

NEW RULES OF THE GAME

The World's Leading
Experts Reveal Their
**TOP SECRETS TO
WINNING BIG IN
BUSINESS & LIFE**

FEATURING
Mikkel Pitzner

& Leading Experts from
Around the World





**NEW RULES
OF THE GAME**

The image features the text "NEW RULES OF THE GAME" in a bold, hand-drawn, black font. The word "NEW" is circled with a hand-drawn oval. A larger hand-drawn oval encompasses the words "NEW RULES", with an arrow pointing from the right side of this oval down towards the word "GAME". The text is set against a white background with faint horizontal lines.

CHAPTER 7

Millions On Automation

By Mikkel Pitzner

Until fairly recently, I ran the largest limousine service company in Denmark. When I say I ran it, I mean that I owned it and had other people running it for me. Instead of being tied up all the time with the day-to-day business operations, such as order processing and sending out confirmations, invoicing, directing staff, and dealing with vendors, I had a team of employees who took care of all these matters for me, from directing all the chauffeurs to handling the all-important logistical task of allocating cars and chauffeurs for jobs (which also involved managing the constant changes in the schedule resulting from airplane delays, customers changing their itineraries, and so on). This setup meant that I could be away from the business, not only physically but mentally, exploring other opportunities and diving into other projects and businesses. Indeed, whenever I worked on the limousine business, I was doing exactly that: working *on* the business rather than *in* it.

This situation was not created intentionally, but rather came about because I bought the company at a time when I was employed as the CEO of another company, and I had to dedicate my time and service to my original company. So from the very beginning, I had to have a team of other people who could handle the limousine service business, since otherwise it could not continue to service its customers or even exist.

Then on evenings and weekends, I could work on the direction in which I wanted to take the limousine company and tweak certain parameters, looking at prices, terms and conditions, preparing sales efforts and direct mailings, and more. This arrangement worked quite well. For some years, with the right team, it worked really, really well; at other times, I faced some challenges, both from trouble getting the team aligned with my wishes and directions, and external pressures due to the market, demand fluctuations and competition from other operators.

The fantastic thing was that this setup gave me choices and freedom, and all the while the company was generating income for me. At times I would actually be virtually absent from the business and thinking so little about it that it was almost a joke. One of the Chief Operational Managers I employed there for a number of years used to say to me that I “was just sitting with my feet in the pool sipping drinks with small umbrellas.” When she first said this, I was a little offended, but I soon came to realize that it she was somewhat correct (truth hurts sometimes). Though I did work, I had more freedom than most business owners to choose how to spend my time and in which areas to focus.

To recap, I was involved with the limousine service business for 16 years, 14 of which I owned it privately, before I sold the business towards the end of 2010. Yet, when I try tally up just how much time I spent in that business’ physical offices, I believe that it’s no more than 60 days. 60 days in a total of 16 years! This is not something that makes me particularly proud—it would have been better to have more interactions with my employees and display more interest in them—but it does illustrate what you can achieve with the right setup.

What I came to learn from my years with this setup is that you can, to some extent, set up your business or businesses on what I call automation. This arrangement enabled me to hold another high-end job in a top position, while running my own business and even allowing me to engage in further new businesses on top of that, so that in the end I actually had a small portfolio of different (and as it happened, unrelated) businesses and projects going on at the same time. I did work

more than 60 days on my limousine business during those 16 years, but I certainly wasn't engaged in full-time work with it the entire time. Now, I do believe I could possibly have gotten better results with the business had I been more personally and directly involved in it (remember, nobody cares more about your money than you do), but I wouldn't have had the opportunity to get involved in many other businesses during the same period, and thus would not have the businesses or involvement in businesses that I have today. Some of these other businesses have proven to have much more potential and delivered much bigger results than those that seemed possible in my limousine business.

That's why, when we sold off the other company I'd been running and I ended my role as its CEO, I was able to decide where to focus next, and chose not to go into the limousine business full-time. I could have opted to work more personally in that company, and zero in on its strategy and potential, and this might have seemed to be the most natural next step. It would have probably offered me some fun and excitement, as well as the chance to interact with employees and customers to a much greater extent than I had in my "remote control" position. But I realized that I actually really enjoyed being able to engage myself in so many other businesses, and I chose not to go this route. I also feared that if I had stepped into the limousine business on an operational level, I would have ended up quickly being a kind of slave to it, becoming a too-important part of the daily function of the business, and all of a sudden I would have to relegate all my other opportunities and projects to the evenings and weekends. In fact, I'm pretty certain that this would have come to pass. As I said, I'm sure being more personally involved in the limousine business would have been fun and satisfying on many levels, but I wanted so much more. So I continued with the arrangement I'd been using for the previous four years.

As I've progressed in my life and career, and continued to realize the potential of automating a business or businesses, I have been even more enthusiastic about the idea. Thus, I have deliberately engaged myself in a serious study of how and what is possible with automa-

tion. What my research has revealed astounds me again and again. The possibilities are almost limitless, and they apply to many different types of businesses, products, and services.

As I said, I have thoroughly studied the topic of automation for the past three to four years. I've looked at some of the most successful entrepreneurs, and deconstructed what they did, how they did it and how someone else could apply their model to his or her own business. I was able to draw a number of particularly interesting conclusions from my study, including:

1. First of all, almost anybody can do it. Many of the highly successful people who have run a large part of their business by automation are just really ordinary folks. Many of them have had barely any education. Some of them are not special in any particular way, and they don't possess any specific skills that you couldn't develop yourself.
2. For many of them, setting up their business was not exactly free, but it certainly didn't require much money. In fact,
3. Many of them had no money at all when they began.
4. Some of them found new ways to utilize tools and systems to leverage themselves and amplify their scope and results to a greater extent than would have been possible just a few years before.
5. Many of them have very few employees, or none at all.
6. Their products and services can vary widely and may be completely unrelated.
7. Sometimes, their results are astoundingly big.
8. You can utilize most of the tools and ideas in brick-and-mortar or service businesses, as well as in strictly online ones.

There are many, many more amazing and surprising advantages. And what is most mind-blowing, I have recently learned, is that you might be able to set up your business on evergreen automation. This means that once you have done all the hard work of setting it up, then it can

run almost by itself continuously, making you constant income without too much intervention and administration.

If you are not excited about this opportunity and what it means for you, then you should be! You can emulate the steps taken by these successful individuals and build similar opportunities, regardless of your background or “*your story*” or perhaps even because of them. You can model a successful path for your future using some of the same paths and techniques, regardless of your product or service, and with particular limitations in sight at the moment.

I had my remote-controlled and automated business experience with a brick-and-mortar, physical kind of business, but I’ve found that online businesses can offer even greater opportunities, if for no other reason than that you can quickly cater to an exponentially bigger market across borders. In particular, if you focus on selling information and expertise, you might see some impressive results, big sales and very satisfied customers, all with relatively low costs and few employees to worry about.

Now I’m not saying that all of this is easy; it does require a serious effort and hard work along the way. What I am saying is that you can now create a great business, utilizing new tools that can propel your results, automate your deliveries, and communicate with your market in ways that were not possible just five years ago. And this technology is rapidly advancing even further. Many of these tools are relatively inexpensive and becoming easier and easier to use, even if you aren’t a technical expert. And new information that will help you to progress down this path is becoming available every day. Some of it is free, but more of it is for a price, often one that is much lower than the value of the content you get. Trainers and experts are sharing their knowledge and experience, and communities are helping one another to move forward instead of seeing one another as nasty competitors.

What makes this even better is that your customers are really happy to find great information that will help them achieve their goals. In fact, if you do right by your customers, you can actually go beyond satisfying them to building your own “tribe” who is willing and even happy

to support your future endeavors and products.

I refer several times in this chapter to the online information business opportunity available to most people who have a special skill or knowledge from which others can benefit. By now, you may be thinking: “What do I know that I could build this kind of a business with?” You may even be shaking your head, saying to yourself: “What this guy is telling me is all fine and dandy, but I don’t know anything about anything that people would pay me for.” But trust me: there is a market out there for almost anything. To give you an example, there is at least one individual I know who has built an online information business in the area of quilting. Yes, the art of sewing together pieces of fabric into blankets. I’m sure there many even more curious but just as successful information businesses out there.

The book you are currently reading is the result of collaboration with one of my mentors, Robert G. Allen. Indeed, it’s quite possible that you picked up this book because you have heard of him, or even read one of his great books before. But if you’re not familiar with him, then I can tell you that he became very famous for his brilliant real estate investing strategies, specifically buying properties with no money down.

A little further down the line, Allen began to formularize his methods, and packaged and sold them as information products online. He met with huge success, building to an automated business and income streams. Eventually he licensed this information and training out to a company, and now receives recurring and growing revenues without having to do any more work. Later on, he built up his product information business in other areas utilizing tools available to all of us, and he’s achieved results that dwarf his previous results. If I’m not mistaken, Allen has made more money from this automated business than from his real estate investments.

Will everybody make millions using these strategies and trying to emulate their results? Probably not, but even if you could just make a few extra thousand dollars a month through automation, couldn’t you use that money? What about automating certain communications and

marketing channels of your brick-and-mortar business in ways that will not only take off a burden off your shoulders, but also leave your customers with an improved experience?

The opportunities are endless. You just need to go and see how you can utilize the tools to make your business really soar, and provide you with the lifestyle you always imagined. These are exciting times. This is your time too, if you choose to take action.

If you are as excited as I am, and you're interested in learning more about the tools and how you can take advantage of these possibilities, and to get a free gift, visit www.theautomatedmillionaire.com/freegift.



About Mikkel

Mikkel Pitzner was born on March 3, 1968. He received a Bachelor of Science in Economics from University College of London (England) with honors in 1991. He has completed shorter intense courses in Political Science and Game Theory at Columbia University in New York, and a business course for CEOs at Harvard Business School in Massachusetts.

He is a serial and parallel entrepreneur, investor, and professional board member in Denmark, Sweden and the US (who currently sits on nine boards spanning diverse industries), as well as a marketing and social media expert and consultant, mastermind, and dreamer extraordinaire.

He is a partner in the unique marketing and trailer rental company Freetrailer, which currently operates throughout Denmark and Sweden with more countries to come. He is a partner at Aksel & Ko, a company that can find that special gimmick or solution corporations need for their marketing strategies.

Pitzner is originally from Denmark, where he used to run what became the fourth-largest car rental company and a leasing company whose size he doubled and locations he quadrupled. Until recently, he owned and operated the largest limousine service company in Denmark, whose profits he managed to grow 3200% during the first year of ownership alone. The company served the most discerning clientele, including no fewer than three U.S. presidents—George W. Bush, Bill Clinton and Barack Obama, the last one during the United Nations Climate Change Conference in 2009 during which the company serviced more than 200 limousines to the U.S. Embassy in Copenhagen, along with numerous other embassies, countries, royalties, celebrities, multi-conglomerates, and so on. Pitzner also successfully ran an import and distribution company of scuba diving equipment until that company was sold to a German distributor.

Mikkel Pitzner is also a best-selling author and speaker who teaches entrepreneurs how to create a business that will provide them with the lifestyle they choose while taking them off the treadmill of their jobs. Pitzner

has been featured on CNBC, ABC, NBC, CNNMONEY.com, Fox News, CBS News, and in the *Wall Street Journal*, *Fortune*, *Fast Company*, *SmartMoney* and *USA Today*. He was also recently a guest on the “Brian Tracy Show.”

Mikkel Pitzner currently resides in Florida with his beautiful wife Olga and twenty-one-month-old son Gabriel, and they’re expecting a baby girl. He’s building four new business ventures simultaneously, while helping a local manufacturer in a struggling and challenging economy.

For more insights, lessons, training and free resources please visit:

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