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**BILLIONAIRES**

## What It Takes to Bring a Big Idea to Life According to Billionaire Steven Kronick

Forbes Business Staff Interview April 2017

BIGSTARTUPS

What does it really take to have a billion dollar idea become a reality?

It starts like anything else, with an idea, a question, and almost always loads of people who are positively sure it can't be done. This is the story of one entrepreneur, in particular, who answered a question that the design industry kept asking: What if you could create a design for your target audience, that is guaranteed to succeed, before you actually build and launch a brand product.

Steven Kronick, the original founder of VisualTargeting® took this very question from being a raw idea to becoming a worldwide business.

Steven Kronick's revolutionary VisualTargeting® technology, which uses patented algorithms involving "11 trillion visual trends in 25 billion markets and 180 countries" took design elements people thought could never become systematized and created a global marketing solution trusted by Fortune 500 companies in 182 countries, with the ambitious promise that their solutions can increase design and advertising performance up to and over 1,000%.

Asking Steven Kronick how he was able to bring something so disruptive to the design world, he said that the process was all about remaining "perpetually inspired."

"You can't just settle on an idea," he said. "You must visualize it, sustain the vision, the hope, the dream, if you're ever going to realize it. You must believe in yourself. Go to the place you want to be, not the place you are. That's how you become the person you want to be, and build your idea the way you've always seen it."

"The second big thing you need to do is show that you're as invested in your idea as you'd want your audience to be," said Kronick. After all, if you don't support your idea, how can you expect an investor, client or customer to? You must actively invest your faith in your idea, if you want people to believe in your idea and to trust you.

The third key to bringing your dream to life, Kronick said, is to actually put your idea into the world so that it can get discovered. "Part of getting exposure is simply finding the right environment for your idea to take root," said Kronick. "If you've really done the work and given enough of yourself to your idea, if you've fully committed, if you can help world leaders reach their goals, you will find that people are ready, willing and able to help you realize yours."

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After all, Kronick knew he wanted to have his business be a product every country on the planet could use, but he didn't always know specifically how that would happen. So he put in the faith, time and effort, believed in himself and in the idea that his dreams would become a reality, and then he put in the work. Three years later, after conceptualization, his company existed.

And less than three months after landing their first client, his company was a global entity.

Any idea, whether it's a business, an invention or a work of art, follows that same path. And you can, too, if you apply enough faith to see it become a reality. Don't be intimidated with the vastness of your idea, no matter how big it is, they all started as an idea.

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## Visual Targeting® Unveils a Discovery, Which Triggers the Buying Instinct, Boosts Sales and Causes Love at First Sight

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Visual Targeting® announces marketing breakthrough: when any person or audience is exposed to a design, advertisement, video, motion picture, or any visual environment that matches their unconscious visual desires, they fall in love with it at first sight. According to global research by Visual Targeting® this phenomenon of Instant Attraction triggers The Buying Instinct, and resembles the psychological patterns of sexual attraction.

After more than a decade of research and development, Visual Targeting's team of marketing researchers, psychologists, statisticians, programmers, designers, and branding experts have developed a proprietary suite of solutions and trade secret algorithms that discover any audience's visual desires and allows marketers to instantly satisfy them, thus drastically improving design performance and product sales. Visual Targeting® has rigorously tested and proven that these tools can increase visual advertising performance by as much as 400%, turning the \$500 Billion gambled annually on visual marketing into predictable, controllable and consistently profitable investments.

Visual Targeting® Founder and CEO, Steven Kronick, award winning designer & internationally acclaimed arts and advertising innovator, states, "This discovery might be the most powerful advancement in the design, advertising and marketing industries, that this century will see."

Global research shows drastic differences in the visual desires of different demographics; countries, states, ages, genders, occupations, education and income levels all predetermine what types of visuals a person or group needs to see to immediately approve them. Visual desires effects on advertising performance have become so important that Business Week called Google's new focus on Online Visual Advertising their "New Billion Dollar Baby."

Visual Targeting's suite of universal solutions is designed to help businesses of any type. Some of the brands and individuals that use Visual Targeting® technologies include Toni&Guy, a global service business, TIGI Haircare, a product conglomerate, UniLever, a multinational behemoth selling 2,000 products per second, Tony Robbins, the world's best motivational coach, and Chet Holmes, a bestselling author, with 60 "Fortune 500" companies as his clients.

Having thoroughly researched thousands upon thousands of consumers' exact visual desires in over 160 countries, Visual Targeting's depth, scope and quality remain unmatched, and its vision touches millions of people worldwide every day.

Visual Targeting® is the global leader in visual market research, whose suite of proprietary solutions allows any company to research their target markets, existing customers, website visitors, and any other audiences they choose to attract, all with the direct result of increasing customer satisfaction, retention, brand credibility and product sales.

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## **BUSINESS ADVISORY INTERVIEW WITH STEVEN KRONICK**

**Inspiration. The Fuel for the Journey** /// Every idea comes from a deep place of inspiration. *More* importantly, to sustain an idea, one must remain in a profound state of inspiration. It helps to see your desires, goals, hopes, dreams, and vision, in reality, on your way to your prize. You must really believe that what you are striving for is possible, and the easiest way to do that is to witness and learn from other people who have already achieved your goals. When you see that your hopes aren't unrealistic, you will understand that your dreams are already here, and you don't have to create as much as align yourself with the best people and then strategically organize your thoughts. Obviously you want to have something unique and valuable that people can benefit from, however your own personality and presence will always be your most valuable asset, and people tend to do business with their friends because they trust them. So instead of thinking about who is worthy of your trust, think about becoming a more trust worthy person. You get respect in exchange for giving respect, and you are trusted only to the extent that you can trust yourself. So go ahead and show yourself that you can trust yourself: see the people who have achieved your goals and realize that everything you want is already here.

**Shoulders of Giants** /// Work the the biggest and best companies in your industry. Turn your competitors into allies, create joint ventures and deals that benefit the entire industry. Lead your industry instead of competing with it: stand on the shoulders of giants, and help them see further. They will lift you up.

**Use Your Own Power** /// If you have something that people can benefit from, make sure to be your own best customer. Not only will that obviously give you the benefits of your own promise, but people will find it much easier to trust your product if they see that you use it and it actually works for you. Know exactly who you want to work with and design your brand precisely to match your market's desires. Become a magnet. They'll follow you. They'll come to you.

**Invest In Your Self** /// Why would you expect an investor to fund your idea if you haven't given it all that you've got? If you want people to believe that you believe yourself, then put your time, money, and resources, into whatever it is you're asking others to purchase for you. If you believe that your company is worthwhile, respect your value and be your own Angel. You will always find others who will support you and invest into your vision and your journey, if you continue to support yourself and invest into your own vision and journey. Keep track of every notable achievement, as those will be the priceless returns on your investments that you get, and don't forget to use those assets. They are part of the reward for all your risks. Become your own.

**Maximize Your Value** /// You can raise the value of any message, brand, business, product, property, building, and potentially company, if you focus on using your exact target audience's Visual Passcode to unlock their desires and match them. This seems ridiculous at first because it sometimes looks as if "nothing changed." However you will see that it is actually these less noticeable changes that will bring more results. For example, Google and Microsoft made an extra \$280 million cash, in just one year, only from changing the hue of the color they were already using. The market never even noticed.

**Get Discovered** /// Perhaps Uber is best known for the "Billion Dollar Tweet" that literally started the company. However, you don't have to recreate Uber to create a leading global brand, and Twitter is a surprisingly effective platform to get regularly "discovered." We have quite surprisingly found that many celebrities prefer to initiate their contact with our brand via Twitter.

**The Power of Environment** /// One place can give you more than another. The rewards of life will vary greatly depending on the environment you immerse yourself in, and the people you surround yourself with. You can choose to improve your environment and surroundings at any given moment. You can simply place yourself into the experience that you most desire. Go where you want to arrive. Choose to be around the types of people that inspire you. You might meet some great people. More importantly, you will already be where you want to go. Your ideas will be better. Your thoughts will make more sense to you. You will understand what's really going on. So you will have the power to provide. You will have the insight to select. How you act. What you want. How to live your own best life. You will receive exactly the inspiration that you need. You will often find love. You will always find business. You will experience the power of divine connections. You will meet people you would have never met before.

**The Silent Salesman** /// Your brand will speak on your behalf before your audience even meets you, hears you or sees you. Most people hide the best versions of themselves from the public, and wonder why nobody sees their value. You must invest into the absolute best branding solutions, and you must use the best you have. You simply must present yourself as the absolute best version of yourself. That is the only way the world will ever have a chance at knowing who you really are and what you can give.

**God is Love** /// Always remember the power of love. You have to love your idea. You have to love yourself. You have to love your lifestyle. And you have to find the right girl to love. When all those elements of love are actively present in your life, miracles will happen in your life and business.

**Pursue Your Impossible Dream** /// I once had an amazing Christian girlfriend that wanted to open a hair salon, however she felt that it was impossible, so she went for a corporate career. Three years later I was working with the most visionary family in that industry, who made half a billion dollars on just side products, and owned more than 500 leading salons around the world. When I really started taking things seriously in California, having a clear intention of creating something that would be used in every country on earth, I had no idea of exactly how that would happen or who would be sent into my life, I simply believed with all my heart that God had it in his plan, and it took less than 3 years for this company to come into existence and the idea was used in most of the world within 3 months of opening it up to the public. I knew what I wanted to happen, I felt that it would happen, I had no clear idea how that would happen, but I knew it would happen, and I believed with all my soul that God wanted that to happen. So it happened. One of the best timeless quotes of wisdom and power that will help you stay true to your way journey is: “Whatever you can do or think you can do, begin it. The moment one definitely commits oneself, then providence moves too. Boldness has genius, power and magic in it. Begin it now.”

**They Will Fly In To Meet You** /// We are taught to set a new standard, defy the status quo, and do something that nobody else is doing better than anyone else. We are taught that when we create a vision larger than ourselves, others will support the journey. You may be surprised at the caliber and level of people that a normal person could never get a meeting with, who will literally ask you if they can fly in to meet you, just to learn from you and ask for your help to successfully implement your idea in their lives and missions. Be prepared for the great honor and priceless privilege of becoming a person valuable to the world.

## STEVEN KRONICK WAS ASKED TO HELP ENTREPRENEURS

### *How did you come up with the idea for Visual Targeting?*

I wanted to create something that would improve the lives of everyone on earth.

The actual company and concept of VisualTargeting® started in this Malibu mountaintop multi million dollar mansion. It was literally a dream that I woke up from one morning around 10 am, and the word was just right there in my mind, crystal clear as the obvious word. And I looked it up and I just knew immediately that this was going to be a huge industry, and nobody was using the word at the time or talking about this.

I was also in deep relationship with God, meditating and thinking about love, legacy, world impact, and trillions, so it was around that time that I decided about the idea of "being and becoming the world's first Trillionaire" and this company first answered a 700 billion dollar a year problem that everyone from Google to Microsoft and many other Fortune 500 and Fortune 100 leaders were publicly asking for at various events (Communication Arts Magazine. The World Advertising Research Center).

So I thought, if we can answer a 700 billion dollar a year problem, then we may be able to realistically make a global contribution that would, over time, add countless trillions of dollars of value to our clients, the company, and the entire world's global wealth.

And we have solved that problem, having have turned that 700 billion dollar annual "casino gamble" into a much more safe, reliable, predictable, and controllable investment, with less risk and more potential possibility for an actual return on investment, than any other company or technology can provide today in the business world of design.

I noticed early on, that the industry was designing without enough information. I saw that Microsoft and Google noticed that as well. And also many other companies.

I noticed that usually clients would choose what *they* like, losing a tremendous amount in Opportunity Cost in their marketplace, because they were unaware of what exactly their target market would respond best to.

I noticed that when markets were presented with design options, it was always obviously from a limited amount of designs that were already made, so there was always a better option for the audience, that was never available. And in that option, and in that area, was the potential for the greatest profit, and the highest satisfaction for the marketplace, the customers, users and audiences.

I noticed that many design firms were pushing their own personal tastes, onto their clients and onto the mass market audience. And companies, such as Microsoft and Google and the rest of the companies, were getting tired of pushing artists' personal interests, as they understood that their own management teams, creative teams, design teams, investment teams,

leadership teams and shareholders, were not a necessarily a representative selection of the actual audience they are depending on to purchase their products.

And the reason that the huge companies cared more, and more publicly, was because they were the ones risking billions every years and they knew that they are the ones that can easily see the biggest profit. So they came to the design

industry basically begging someone to come up with a real solution, and we are still the only company that came up with a real solution, so of course we have our patent protections in place that prevent anyone else from getting even close to being able to offer what we are able to offer to the world.

So the huge companies sometimes care more often than the smaller companies, because they are the ones that are seeing the biggest numbers, and they have to avoid losses, so they are the ones that can easily see the biggest profit. And thus, strangely enough, it is the biggest companies on earth, especially during times like the Great Recession, that run to us with open arms, while we basically offering a direct pathway to increased love and life satisfaction, to everyone on earth.

For example, years after we first made our discoveries public, Google went ahead made 200 million dollars in extra cash in one year, doing almost nothing, just changing from one shade of blue to another, and the market didn't even notice. The next year, Microsoft copied exactly the same strategy and made an extra 80 million in cash in the first year, from basically nothing: just changing from one shade of blue to another, an improvement that the market didn't even notice. So that's dealing with a percentage of 1% of the power that we are able to offer.

It makes sense why major companies would understand and care. That said, the pre launch entrepreneurs that have come to us, have seen explosive success and growth immediately, from applying our solutions. But the big companies seem to care more because there is more money involved for them, and they have shareholders, so they have more accountability.

And of course we also have individualized technologies that create the best results in anyone's personal life, between husbands and wives, lovers, friends, families, even personal one on one professional sales environments. These things can increase the quality of any relationship, anywhere on earth. They can impact how you feel about your self and your life at home, at work, in your daily commute, the places you choose to visit. There are tremendous implications for strategic custom gifting that have a profound impact on relationships and life satisfaction.

We've had equivalents of stadiums of people use this technology, many times, in nearly every country on earth, and in my personal option, that helps tangibly fulfill Jesus Christ's "Great Commandment" and "Great Commission: The Great Commandment to "Love one another" and the Great commission to "share the good news with every corner of the world."

The other things that this directly contributes to are community peace, reverence, love of life, world peace, patriotism, educational attendance, quality and retention. Healing and length of life. And literally the real

tangible potential for the improvement of every individual's personal quality of life. In a long term sustainable, repeatable, supportable way, that contributes to and from itself, creating more and more personal power in every area of your life.

So VisualTargeting® was literally all a dream, at a Malibu mansion. After years of meditating on a better way in my mind, I woke up at 10am with this word, crystal clear, from a huge mountaintop right above PCH, at the top of some of the most dangerous roads on earth, overlooking infinite miles of ocean, island, mountains, cliffs, the homes of the Kennedy's, Sinatra, Marilyn Monroe, Steven Spielberg, Anthony Hopkins, George Clooney, and all the good things that you know Malibu has to offer.

***You're a partner to Ogilvy & Mather. How did you create that partnership, and what exactly goes into that partnership? What does that partnership look like between you both?***

The advertising legend Rory Sutherland invited VisualTargeting® to join that visionary group of world leaders.

So at that time I am the youngest partner in the world's largest ad agency. They endorse us and we endorse them. There are about 30 other Partners including Twitter, Spotify, and a select few other visionaries. Some of the first inventors of Eye Tracking and Virtual Reality are there, and I spent a lot of time up in London in my late 20's, working with Rory Sutherland's team to entertain and educate Ogilvy's primary clients, and catch them up on all these new breakthroughs.

Ogilvy ran a physical public Partners showcase that they called the "Digital Innovation Lab" in the best part of the banking district in London, where Ogilvy clients were given tours of the Partners' breakthroughs and introduced to the newest business innovation leaps that exist in the business world. Recently, the Ogilvy Partners became private, providing Ogilvy clients more of a confidential and personalized access to the technologies. As the world is becoming more globalized and transparent, many of the largest companies are now choosing to keep their most important relationships more confidential.

Today we can leverage the leadership power and insight that Ogilvy brings with its rich history of being a world leader and the inventor of Direct Response Marketing (nearly 100% of all marketing and advertising today), and its physical presence having 450 office locations in most territories worldwide, combining those connections and access to celebrity genius human resources, with our breakthrough technologies that are used in 182 countries.

***Just for clarity here: Someone purchases a "membership" to Visual Targeting? And then they receive access to templates? Can you say more about the files people have access to, are they templates, inspiration, analytics, etc. Any detail on the actual platform would be very helpful.***

The best thing I can say is that we do our best to inspire people. We have the best platform in the world for our exact purposes.

We've spent a tremendous amount of time putting together the perfect team of people who came together to build something that is self sustaining and can help literally every person on earth.

At the core, we are dealing with an actual password. A code. An actual style code. A visual passcode. A visual password. And we have these "passwords" to people in almost every country on earth. Nobody else knows them, and we are the only company that has the legal right to collect them. We are also the only company that knows how to collect them. You can use these passwords for yourself, for your friends and family, for your lovers, spouses, and children, and for any customer, client, audience, or market that you are satisfying.

VisualTargeting® provides the only technologies in the world that can identify any individual's or target market's exact (1 in 11 trillion) set of consumer visual tastes before investing into any design efforts, revealing any target audience's (and up to 25 billion demographic markets) exact Style Code, Visual Passcode , Visual Palette and Visual BLUPRINT.

It helps make your dreams come true. It taps into the power of strengths and reveals exactly what you need to show any specific person or audience, in order to naturally become their first choice. In order for them to agree with your message, and become most likely to choose and desire your product, idea, offer, suggestion, brand, even your own personal presence.

The Visual Treasury that VisualTargeting® protects, spans 182 countries.

## ***How large is your company? Employees?***

The VisualTargeting® revolution has had impact in nearly as many countries as the Olympics or The United Nations. The VisualTargeting® patented suite of investment management solutions and trade secret algorithms has become the new industry standard in design, and is trusted by Fortune 500s, marketing bestsellers and business celebrities, in 182 countries.

The company is completely worldwide. The timeless breakthrough has been taught at the west coast's top branding university (FiDM), is an Official Ogilvy Partner (the world's foremost leading advertising agency), and the first book ever written about the industry breakthrough is now available at Barnes&Noble as well as a free digital download at VisualTargeting.com

We are a very private company with a tremendously innovative structure that allows us to retain the best people on earth, for the exact causes that we pursue. Everything is always 100% scalable in real time, so it is a nearly perfect operation. We knew that the company was going to be huge when we had our first 40,000 volunteers come to us within only a few months of letting just a few people start testing the platform, without doing any advertising or public relations. As far as the reaching the full potential of this company and movement, it feels almost as if we haven't even started, because while everything is already so successful and proven and ubiquitous, the potential for growth is nearly infinite, so we are in the most powerful position we have ever been in.

We got into most of the world in less than a year, and that surpassed just about everyone's expectations, so we have worked with some of the absolute biggest and best personalities and companies on earth. I always knew that this is something that could eventually become a household necessity in every country. That said, we are a very patriotic California based American business, with strong Christian values, and we like to help initiatives that support God and the United States.

***I see you also have a personal website, have you begun to build your own personal brand? How does this relate to what you've done with Visual Targeting?***

As far as a personal brand, I believe that every person that finds himself in any position of power, naturally becomes a role model, and it is their responsibility to choose to use that positively. Personally I believe very much in God. I live for love. I enjoy music and acting. I believe that entertainment is very powerful when it is used for the right reasons, and I have been on stage since I was 4 years old, and in front of the camera for what seems like my whole life. I thrive around positive energy, and people that are driven to achieve something remarkable. I love beauty, and have always been a hopeful romantic.

I also believe in helping the people that cannot help themselves. In the recent years, I have spent a lot of time supporting the SeaSave Foundation, and am currently getting more involved with the American Red Cross, Feeding America, Educate America, and the Global Music Project that provides instruments to kids around the world, and VisualTargeting® is involved in supporting some of those causes as well.

With the American Red Cross we are able to help provide shelter, food, clothing and healthcare to American families in natural disasters. Feeding America allows us to provide food for Americans in any town, city or state, that are actively going through life improvement journeys. Educate America helps keep kids in schools to make sure that the future generation of American leaders is adequately prepared for their public and private responsibilities. SeaSave is a Malibu celebrity foundation that effectively helps create ocean laws that are saving millions of sharks and dolphins, and is successfully involved in healing the world's beaches.

People come to me all the time asking for advice about their businesses, their lives, hopes, dreams and careers. In my personal life, I am constantly finding myself in a position of answering questions and giving advice, without ever trying to put myself in that position. People are constantly looking to find out hidden secrets, keys and paths to realizing their goals, hopes and desires.

VisualTargeting® is something that can help anyone and anything, so almost everything that I find myself doing, somehow ends up being related back to VisualTargeting® as everyone gets to the point of asking for VisualTargeting® strategic security. And that's an honor to be able to have something that can help everyone.

***What are you working on next? Where is the majority of your time being spent today?***

I have some ideas that I think could easily make 100 billion or so a year in revenues, and a hundred or so other ideas that could easily make millions, some billions. Of course all of them would change people's lives and some industries. So I am working on bringing some of those ideas into the world. Some of them have to do with relationships and connecting people in new ways they've never even thought of before, others are related to healthcare breakthroughs that have been supported by the Nobel Prize Committee and the National Institutes of Health, and are proven solutions that are literally saving and extending lives.

I am always looking for new ways to improve people's lives, and humanity in general. Always looking for likeminded people with global visions. Always looking for young people that think. Young people that are focused on achieving something inspiring. People of all ages really, who are actually focused on achieving something inspiring and useful. There are so many brands that I am planning on launching in so many areas of life.

I enjoy Malibu, Palm Beach Island, the Bahamas, the Virgin Islands, occasional visits to Las Vegas and New York City. I have always traveled a lot in general, and enjoy the best things in life, like anybody else.

In terms of the future, I'm not even a movie star yet, and still have to release my first album, so I look forward to many more experiences in the entertainment world. I would love to create some motion pictures and records worthy of Oscars and Grammys that would inspire millions, potentially billions of people. I would love to be involved in roles that would create new powerful and positive role models for the future of this world. My life is much like a romantic comedy action movie already, maybe there's something positive that can come from that for others to have a more enjoyable time with their lives.

For years now, I have worked extensively with a close confidential team that I've put together, of extremely successful geniuses in the music and entertainment worlds, and we are refining a new sound that will give people a profoundly positive and powerful feeling that they've rarely if ever felt before. A sound that nobody else on earth has tapped into in the precise way that we have, that causes all kinds of healing, while increasing and improving the energy that any song or soundtrack creates. A sound that seems to be literally causing people to fall in love, get married, stay married. And interestingly enough, a sound that doesn't even need to be heard to work. So these days, one of the quotes that inspires me is *"Don't tell me that the sky is the limit, when there are footprints on the moon."*

All that said, I spend most of my time focused on God and Jesus Christ, and I am constantly praying, about everything including my businesses and personal life. And I believe that love is what matters most and is the key to any type of success in life, so I spend a lot of my time growing in love. I have been a hopeful romantic since I was 4 years old, so I know the power of love very well. I have always wanted to fall in love with the perfect girl and start a great family, so I am still looking for the right girl.



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## **BUSINESS ADVISORY INTERVIEW WITH STEVEN KRONICK**

### **When did you first discover that you wanted to become an entrepreneur?**

I was on the phone with Trump International when what sounded like a beautiful young lady asked me to send the Donald J. Trump book that I was reading to Trump Tower for his autograph. Around that time I was really enjoying my first serious girlfriend, so I also started taking my first incorporated business more easily because I think I finally realized that the most successful people are often the friendliest people, and receiving that signature as one of my first endorsements around that very important time in my corporate career as an official “entrepreneur” probably gave me a sense of trust in people that I may otherwise have never had.

I remember when I was 4 years old and I found \$200 cash on the street after I decided that there was a particular investment I wanted to make. I grew up in and around many churches so that was a financial miracle that God used early on in my life to teach me that money comes from God. I was always “entrepreneurial” so I don’t know if I ever really decided or “wanted to become an entrepreneur.” I wanted to build a private palace with security guards and to have nice cars. I started falling in love with girls in kindergarten, so I always wanted to be able to provide for them, to protect them, and to take care of them. I wanted to have a horse because my grandfather was a 5 star defensive general that always had horses. So those things always seemed natural for me, they didn’t seem like dreams, they just seemed like “what people are supposed to have.” When I was 8 years old I received my first official corporate commission check, opened my first bank account, and then went on a series of entrepreneurial adventures.

## **What were your biggest mindset challenges early on? What are they now?**

I think my greatest mindset challenge was always youth. When I was younger it was actually less of a challenge and people always wanted to work with me in and before my teens. It was really after the success of my first ventures and company, and as I was approaching my mid twenties, that I found myself asking the questions of my own youth and whether it is a barrier or a strength in entrepreneurship. I still remember very well the first Business Mastery in Las Vegas that I was invited to as a personal celebrity “CIS” guest of Tony Robbins almost a decade ago, right around the time of our first private multi billion dollar valuation, and I remember standing up with the microphone asking the founder of Zappo’s billionaire guest speaker for advice about that particular challenge of being treated as very young in an industry of mature wisdom and leadership, after decades of never dealing with youth as a barrier, and that billionaire’s advice in front of the thousands of audience members at the time, was to “focus only on the people supporting you and have more gratitude to and with them.” I think that was pretty good advice.

Personally I am in my 30’s and I am still thinking about this. A few months ago I met an entrepreneur that I think was probably in his 50’s who was complaining that they used to have so much fun selling companies for their bosses, but now that they’re older they think that “nobody wants to hire that age group.” Yesterday I met an entrepreneur that is probably in his 70’s and turned his first \$50,000 loan as a youth into \$5,000,000 cash within less than 3 months, and then went ahead and did that 10 more times before retiring and moving to Palm Beach Island, and he complained about the same thing, that “nobody wants to hire people that age.” A few years ago I met an entrepreneur that was one of the leading international business officers for one of the world’s largest American companies, and he complained that he was being forced to retire because he was 65 and the country his American division operated in was forcing him to retire because of his age, so he moved back to America and started a new business of his own.

The strange thing that is obvious is that we’re looking at a few unusually successful entrepreneurs in their 20’s who feel that their youth is causing them to be more careful who they work with, and we’re also looking at a few entrepreneurs in their 50’s and 70’s and they seem to have the exact same limiting belief about age. Even though they are arguably some of the most valuable minds and team players for any venture, they feel that people who work around them discrepant their age instead of realizing that its is all jealousy about success, and they accept the lies as limiting beliefs instead of “breaking through” the people around them that are less experienced or less successful in some way, and just realizing that no matter what your age, if you achieve superior results in some area and receive special attention then that will attract a crowd of people.

The most powerful people that you will attract will ask you questions to learn from you, to teach others, and to help you! And there will be people that are less powerful that will always look for some way of reducing God’s honor and glory, so they’ll accuse the person of being 10 or 20 or 30 or 70 to 80, whether as the cause of their success or the reason they should take their place instead. The highest truth is taught in the Good Book and it is

that all power comes from God, that all leadership, wealth, and the ability to amass riches, is all appointed from God, so we just have to respect God, and as one of our retired presidents spoke recently, “remember the image of God that we see in people.”

Science had proven that people that believe in God, and stay creative, usually become more and more successful and healthy into their 90's and beyond, and Oprah found that the centenarians all share faith in God, and an optimistic love of life, without taking things too seriously, and always finding a higher good purpose to events and circumstances.

If we look at the United States Presidents, we see that the people of America tend to elect leaders that are in their 70's so when people in their 50's and 60's tell me that they would be wiser and more powerful if they were still 30, I always have to remind them that the people chosen to have the wisdom and leadership of the country and the world are actually in their 70's. I know at least 3 people either directly or through friends that were extremely sharp, healthy, and satisfied in their 90's, and lived some of the most eventful and rewarding years of their lives in that decade. ( One of my favorite girl friends' friend Hugh Hefner, a Malibu friend's friend the director of the NASA program for building the telescope that will see 5 to 10 times further than the Hubble, and my own grandmother with her defensive Christian Military lifetime together with industrial business service, and christian family leadership.) One of my most influential American clients is now publicly focused on making sure that the average American lives into their 100's and they are seeing some very real hope for that reasonable future even for the generations that are alive today.

## **What helped you create the breakthrough then?**

I believe that all breakthroughs come from God. In my personal journey I think the great realization we all must accept is to look at the strengths that come with our perceived weaknesses. Saint Paul said “for Christ's sake, I delight in weaknesses, in insults, in hardships, in persecutions, in difficulties. For when I am weak, then I am strong.” Saint Paul went ahead and continued, reminding us that “I am not saying this because I am in need, for I have learned to be content whatever the circumstances. I know what it is to be in need, and I know what it is to have plenty. I have learned the secret of being content in any and every situation, whether well fed or hungry, whether living in plenty or in want. I can do all things through God who gives me strength.”

If we pretend that a reader is 21 years old. What is his strength? If he starts a visionary company that brings something new to the world then his age is his actual strength, and we have seen this in the Zuckerbergs, Gates, and Jobs, of the current time. If that reader wants to become a doctor or a lawyer, then they better get started because it might take them some time to get those degrees. But if the reader's interest is income, then they can start being a professional designer and charging \$100 per hour as soon as their work looks good enough to their clients. If that reader wants to bring new technologies, new ideas, new solutions, new ways of sharing the good news to the world, sometimes that young age is an advantage because a young person sees solutions from a very current perspective that isn't blocked by decades of outdated information and doubt from peer pressure, and if the rumor that the brain is only developed at 25 years of age is true, then the young entrepreneur has a special advantage, a naturally high risk tolerance, and therefore if they are really focused in their teen and 20's then they can usually achieve miraculous results because they are biologically permitted to take unreasonable risks that a 45 year old family leader would never let himself take. Ironically it is statistically at around the age of 45 that the 10 or 20 year old entrepreneur actually sees the real intended good results of his work.

In my personal experience, the greatest power for creating breakthroughs is love. The Good Book reminds us that we should “enjoy all the days of our life with the wife that God sends us,” that “he who finds a wife finds what is good and receives favor from the Lord,” and that “a good woman is man's reward from God for man's good work.” So in my life I don't think that is a coincidence that Rockefeller's friend Carnegie found that all great achievement in any man's life is usually directly correlated in time to a great love in that man's life. I've noticed that all of my greatest achievements, always felt more like miracles and rewards and gifts than achievements, and always happened at the same time as I was with my great loves, so the Good Book reminds us to “remember the wife of your youth.” There is a miraculous power in the loving union between a christian man and a christian woman, and God really does enter those relationships often giving those people all sorts of unbelievable blessings.

## **Who have been your key mentors throughout your journey? How has each of them impacted you?**

I've had so many coaches, so many consultants, so many mentors, and so many clients who became friends, that it is really almost impossible to answer that question. Most of the most interesting people are all focused on privacy mostly for their own family's safety. Almost all of these people have some sort of "world record" for some particular achievement in their career, and they are all much older than me. Some of them brought automated handwriting recognition to the world, some of them made the world's most popular video games, some of them helped save people's lives, some brought patriotism to the commercial business television, some invented products that many of us use every day, some discovered things about the human mind that can help a person stay alive and satisfied, some were the world's best designers, some of them learned how to play around with hundreds of millions of dollars in personal and or entrepreneurial cash, some of them were responsible for billions and or trillions of dollars in all sorts of financial valuations of cash and definitions of money, and most of them live or lived a Godly life with loving wives and stayed true to their heart.

I think the most important lessons they taught me included "be generous with you lawyers," "find a creative hobby to restore energy," "forget millions you'll sell this for billions," "a thousand dollars is nothing," "if you build it they will come," "givers get," "networking is a process not an event," "what you see is what you get," "your services are worth more than you think." They showed me that people's great and unbelievable big hopes are actually very realistic and possible in real life, and that the people who experience them appreciate them very much yet they also realize that life is still more important.

So far this answer has been in reference to stereotypical mentors that entrepreneurs usually talk about.

On a personal and deeper and perhaps even more honest note, my greatest mentors have been my girlfriends, fiancées, and according to some Christian Sisters that are professional counselors to Pastors and Ministers, my spiritual wives. I've had about 7 very serious relationships that involved rings and hopes of "forever" with amazing beautiful girls that believed in God, and it was during those relationships that I learned my greatest life lessons, and always witnessed the greatest miracles in my life and my businesses.

God used these girls to teach me what love is. That it isn't an action or a feeling. That it isn't a word and doesn't really have a definition. That is is an experience that most people never have, as strange as that sounds. And that it is an experience that sometimes happens between a girl and a boy, that it is completely

in God's control, and that it lasts forever, as strange as that sounds. That there is a unique energy around that level of love, that no person, no man, no company, can ever break. An energy that allows all the good things to suddenly happen almost without effort, in comparison to "the single quest toward financial independence" that 99% of people think it the wisest way instead of admitting to God that the inly financial independence that really

exists is the spiritual independence from finances, when we surrender all things to God in faith and trust.

The book that I wrote in Silicon Valley when I was 23, titled **ATTRACTION** and available at Barnes&Noble or a free download online, is centered around that same topic of choosing rings for marriage and gifts for family, and at that time I was with an amazing Christian American fiancée that loved my company very much, an admiration that all of my fiancées who had any sort of business education shared. She was a stunning award winning college swimmer, blonde hair blue eyes, her mom was a retired entrepreneur in Silicon Valley, and her dad was in charge of the 300 MVP clients of one of America's largest global companies so he flew around the world almost every week to make sure that their top 1% client base was satisfied and able to stay in business, while always sending my fiancée classic town cars any time she didn't feel like driving her BMW. We had a very good life in Malibu for many years! To be very clear, her family brought absolutely nothing to my me or business, sometimes I wonder if on purpose. But she brought me love, and that love brought power from God that had nothing to do with me or any of the people that I knew or didn't know.

So when people ask me what they should do, I always tell them the same thing. Find a girl and try to marry her.

## **How did you secure such luminary clients like Tony Robbins and so many others as clients? What's the backstory of that?**

When I was a teenager in Washington I was a guest speaker at almost every significant chamber of commerce in that area, a marketing board member of the leading chambers in the DC metropolitan area that were in the states that surround Washington, the youngest independent member of the Washington City Club, the capital's leading private country club, and a governor of the young executive society in Washington. Before that happened, I remember I asked my first Christian fiancée, a beautiful cum laude tennis player that was being groomed for the Olympics, the local leading neighborhood stand in model at that time, if I should bet \$1000 on the chamber of commerce or if we wanted a new video camera instead, and she thought our video camera was good enough. So we placed the bet on the chamber. I had a few private board meetings with the leaders, and at their first event I was recruited into a private Washington consulting agency that did a spectacular job at recruiting new clients and also teaching me some of the things that books, my high school and universities didn't know about business.

At 21 I was in California in love with my beautiful blonde blue eyed new christian fiancée enjoying the oceanfront life. She was born and raised in Silicon Valley and she read that there was a new company that had just started called Twitter. She kept telling me that I should open a Twitter account for my company that she always admired very much, ever since we met in that Acting class on top of the Malibu Mountains at Pepperdine, a university that is voted as the most beautiful campus in America, that happens to be Christian, and that eventually appreciated me with honorary Alumni status.

Eventually I told her that if she really thought we needed a Twitter account she should open that account for us. And she did! We were both taking a Public Speaking class from a sassy young professor and she really liked Tony Robbins so she played a video for us called "Why We Do The Things We Do," a speech at the TED conference, that I was later asked to advise about how to adequately use existing American resources to feed the homeless. So I allowed my amazing christian fiancée to lead our Twitter account in the beginning, and within a month I started paying attention when I was having thanksgiving lunch with a friend in Malibu across the table from Sean Penn, my friend was impressed that Malibu had so many celebrities, and at that time my phone received an email from Tony Robbins, reading something like "This is Tony Robbins from the video on your website and I'd like to speak with Steven the designer." We scheduled the call, they started using our technologies, and that's when I was invited.

Before all of that I remember when I lived in New York on the weekends with my first Christian girlfriend and that's when we received a request from The Rothschild Family to help them make one of their fundraisers more profitable using some of the ideas that all of my companies were based on.

## **What client are you most proud of serving and how did you impact their life or their business?**

I believe in God with all my heart and I stand with the verse from the Good Book that tells us that “whatever you do, do it as if you are serving God, not human masters.” In my life I found that to be the answer to most of my quests and questions. And I always remember that “a good woman is man’s reward from God for man’s good work.”

I am thankful for all of my clients and every client that I have ever had has impacted me, my life and my business. Based on their letters of endorsement and gratitude, it seems that their lives became better because their businesses became better. In my opinion their businesses became better because their lives became better.

The clients that I am most honored with are all organizations that I signed NDAs with. I woke up this morning on the island receiving an email that the Navy is now using a new process we talked about with another client on the ocean just a few months ago. I never really know who I am working with anymore and I never really know who I am working for anymore, except that I am a public Christian, and public patriot, and I believe that God is stronger than everyone and in charge of everything, so I think that one of the great privileges of being a famous inventor and innovator is watching your ideas become realities. In this case we were able to help every American invest into the stock market via partial and or group investments into individual stocks, and that didn’t exist in the past the we can recollect, so it seems that we helped open a great new investment vehicle in 2018 to every citizen, helping bring the price of investing into any stock of your choice to as low as \$5 to \$25.

On a personal note, I have a very good personal friend, she is a young musician, she is a beautiful Christian singer, songwriter and actress, and I watched her go from being an entrepreneur to becoming a famous musician using my advice and my company’s technologies in her own innovative ways. I love seeing that. I have witnessed all of my fiancées reach their own greatest hopes, and I thank God for that, believing that he is reminding me to choose girls who’s greatest hopes are aligned with mine because when they are with me their good hopes just tend to come true, so we tend to either help each other, or I just help them.

## **What problems do you love solving for clients?**

Most of my clients come to me looking for more money, more respect, and more fame. Both of my parents were psychologists. The Good Book tells us that “you will be made rich in every way so that you will be generous in every way and because of your generosity people will know the love of God,” and the Good Book tells us that “you will be made famous.”

If people want more and better love, then once they admit that, they can realize that the purpose of their quest for money is actually to support their love. God is love and money comes from God. People who want more money usually just feel that they need more money to adequately support their love.

Everything that has been great in my life was always somehow in love with an amazing girl, usually a christian fiancée. In those relationships, we receive more money, more honor, more peace, more satisfaction, and all of my businesses do better. In my life it is those memories of actual love with those particular girls, that remind me of God’s love more than anything else. So if I have worked with God to make billions for my clients, and trillions for my users, and if I have made my girl friends famous, what I am most thankful for in my life are still my christian fiancées that I loved and that showed me real love.

**What gets you excited today? What types of projects and opportunities?**

I don't know. I am 31 and I am single and I am looking for a wife. At the same time I remember the great wives I've had. Other than that I had a dream when I was 4 years old that somebody offered me a yacht and told me that if I can collect a million safety pins it would be mine. When I was 21 I wanted to start a company that I could oversee from a yacht, that was before cloud computing existed, and I've done that. I am usually willing to work with people that really believe in God especially if they are Christian.

**If you had to define and sum up your brand and what you do for clients what would it be?**

“Enjoy all the days of your life with the wife that God has sent you. He who finds a wife finds what is good and receives favor from the Lord. A good woman is God’s reward for a man’s good work.”