choose to, but you can also use it "in concert", and I put that "in concert" in quotes. You can use it "in concert" with others, and yet be independent in all of your actions. We'll explain how that all works as we go along.

Basically, what you have the option to do is to be who you are and not find yourself going down a path where you're attempting to make yourself act and behave as someone else might because you feel you have to do that in order to be successful. Basically, you're trying to duplicate what someone else did in order to become successful as they were, there's value in that, up to a point, but what I discovered is that inside of doing that, you also negate your better angels and that you become someone that you are not now.

0:11:41.3 S1: And that can be a good thing or a bad thing, but certainly it takes you out of the reality of who you are, what your values are, and so on.

Now, to be more complete about my background, let me review that through another lens. I started as... Well, I didn't start as an engineer actually. I was fortunate in that I was introduced to computers even before I finished high school. I was fortunate enough to have shown aptitude for mathematics and things on the line and science, so I was given an opportunity to be introduced to computers back when computers were called "data processing units" instead of computers. So that somewhat dates me, but that's where I started, and I was hooked on the idea of computers and programming and so on, as I graduated high school. That led me to become involved in mathematics in college as the first step. But I quickly realized that I hated math when it was just math. I enjoyed it if I was trying to solve a problem of one type or another, so I was encouraged to think along the lines of something more technical or more like engineering as a way to go.

0:13:21.4 S1: And after considering that, I did switch my thinking and I started to aim in the direction of engineering. But I had a foothold on computer programming and that was where my mind was in terms of the present. As it turns out, I was fortunate again, and that I was made a part of an engineering group for a Fortune 500 company that allowed me to use my computer programming skills, and at the same time work closely with engineers and technicians and individuals that were all about solving problems. This was a good thing for me because it gave me a direct path to follow. And believe me, it did not take long for me to know that I wanted to be an engineer. As time passed and that sunk into my mind. I took a couple of "leaves of absence" and went into graduate school and some other things along the way that reinforced my desire to solve engineering problema. And I became an applied research and development engineer.

And after about 10 years, I feel that the next step for me was to learn other skills beyond the engineering. I had an opportunity to go into business schools and those types of things, but it

didn't appeal to me as much as it would have later. But what did appeal to me was the idea of being an entrepreneur. I felt that being an entrepreneur, at that time, would give me much more freedom of choice in terms of how I spent my day.

I had really become quite accustomed to solving engineering problems and the thrill of doing so had somewhat lessened over the years. I was part of a group that gave me a lot of stimulation initially, but over time, the problems became somewhat mundane in the end.

0:15:50.3 S1: And I think that's why my mind was searching for other ways to solve things that were more inviting. So over the period of time. I used the Toll Position strategy to create and to acquire about fourteen products, different products. They were all digital products as they would be described now. I did not dive into any of the other types of proprietary products, but I spent much time talking with other entrepreneurs who were motivated to go in these various directions. In fact, part of why I created this Cornucopia strategy and other strategies that led up to it, was because when I left engineering to learn about entrepreneurship, the basic path that I took was to use my engineering problem solving skills, to the extent that I could, to assist my mentor with business operations that he was involved in.

Now computers, as useful as we all know they are, that was an obvious thing that I could do that would be compensation for being taught these various strategies that I otherwise would never have known. And to also buy a certain amount of leverage for my mentor so that he could continue to develop other aspects of his business. As time went on, I did find myself becoming more and more interested in finding ways to help entrepreneurs to apply the Toll Position strategy and other strategies than for my own direct benefit. So over time, I transfered many of my projects into highly leverage situations and eventually I really decided to go in another direction, which I'll explain how that all happened.

0:18:19.4 S1: Basically, what I was not aware would happen is I became so intensely involved in all of what I was attempting to do, I suffered what sometimes happens to entrepreneurs and even non-entrepreneurs, I simply burned out. I stretched myself by reaching for so many activities, and so many developments, I had no other time. And the consequence of this decides to burn out itself. I happen to have had the realization hit me at a most inappropriate time, when I have family members that going through some very difficult medical concerns. And when all of this started to happen around me, I realized that I could have been there, I should have been there, and it had a tremendously devastating effect on me. It was something that I never thought would have happened, and I couldn't accept the fact that it did happen and it happened on my watch, so to speak. That was traumatic for me. It took a lot from me. It changed my whole outlook on what life was about and how I should be spending my time with the life that I had. I don't fault anyone for it except myself, because everything that I did from the time I left engineering to the time all of this occurred was of my own choosing for the most part. I always had to freedom to do other things, but sometimes the momentum of what you start to do becomes more important, more urgent, more demanding, whatever.

0:20:28.4 S1: So that you just become a different person as I mentioned earlier. So that was hard.

0:20:39.4 S1: Now because I decided to go in different directions. I did continue to do consulting and I did continue to do application development and so on, but I focused more on things that directly helped my family and those around me, and what that was able to do for me is it gave me a path to heal from the effects of the burnout. I spent my time correcting that. And that was more meaningful to me than anything else that I could could do. And out of all of that and understanding how it happened, why it happened, and how I could have avoided all of those issues. Because you see, in its essence, what Cornucopia does is it allows you to create a, shall we say. a business function that you can handle by yourself for the most part. But of course, it doesn't negate having business associates or even business partners, if you're careful.

But the idea is you can generate income by doing things that you are in very tight control of, and you can do it in a way where you can do it repeatedly. And when you see how it all pulls together from different directions and can work for you while it's working for someone else without any conflicts of purpose involved, it should become very exciting for you because when this first happened to me, I was still very much involved in entrepreneurial activities, and I was trying to share various techniques with the people I was communicating with, which at that time were mostly individuals that were learning the Toll Position strategy.

We were always talking about gaining control of properties, various types of properties. We're talking about opportunities all the time, so it was just a constant conversation, and I began over a period of several years, I began to notice that most of the entrepreneurs had in their minds, somehow to go through a certain process that they knew in advance, they were not best suited for. I will probably find a way to explain that differently at some point, but that's basically what I saw.

I saw them forcing themselves to do something that was not comfortable, or at least intend to do something that was not comfortable to them, and it was as if they felt they had to be uncomfortable. If they did it any other way, it was not going to work or it was not proper, in other words, they wanted to be in pain, it seemed. Because I would suggest things that would avoid the obvious pain, and they would reject it immediately, they would not even consider it. And that began to frustrate me after a while, because I realized that I was seeing it over and over again, and I still don't completely understand why this is.

0:24:46.9 S1: It's something psychological perhaps, something in bred within the human psyche. Who knows? I don't know, but I saw it and I still see it and I still hear it. So the Cornucopia strategy, if you focus on what it is telling you to do and you can do just a part of it that you can do, that's where everybody else comes in.

So if you're doing your part of the strategy that you're comfortable doing, you understand why you're doing it, and you want to do it. That's a good deal. Now, if you have enough serious entrepreneurs who are willing to do their part, when you combine all of this activity in a serious manner, everybody will receive the benefits that they're seeking, although it would appear not like it really does happen. And I'll explain it with actual examples of this as we go forward, but the point of it is that if you end up, whether through your efforts directly or indirectly from the effort of someone else, you end up with all of what you need to go forward with a plan that you approve of, and that's you are convinced that you can exercise... That's a good thing.

Because if you are in that position and you do what it is we're describing, there's no reason for you not to get to do it over and over and over it, except for the fact that you may fall in love with the first situation or the second situation, and the next thing you know, all of your time, all of your energy is spent focused on that one situation. Now to be clear, that is not bad, and it's not wrong, it's just that it goes away from Cornucopia.

0:27:10.3 S1: Which is your choice. It's fine if that's what you want. What the Cornucopia does, is it is designed for the individual who wants to do more. It doesn't mean that everyone should want that, but that's what Cornucopia does. So if you were to use Cornucopia just to get started and to get you to get your feet wet and move into a situation where you're happy, you are content and satisfied, you simply stop using the Cornucopia part of this. What you do instead is you focus on that business that you just acquired and that you're working on, and you've become as active and involved with it as you choose. I would consider that to be a success. Now, if you find that you get involved and you are making some progress, but you become frustrated because you can't do anything else, you can't get out of your own way while you're working on that one project, then I would say you should be using the Cornucopia approach. Okay?

0:28:36.6 S1: There are a couple of ways to introduce another part of the Cornucopia. So let me do that for you. So perhaps the best way to understand the idea of Cornucopia is to follow a saying that I was taught as a youngster. I didn't understand it at first, of course, but over time it gained more and more meaning to me. The basic statement is, You should use what you have to get what you want. Now, that statement means something to me now, and it seemed rather obvious, but at the time, I was always told that when I would ask for things that I did not have, and I wanted, but I didn't know how to get them. And obviously, if you are going to accomplish something, the only tools that one has are the tools that are around them. So using what you have to get what you want is... It's almost common sense. It's just that what people sometimes will find they do, for whatever reason, is they would try to use things that they don't control and they don't have consistent access to, or they will wait until they feel they have what it is they need to go forward. All and all, it delays the process or negates, the possibility of the process, because you're not really in control of what's happening.

0:30:28.1 S1: So using what you have to get what you want is really the signature statement of Cornucopia. Not only do you gain what it is you're seeking, but you do it in ways where the circumstances around which Cornucopia is working will bring to you some of the things that you're seeking, even though you are not able to do it on your own.

0:31:01.9 S1: Others will bring them to you in one way or another. The best way to understand Cornucopia is to actually use it. And once you begin to use it, everything starts to make more sense.

0:31:31.3 S1: One of the things also that ties into Cornucopia was first occurred when I was quite young. And I didn't realize that that was part of Cornucopia, but my favorite types of stories when I was young were the kind that were associated with Aladdinn and his magic lamp.

0:31:46.9 S1: You know the story where the genie allows him three wishes once the lamp was

discovered and the genus released from the bottle, I mean from the lamp. He is so grateful he wants to compensate Aladdin with these three wishes. I just love those stories, and I was also very much a fan of floating flying carpets and things like that. Even today, that wouldn't be bad, you imagine having a flying carpet?

0:32:26.9 S1: Anyway, the thing that happened, I think I was second grade. Well, I don't think I was third grade, but second grade. And that's what we were talking about in school this particular day, and the teacher basically said to the class as a group that she wanted to go around the classroom and get a response from each of us. And the question that she raised after we heard about the story, and I vaguely remember that we had read it or somehow we were all familiar with the idea of it. She asked us to tell us what our wishes would be, and the way she started to ask for these kids to give those answers, she moved through the kids in a manner that would make me among the last ones that would normally have been called upon. Anyway, we sat there and I listened and I was thinking myself as what I would wish for, and all of the kids were giving answers that really were not in agreement with what I was singing. And at some point, the teacher noticed that I was making faces, or I was shaking my head or doing something to indicate disinterest or dissatisfaction with what was going on, so she jumped ahead to me and called me out and asked me...

0:34:15.2 S1: Why are you unhappy? What's the problem with what the kids are saying? What is it your wishes would be? Ans, until she asked me, I don't know if I had actually thought of this, but what came out of my mouth under the pressure of her asking me that way, was I said to her, "I don't disagree with what the kids are wishing for. I mean, I like the idea of candy and bicycles and gifts for my parents and things like that, I like that. But I think they're doing it in the wrong order." She said, "What do you mean?" I said, "Well, the way I would do it, if I knew I had three wishes and the genie had to do whatever I wish for. Right?" She says, "Yes". I said, "Well, I know they're doing it in the wrong way, because if I had that choice, what I would do is I would say to the genie... For my first wish, I wish you to eliminate this limit of just three wishes, I want unlimited wishes. And my second wish would be that I wish... Nobody can ever take the lamp away from me, and that you will always be there to give me whatever wish I make it whenever I make it. And then I would say my third wish could be whatever I think of because I know that that will not be my last wish. That takes all of the pressure off!"

0:36:06.5 S1: Ans when I said it that way, she got very excited, she excited me, in fact, because I was just telling what I was thinking. And she made a big deal about it. And she said to me that if I could maintain that attitude of trying to alleviate the anxiety of the stress, problems, that's a good thing, she said, and she would encourage me to continue for as long as I could. And because she made such a fuss, I have done that. So part of Cornucopia is putting you in a position where the stress of what it is you're doing becomes less and less and less. Now, that means that it's a continuum. It's not a "snap your fingers, it's over kind of thing." So most people are what's the call? Immediate gratification... Most people want immediate gratification. And I can understand that, especially when we're talking about ice cream cones or something, like I said, you know you want it, and you want it now.

0:37:27.7 S1: But, the point is, if you're in an entrepreneurial situation, if you're not doing it for the weekend, and that's all. You should try to set yourself up into a situation where you can not

only accomplish whatever your goals may be, what you can accomplish them as best you can...
"with the wind at your back."

0:37:56.2 S1: So from my way of thinking about it, you need to have what you might call a community around you, but having a community around you to assist you is a positive... No question, it is a positive, but people being people can also introduce negatives. Because you will find where you probably already know, but you will find that not everybody has a sharing nature. Not everybody is prone to want to cooperate first and become selfish later. It's flipped. So you have to have enough flexibility in the community around you.

0:38:47.2 S1: So that you can still achieve whatever the goals are that you have in mind. In addition to that, you have to be able to protect your interests in whatever your activities are that you're focused on. All of this has to be coordinated in such a way that everybody feels protected, comfortable, at ease, knowing that what's theirs is theirs what's yours is yours. There's no conflict. All of this is built into the way the Cornucopia strategy and its software works. And you will learn more about that with each episode.

Now, in our next episode, I would like to have you move into a very important area that we will begin talking about next time. There are three central elements that drive much of the core of the strategy from a personal standpoint. What we are talking about here are the elements that can best define what stops you, or what accelerates you when it comes to entrepreneur activities along the lines of Cornucopia. The three elements are needs that you have, wants that you have, and things that I call haves, which really are personal resources that you have, that are such things as your experiences, personal experiences, your skills, your talent, your knowledge, and also your associates and other resources.

0:40:50.6 S1: It's basically resources. But we're looking at it from all angles. So the three are needs, wants, and haves.

0:41:02.7 S1: Now, the way it works is, if you would make a list, the needs that you feel you have, the wants and the things that you have of value to yourself and to others, those three things, no matter what they are, in essence, if you consider those three groups, as essential for communicating your needs and your wants and so on to Cornucopia. It gives Cornucopia a profile of what it needs to do in order to assist you. That's the basic idea here.

0:41:47.2 S1: What we will start to do next time, is show you how to integrate your personal needs, wants and haves to accomplish one or two types of transactions with others. These others that I speak of could be other individuals who are becoming or are familiar with Cornucopial. But it will also mean people outside of that group that are just regular business people. They don't know anything about Cornucopia. But they're legitimate business people who also have needs, wants and haves. Those are the three connectors that Cornucopia uses to integrate you with others and others with you. Essentially, what I'm asking you to do is, to the extent that you can, put together such a list, it doesn't have to be in an awful long list, it doesn't have to be complete. It's just something that you will have in front of you during our next episode, so that I can discuss with you how those things become actual living, breathing organisms, so to speak, within our software, so that certain things begin to happen as we do what the strategy urges us to

do. And I'll explain all of that also, of course. And it does tie in to software that I've mentioned a couple of times, but you'll become more familiar with it, I actually am trying to move you into that area quickly as I can, because everybody learns in different ways. Some people learn by just audio listening, some people will do better if they have a hands-on interaction of some type. So whatever the case may be, that's the direction and I would like to go with the next episode.

0:44:00.5 S1: Now, if you do have questions for me, I would like you to send notes to me. Just email them and I will try to integrate those into upcoming episodes. If the question seems urgent, I will do my best to immediately reply to you. Inside of our show notes. I should note that you will also have additional information and I will probably have links and other things in those, especially if I forgot to include something in an actual episode. I will make sure that something in the show notes will guide you in the areas that we need to have that happen. That's it for this episode. I look forward to talking with you next time. Take care.