

# QLA'S 50 BILLION DOLLAR MAN

ONE SMALL STEP FOR MAN AND A  
“QUANTUM LEAP” FOR MANKIND!

By Daniel S. Peña Sr.

3<sup>rd</sup> Edition

# MANY ARE CALLED BUT FEW ARE CHOSEN!

**As Morpheus said in the movie MATRIX, *"He is the one!"***

Constantine Costa Gratsos, President of Onassis Group, lifetime confidant of Aristotle Onassis and Dan's mentor said, *"one of the shrewdest to come along in a long time."*

## **THE UNVARNISHED TRUTH OF WHAT CAN OCCUR WITH QLA - READ ONLY IF YOU DARE!**

This is written exclusively for those that want to submit themselves to the greatest QLA challenge and opportunity to go from being merely okay with where you are now, to creating real wealth!

## **20 YEARS OF QLA ACCOMPLISHMENT**

I find it incumbent to begin by using a quote from a long term QLA Hall of Famer, who created 10 figures from scratch: *"Dan you say what others only dare to think, because you know what other people think and say about you is their problem – not yours! The extraordinary thing about your coaching and mentoring is that every now and then you really make a massive difference in someone's life who then makes a geometric difference in many more lives! WTF! And it does not get any better than that no matter what you do!"*

## **USP – UNIQUE SELLING PROPOSITION**

In 1993, I said I was the only success coach who had taken \$820 and turned it to about \$450 million! And if you could find anyone that had done a similar achievement, I would resign as a coach and I would take the whistle blower and his family on a first class flight to that person's seminar - staying at a Ritz Carlton! And I would, at this seminar, retire from the industry immediately! In 20 years no one has challenged me! My offer still stands and I have had a few other offers since 1993, with no challenges!

Since 1993, a few luminaries have made a lot of money and a few wealthy people have got into the coaching arena! Trump and Welsh have entered the teaching arena and are both billionaires! And Robbins has made a lot of money, since '93 (more about them later)! I congratulate all of them, but they have not done what I did, or more recently have accomplished - \$50 billion created through my mentees and devotees in a structured and monitored program, non-internet related!

I have waited years to expose the things I say below, because most of you (hopefully not *you* because you have read my newsletters) have been so enamoured with the rubbish many of the PD and Success Industry gurus put out, you would be so biased that my sage comments would fall on deaf ears! But commensurate with QLA and its Mentees and Devotees creating \$50 Billion in equity/value, I find no better time than now! And though I have

said this information since 1993 at my various seminars, I had never written it for history's sake! And it is impossible, even to the biggest naysayers, to ignore the extraordinary fact! \$50 Billion is impossible to not take notice of, even in the internet world, though almost none of it came from internet gains! So here goes! And praise the Lord and pass the ammunition!

## **ONCE UPON A TIME, THERE WAS AN OUT-OF-WORK PUBLIC COMPANY FOUNDER, CHAIRMAN AND CEO WHO WANTED TO CHANGE LIVES**

Yes! Who would have thought of it? LOL! Of course I didn't think of \$50 Billion when I started, but I did want to change the Personal Development (PD) and Success Business Industry, as it was called back in 1993! At the time I thought naively that there was a BIG thirst for the truth on how a regular person could advance their BIG dreams into reality! Of course I was wrong; because I grossly underestimated that even with my \$450 million credentials, with many other bells and whistles, almost all people ONLY wanted success conditionally! And only if it worked into their current 9 – 5 lives, 5 days a week, etc.! And what was even more astonishing to find out, people only change if 1 of 2 conditions existed: INSPIRATION or DESPERATION! Because notwithstanding the entire BS about change and change agents, etc., no one really wanted change if it took them out of their little comfort zones (CZ)! So part and parcel of the above, I also underestimated that people would disregard the message if the messenger was unpalatable to their sensitivities – and this was certainly news to me based on my experience! And I make no excuse, but my rough and tough Dad, the Army, my experience at Bear Stearns and my success in the tough cowboy-like oil business have taught me – **only results from the tough-minded, thick-skinned, hard-talking people meant anything! Hence, my life-long “Praise the Lord and Pass the Ammunition” attitude!**

**Hence, another QLA precept: “Never underestimate how wrong you can be!”**

In 1993, I used to start my QLA Seminars with *“If you want to hunt with the big fucking dogs and pee in the tall grass – you must get off the porch!”* Needless to say this was considered bizarre, at best! LOL! What I did not know at the time was that most would rather sit on the porch and lick their balls (like real dogs do), rather than get out of their comfort zones! WTF! The times have marginally shifted, for the worse, in my opinion and I will explain later! Bottom line: The world has so many more gadgets and free time along with a serious attitude shift towards being entitled and associated with less work! So instead of having more time to work towards goals, etc., most use the extra time to do less, rather than achieve more!

I was so naive at the time (and it is hard to believe I was ever naive about anything). I merely soldiered on and said unashamedly – *come with me and we can change the PD success world!* WTF! And like many things in my life, if I had known how bloody hard it was going to be, I might have not even started! LOL! But I had my *eureka* moment while attending a well-organized marketing seminar (as part of my due diligence in reference to the industry and more about it later) at LAX in February 1993! Of course in those days, as many as 50% or more of the attendees were there on special deals and many did not pay anything, plus most of those people working at the seminars were volunteering their time to be close to the gurus! LOL! But not knowing this, I thought *“Hell, 400+ attendees paying about \$5000 each (including me) for 3 days looked like especially easy money and a way*

*to reach masses while making a few bucks doing it!”* And was I geometrically wrong! WTF! But the good news, I almost instantly came up with the brand name, after I saw a few hundred people, including the various speakers not being able to string more than a few words together in a cogent manner. Ergo, I knew with my formidable experience, I had a QUANTUM LEAP ADVANTAGE or QLA over the masses in speech, talent, vast deal making and self-esteem! Of course the QLA idea has been developed over the years and continues to morph with time and incomparable success! And we see and hear Quantum Leap used in many places now, from advertising, management consulting, finance, travel, PD and the Success Business!

## **PD AND SUCCESS INDUSTRY DUE DILIGENCE**

Notwithstanding the above experience at LAX, unlike most, I spent many months going and listening to virtually all the best names in the industry at the time! So I spent many \$3000 and \$5000 tickets all over the USA attending seminars! And all I saw was my initial impression validated, over and over again, across America! I wish I could say I learned something about being a high performance person, but I didn’t! What I did learn was how to put asses on seminar seats and potentially partner up with others to use their data bases – which I never did! Virtually every place I went, they were astonished! LOL! Bottom line - they only understood the “filling seminar seats” and “selling products” model! And strangely enough, they sold products often from the back of the seminar hall like a circus, which I found unbelievable! At the time I said I had created more revenue personally as an entrepreneur, than the entire industry had done since Napoleon Hill! Of course I was poking around for fun at the time, but I now believe I was not far wrong! LOL! And if I was wrong on the revenue side, I was certainly correct on the creating-equity end! Because other than Ted Nicholas at the time, I could not find anyone who made any real money and he did it in advertising before he became a marketing and copywriting guru! Since then, Tony Robbins has generated large sums of revenue and wealth, and more about that later!

So at that time, only one young man, named Ante Perkov, believed in me enough to join my band of people which, with him and I, was a grand total of 2 people! LOL! He went to work for me for zero compensation for a year, travelling all over the USA, assisting me giving QLA seminars and attending many meetings, where I saw him develop the QLA focus and mind set! He was my Man Friday and was in his early 20’s! And now he is an extremely successful guy in Southern California! And I will always be appreciative of his efforts since he was my very first QLA Mentee! And in many respects, I admire him more than the many others who took much less risk to follow QLA years later! So we ventured off like Don Quixote of La Mancha and his side kick Sancho Panza! I still recall with great fondness the first QLA Seminars we gave across the USA, with only the 2 of us! And we believed, as *Chairman Mao Tse-tung* said, “*Greater motivation could defeat superior forces!*” And Ante and I did! We kicked their asses! And many thanks to Ante for his loyal support!

At the time, the industry certainly did not give me a chance of succeeding when I started 20 years ago! Many of the top names in the industry told me categorically that I was wasting my time! One PD super star even made fun of me teaching in the castle, suggesting that the castle was not mine! (Please forgive me because it is so easy to poke fun at the industry, save a very few people that I have been part of the last 20 years! But there are a number of stand-up gals/guys in it who now live in nice houses and make serious money, or so I am told! LOL!)

In addition, the two leading marketing gurus at the time (both are still around), told me face-to-face many years ago, *“when we all grow up, we want to be where you are now”* which was based on my success story of turning \$820 into \$450 million; the castle; matching his/hers Rolls Royce’s; hand-made AC Cobra; Bentley extended limo; British Morgan Motor Car; 3.65 acre estate overlooking Pacific Ocean; and many others! They went on to say, *“Dan in case you have not figured it out yet – except for a couple guys, we are all pretty broke (living from seminar to seminar)”* and it is extremely hard to make money trying to help these loser wannabes! One of these two gurus could not even look the wannabes in the eyes anymore and was only making about \$500k to \$600k yearly! Plus, another high profile corporate success guru (arguably the biggest) told an audience of about 4000, where I was also a speaker, that his goal was to achieve an annual revenue of \$10 million soon! Hell, I could not believe it! One of his best clients was IBM! WTF! At the time, it made no sense to me why IBM would retain a guy who had not generated even \$10 million yearly in gross revenue and only had a couple dozen employees – no matter how fucking smart he was! WTF! Of course now I know only too well why big corporations would rather have someone like him or a major consulting company that would not ruffle feathers than having someone like me! And he was the epitome of political correctness and apparently a very nice guy, with multiple degrees from great institutions of higher learning! Of course this was much easier sell to the corporate world than someone who had made a great deal of money from scratch, buying and selling many companies, dealt with many governments (including the Vatican), lived in a castle and might say FUCK!

And believe me; I suffered from this with more than one giant international corporation for many years! Even now, I scare the shit out of most big companies! LOL! And I still know that I am smarter and more experienced than 99.9% of all the corporate guys I have ever pitched a deal to and still lost the engagement! Or as a Vice Chairman of a Fortune 500 company told me many years ago, *“You scare and frighten most people you deal with based on your perceived success, manner and self-confidence!”* And I didn’t get the job from him either!

Ironically, although I worked very closely with several large corporate organizations’ executives, QLA materials were only used once (that I am aware of) with training and was used as a motivational tool! And it was one of the largest financial institutions in the world since the late 90’s! And this was only after a Senior VP attended the QLA Castle Seminar to check me and the QLA material out! And the truth is, I still believe the SVP attended the seminar to ascertain if the castle was for real! LOL! To this day, I could never intellectually understand why world renowned organization executives would allow me into their deep inner sanctums, but not allow me to go face-to-face with the lesser beings of their corporate fiefdoms! Notwithstanding I was frequently told that I was significantly more experienced, articulate and financially adept than the direct reports they had available! WTF! Of course, with a little not-so-intuitive thought process, we all know why! LOL!

All this is validation that **conventional wisdom is almost always wrong** on many fronts and I don’t see it changing anytime soon with all the politically correct horse-shit that goes on now! And corporate luminaries like Jack Welch of GE fame and Ken Langone (who I know personally), founder of The Home Depot, have said the same for decades! Of course, the PD/SUCCESS Industry could not get their heads around it. I really wanted to show the wannabes how to create real wealth beyond their dreams – just like I did! WTF! And even the corporate world was intimidated in most cases; because they were afraid QLA would instill desertion amongst their employees! So the question still remains - why would anyone use these less experienced coaches then, or now? Of course, we know on the corporate side, they are more interested in covering their asses with a safe

bet! And the main reason all the other PD and Success Coaches get corporate gigs is because they tell their stories in such a politically correct manner and don't rock the boat! Whereas, I don't! And I might say, *fuck you* – strong message to follow! LOL! Notwithstanding all this, I never gave in to soften the QLA message to this day! More about this later! But I have thought that if I had needed the money back then or even in the last 10 years, I might have changed! LOL! But knowing me as I do – I know I would not have changed, because it would have changed the whole QLA message! SO FUCK YOU! LOL!

**QLA INSIGHT:** So when I am 100 years old (or around 80 for you) and look back on things I regret for not doing, which will be a very short list, it will not include *softening* my QLA message! What will you regret for not doing or for risks not taken? Will you go out on your belly, knees or standing tall?

In this regard, I received an email in recent days, which reflects what I am alluding to and possible regrets a person might have as they run out of runway! Though this excerpt actually calls it truthfully – ***most don't have the balls to say that they have no-balls, even if they know it categorically! Most cover their inadequacies up with jargon that is popular at the time, or mere platitudes. But based on my high performance in 6 decades, having no-balls is mostly masked by procrastination, of one sort or another!***

Here is how the mentee put it:

*“So the reality is, I am too comfy and don't have the balls to take both feet off the shore. It's really that simple.”*

And here is a kid who came back to me about the same time to see if I could possibly help him, after 12 years! He is now 45 in a worse position than he was at 32! Though he has made a few bucks, he knows the massive amounts he has left on the table and remembers regrets I hammer on about. WTF! And what makes it worse, I told him 3 things that would happen in 2002 and all 3 occurred (I was just as smart 12 years ago than I am now! LOL)! He's like the guy I mentioned above who took the easy way out and both are suffering the consequences of their actions, or lack thereof, and poor choices!

And he said:

*“The issue for me is whether I'm up for it or not!”*

And as I answered him in my response – it appears he is not up to it. But he doesn't call a spade a spade by saying he has no balls! Otherwise they are in the same boat or rut! And a rut is a grave with the ends knocked out! But don't misunderstand me – both guys are in the same point in life, but the 1st example better understands the crisis than the 2nd example, probably because he is a lot older! They both have cushy jobs and don't want to take any risk at this juncture in their lives, though the 1st guy took risks many years ago, got knocked to the ground and then took refuge in a large safe company! But they also share speaking rhetoric in reference to making changes! But talk is very cheap and they can merely buy a PD book to make themselves feel better!

I could share many other stories where the mentee/devotee took the *easier road*, the much more travelled road in life, instead of the much less travelled or frequented road! In almost all cases, they will take the safe choice! And they always have rhetoric to justify their less courageous decisions to obtain the softer landing! And again that is OK, till they get to the end of their runway and they are facing the easier paths they have taken in life! Or in other words, when they face their REGRETS!

## WHY WRITE THIS NOW DAN?

Well since I am about 2/3 through my most active years, I want to go on the record now, as opposed to waiting till I am 100! LOL! I know this eBook will probably make many unhappy, but I do not care! I feel much more responsible to say what I know to be true, irrespective of what other industry pundits may think of me! What can they possibly do to me? Slander is not slander if it is true! And if anyone can prove me wrong – please fucking do so! After all, you know where I live! LOL!

I have wanted to have this cleansing exercise for many years, but I waited till the results were undisputable in terms of longevity and years of staying in power! The fact is some higher profile people are embarrassed to admit they got help from Dan Peña and QLA! Or they now down play what QLA and Dan Peña had to do with their success! Or some just don't have the balls to say a guy that says *fuck* and didn't go to a proper school (and is proud of it) was of quantum assistance to their career rises, or massive increase in their net worth! Of course that is their choice and I respect it, even though I don't agree! Whereas, I give a lot of credit for my success to many others, as evidenced by the hall of influencers (including my mentors) at Guthrie Castle! Because the higher your self-esteem, the more credit you give to others! And even though I have countless successful mentees and devotees, many still lack the self-esteem to be all they can be! And I feel bad about that, but there is not much I can do to rectify a lifetime of lower self-esteem!

## GOOD GUYS IN THE PD AND SUCCESS INDUSTRY

Some might say that what I write is self-serving vis-à-vis my overwhelming success in getting you guys across the goal line, but my record speaks for itself and there is NOBODY that compares to my numbers reference value and equity created, mostly from scratch! **Money is not all there is in the world – but it is the only thing anyone keeps absolute statistics and track of since the time of pharaohs**, where they kept track of gold and the size of pyramids, etc.! But before I go into my dissertation below, I want to say there are many honest caring individuals that have helped countless people over many years! One of my favorites of all time was the late Zig Ziegler! Another is the marketing genius Ted Nicholas, who I was in business with in the late 90's! And last but not least, perhaps the greatest coach of all time – Coach John Wooden of UCLA basketball fame, who I was privileged to meet in the 90's! Zig was a phenomenon for decades in the PD industry, as Nicholas had been in marketing! And Coach Wooden's individual extraordinary championship track record may stand forever! Hell, the next school, University of Kentucky has 8 championships, including all of whoever coached there, compared to Wooden at 10, all by himself!

**QLA TIP:** When you have high benchmarks and expectations, great things can happen! How high are yours?

The main difference between Zig and myself is that he helped the masses get their lives straight through his motivational endeavors and I focused on a very small group of people that wanted to create wealth from zero (because they had nothing like I did), or create equity so they could have their dreams come to life. But they should be **willing to make big sacrifices** – which is a very small universe as I discovered! While the main difference between Ted and me is that he focused on marketing through the written word and I certainly didn't! Of course my graphic language is hard to take in by many (from time to time, LOL) and I say things even if it hurts, because I believe only through the total truth can you grow and learn! I ALWAYS speak the absolute truth that we all have experienced and do so the same things in front of kids, women, Priests and even Nuns! Because from coaching in life, I have learned there is never a good or easy time to give bad, hard, or tough news! Though I can talk in a politically correct manner, if pressed to do so, or if I ascertain a special situation dictates it! In this regard, when I met PM Thatcher, The Queen of England, Presidents Nixon, Bush I and Clinton, I didn't say fuck – though with the Presidents, I surely could of - LOL!

Speaking of language, Coach Wooden who won 10 out of 12 NCAA National Basketball Championships in the 60's and 70's is world renowned for his leadership style, Pyramid of Success. In fact, McDonald's Corp uses his Pyramid at their own University! And yes, I use many of his principles to this day! All 3 of these great guys influenced me in different ways, as they did to so many, over a very long period of time! And all 3, Nicholas, Ziegler and Wooden, are extremely polite and quiet by nature, unlike me! LOL! Though I could of also listed rough ass bastards as role models, which I have patterned myself after in the past, like General George Patton, Vince Lombardi (USA college football) and Bobby Knight (USA college basketball), but I wanted to show the contrast! In fact, when I was in attendance with Coach Wooden in the mid 90's at a large success conference, the audience could hardly hear him speak, even with a microphone!

The guys and gals, like Zig - are mostly in the personal development part of the industry (even if some cynics say it is impossible to measure results)! And with the advent of the internet there has been a proliferation of marketing people - like the plague! And there seems to be fewer now in the success end of the industry, for a very simple reason – even supposed dumb wannabes are getting smart enough to know they don't have the experience to teach because they have never done it themselves, no matter what their websites say! Although many have written books on the subject without ever doing it! LOL! And the few that have made any money have done so by selling books, CD's and putting asses on seminar seats! There is nothing wrong with that, because we all have to start somewhere and everybody should be able to make a living! But to pretend to be something they are not is intellectually dishonest at best and fraud at worst! Only one guy that I know of is still active. He uses numbers to illustrate how successful he has been in the pursuit of revenue for others! And I know him well and he has been a first class marketing guy for about 40 years, which I don't claim to be, though I have had a lot of success marketing as well!



## ALL TIME “GREATS” IN THE PD AND SUCCESS INDUSTRY

In my opinion, the very best guys from the beginning across the PD and Success Industry were: Orison Swett Marten circa 1900; Napoleon Hill circa 1930 (who was a Marten devotee); and Jim Newman (my mentor) who came on the scene in the 60's. These were the best and if you never read anyone else's book aside these 3, you would still be heads and shoulders above almost all else! And if you want to change your life monetarily, of course these great guys and I can make you a very wealthy individual, if you stay on point and don't get discouraged! Of course, if you also want to understand how to manage and lead from the front, you have to include Joe Batten's books on management and leadership! And yes, I also was in business with Joe in the late 90's! But before that, he told me circa mid 90's, *“Dan, with your experience and extraordinary communication skills, you're destined for greatness in the success business, if you can get them out of their comfort zones, which is extremely difficult!”* And for those of you that are too young to know, Joe was the mentor to Ross Perot, who made all his employees carry Joe's books in their brief cases like Bibles! Ross also told all his employees how to dress smart and not cheat on their wives! Of course, Ross cannot do that now, because it would be deemed not PC!

And again, you can't have a discussion about success without mentioning luminaries such as Jack Welch, Donald Trump, and Tony Robbins who have all had teaching programs of one kind or another and all did it in a very different manner! And all are noted for being wealthy! In fact Welch has an actual business university that is very good; Robbins has helped countless people get their lives together with his various programs; and Trump with his games and *The Apprentice* program has helped many! There are many others I could mention, but these are probably the most notable and at the top of any list that I could endorse!

So I congratulate these guys and many more! **But none of these individuals or any others has had an extended measured mentor program to create wealth through building equity!** And only one guy I know has ever published any figures pertaining how much value he has created through his marketing expertise: Jay Abraham. He is known as the *9 Billion Dollar Man* (as he calls himself, which I believe to be true) and has done a lot of good for many in decades! But as much good as all these coaches have done, virtually none of them that has ever been published have ever taken an idea from its inception to an IPO creating hundreds of millions and even billions! Meaning starting with NO MONEY to successful exit or IPO, and coached by a mentor!

## CHANGE IS SLOW AND PAINFUL

Due to the above and because I wanted to write a message that would transcend my life, I am writing this special 50 Billion Dollar QLA eBook! And I know someday real, absolute and no-BS results will transcend political form! Ergo, I decided to write this very brief history on how I bucked the odds and allowed countless numbers of YOU to achieve much more than you ever dreamed possible, which included vast amounts of wealth and/or significantly higher positions in the corporate world! I am not writing because I need any accolades – my record speaks for itself! Because money talks and BS walks! (Hell, I am not sure anyone will ever read this eBook! LOL! But I have marched to my own drummer for more than 50 years!) But I am writing for those that may think they

are up against an insurmountable wall and need extra incentive! So please read and absorb - what is possible and has been done by me and countless QLA mentees/devotees – ONLY if you are willing to throw aside much of what is called *conventional wisdom*! And it goes without saying, all I teach is ethical, moral, legal – but does go very much against many guidelines of conventional wisdom!

And yes, the above (and below) is all **absolutely true and I can prove it with countless documents, emails, recorded conversations, public records and including the terrific tool we all use called GOOGLE - sealed in more than one vault!** LOL! At the Castle Seminar, I state names and places, but here I will protect the guilty and innocent! LOL! But at this juncture, I want to emphasize that this incredible accomplishment was made a reality by the countless cast of QLA Mentees and Devotees that ranges from a Global 25 company CEO, to a guy tossing pizzas and is now making motion pictures worldwide! And I am writing this 50 Billion Dollar Man eBook, to recognize so many people that made this incredible feat possible in only 20 years, with NO internet crazy sums, like Instagram, etc.! Though I continue search for the next FB – none of the \$50 Billion was derived from techy internet exits or IPO's! But about a couple of hundred million dollars is internet based – not from exits! LOL!

#### **THE ROAD TO SUCCESS IS ALWAYS UNDER CONSTRUCTION AND VERY TOUGH TO NAVIGATE BY YOURSELF**

But it would be extremely disingenuous, if I didn't tell you straight away – **it was geometrically hard – and it is not for everyone** – either as a coach or mentee/devotee! But I, like my mentees/devotees, didn't give up and all of us merely kept swinging at the plate (or the crease) hitting ball after ball for more than 20 years now! Some singles, doubles, triples, home runs (hit for 6 with many centuries) and a number of grand slams! And if truth were told – and I am all about FULL FUCKING DISCLOSURE – the 50 Billion Dollars would be a lot higher if after achieving success the mentees and devotees didn't stop taking the requisite risks and management actions that allowed them to earn the wealth in the first place! In short, they stopped to protect their assets like mother hens squatting over eggs! Or to use another QLA precept – **they stopped acting as if they had no limits to their abilities!** For example: a guy says he wants a billion dollars and he gets \$50 million in the bank with houses, cars, etc., and his fact patterns changed dramatically! Of course this isn't the end of the world and I have many stories to reflect and validate what I am saying! And most are with a lot less than \$50 million! But all these guys are infinitely better off with QLA than they were without it! And I have even many more stories with people who made only a few million and packed it up! After all - you can lead the wannabes to riches, but you can't make him stay the course! WTF! If you told me that 20 years ago, I would have said you are crazy! LOL! I was taught we were put on this earth to – BE ALL WE CAN BE!

**QLA PRECEPT:** There is a massive difference between playing to win and playing not to lose! Which have you followed?

## NO ONE KEEPS TRACK OF MISTAKES AND NO ONE CARES - BUT YOU

The record number that no one keeps track of but you, out of fear and lack of self-esteem – What is it Dan? It's all my mentees'/devotees' and my own countless errors and mistakes! If these failures were of public record, I personally would lead the industry in strike outs – like how Babe Ruth (The Sultan of Swat) still leads organized baseball, almost 80 years after he ended his illustrious career! Bottom line: I have tried more stuff that didn't work than any other ever – except perhaps Tom Edison who had 10,000 failures! Therefore QLA is a composite of the best of best practices that have worked for me for over 40 years and my mentees/devotees the last 20 years! For me personally and what I continue to instill in my mentees and devotees, as I was taught in the army as a young officer - **failure was never an option!**

**QLA TIP:** Don't fear your failures and focus on your continued application of QLA! Because FEAR is – False Expectations Appearing Real!

I cannot even begin to say how fulfilling the QLA ride has been! For example, when Dr. Klaus Kleinfeld was appointed CEO of Siemens, the 25th largest company in the world, in January 2005, and when Mikey the Pizza Boy debuted his major motion picture in New York City on October 2013 – both were very special moments, not because so many told me it was not possible! Although I relish doing what people say I can't do and I have a very long track record of overcoming obstacles against all odds, dating back almost 50 years! As I was reminded at my 50th high school reunion late last year, a long-time friend related a story when I jumped from the Lake Malibu Dam in California (about 10 stories) to the narrow landing area in the lake below, in 1963/4! WTF! (BTW, I was knocked unconscious and drowning, but was saved by a lifeguard buddy who died a few weeks later doing another prank!)

But the most important aspect of the QLA ride is, and always has been, the overwhelming terrific feeling of the good I did because of the countless lives I have changed since 1993! And as you will read, it has little to do with education, or even experience, though I have mentored kinds with 90 (or even lower) to 170 IQ over the years! So high IQ and lots of experience can enhance your efforts – though no guarantee - and high intelligence can often slow you down because you over-analyze! Another QLA precept: *Analysis equals paralysis!* But the main ingredient is *not giving up and the amount of heart* (and some would call this balls) *you possess!* Because in the middle of the night when you are cold and lonely – and your emotional bank account is running low, if not totally depleted, you will be sustained only by how much personal heart you have and your desire to succeed! In that regard, I can't tell you how many mentee calls I received in the middle of the night, asking for sage advice and encouragement – sometimes under the influence of alcohol! LOL! Or how many times I had to tell the mentees not to give up the cause, just because the goal posts changed! And in some cases get on a plane for an emergency meeting to override self-sabotaging thoughts and/or activities!

This QLA 50 Billion Dollar eBook will cover a number of extremely important points for my readers and for posterity! But the main thrust of this diatribe is to: 1) show how I created 50 Billion Dollars in value/equity with and for my mentees/devotees, following the same QLA methodology that I used to create \$450 million (about 1 Billion Dollars in today's value), an astounding 55 million percent in 8 short years, in a collapsing market environment. (For you doubters, the formula is  $450,000,000 \div 820 \div 820 = 548,779.4878$  times 100 to get to a

percentage or **54,877,948.78% increase!** WTF!) 2) And more importantly, how YOU can now achieve anything you want using QLA with absolute laser-beam focus and passion! The various points are in no order of importance, but ALL are extremely important! So do yourself a BIG favour and read them ALL carefully – again and again! And if you won't spend the time now, save it for when your future means something to you! If not - leave now and go back to your ordinary life!

## **50 BILLION DOLLARS IN 20 YEARS**

People often wonder why it took me 20 years to achieve 50 Billion Dollars. Well that is very simple! LOL! I was dealing with countless permutations of people for the 50 Billion Dollar achievement and basically only with me at the helm (driving a Dream Team) for the 450 million dollars! LOL! And a lot of people are fucking hard to manage till you refine your model down to dealing with the most serious that will always go the extra mile! Hence, I expect the next 50 Billion Dollars to take a lot less time! In fact, till I discovered in about 2000/1 that I could not carry people that would not make the total commitment required to get across the goal line with any consistency, my results were great by industry standards, but mediocre by my own QLA benchmarks! But as I said early in my QLA coaching career and still scream now- *if we were at war we would all be fucking dead!* This is when I stopped giving non-castle seminars around the world, which was a huge change in the model. But it was very much in line with major QLA precepts: 1) don't waste time on things (people) you can't change; 2) high performance people focus on the few - not the many; 3) high performance people have limited aims, so they can stay laser-beam focused! And as simple as these 3 precepts sound, it took me about 8 years to apply it to my coaching mantra! And once I did, the QLA results went through the roof!

But why 8 years, Dan? Because unwinding this old part of the QLA model was very difficult, due to the various commitments I had made and it took me till about 2009 to exit professionally! Just think about being on over 50 boards as Chairman all over the world? No wonder I was always on a plane! And in those days, I paid all my own expenses, which also differentiated me from all the other coaches! (So when I flew 1st class and stayed in suites, I was paying, not the client, mentee, or company! WTF!) But once I decided and took action, my QLA time was infinitely better placed with ONLY the absolutely most passionate QLA devotees! Hence, I found it easier to manage, implement and execute! In other words, I changed my personal emphasis to people who were serious enough to exist in the big leagues! But the remaining who professed they wanted change, could use the terrific QLA award winning products – which now I tell you to get them all free from torrent sites! And the potential big leaguers had to be willing to make the financial sacrifice to come to Guthrie Castle, or pay my (then) \$3000 per hour personal consulting fee, which is now \$4500! And in many cases, at an expense they could not afford, but somehow made it happen! Hence, they were willing to “pay the price to action” – which is another mantra of QLA! But don't misunderstand me! I did a lot of pro bono QLA work then and even more now, because I am involved in fewer projects! Now a typical week shows about 20% to as much as 35% pro bono QLA work! And I have very strict criteria to filter out the pretenders looking for a free ride! Of course there are exceptions to every rule! And I have a soft spot for Nuns, Priests, Mother Teresa Orphanages and abandoned animals!

**BOTTOM LINE:** Guthrie Castle's QLA Seminar and/or one-on-one consulting time with me, is a very controlled environment with dramatically increased results, but is only for the individual who can make the emotional sacrifice!

## **YOU ARE WHO YOU SPEND THE MOST TIME WITH**

Earlier on this extended trip that recently ended, I was at Ayers Rock, Australia (in the middle of nowhere) for an outside dinner. At our table there was a family of 5 (Mom, Dad and 3 kids), a young couple, my wife Sally, her Mum and me (Yes, I went on a 3-week trip with my wife and mother in law! We were celebrating a BIG birthday for Sally's Mum!). The food was okay and the view of the stars was exceptional. But the staggering thing that was as obvious as the grey hair on my head, was the conversation between the young American couple, maybe in their late 20's or early 30's – and the older couple who were originally from Macedonia (though they've been staying in Australia for about 20 years now), perhaps 20 – 25 years older than the young couple. They were both very nice couples and made the dinner very enjoyable and for me a validating experience!

After their initial discourse the main topic of conversation turned to their medical benefits and vacation time, etc.! The USA couple was saying how, in great detail, they could or could not take certain time off! And the Australians were lamenting how the USA policies seemed unfair, or even harsh! As Sally would tell you, I almost pissed myself from laughter! I leaned over and told Sally – WTF – and she begged me to stay out of it! I only mentioned this episode because the ones that were really going to suffer short, intermediate and probably long-term were the 3 lovely kids, 13, 15, and 17! These kids, not knowing, would most probably be like the young couple they sat across from (at best) and were most likely destined to be like their own Mom/Dad at worst! WTF! Again, they were all very nice people! But instead of having high performance goals presented to them during their adolescent years, they had “days off” that they should be expecting, etc.! Again, WTF! As an aside, when my Dad retired from the LAPD after 28 years of service, he had almost 2 years paid leave/vacation he had not taken! WTF! No wonder I am the way I am! LOL! As I have said, my Dad was an incredible role model in many aspects of my life! And his work ethic was certainly one of his best attributes!

I hope you are not asking why is Dan going on about some dinner? As I have said for many years – **we are the average of the 5 people we are exposed to most in our lives!** And as I have also written and said our self-esteem is built the first 7/8 years of our life and is backed by countless studies over many years! And for those of you that have heard me speak, you know I owe my **massive self-esteem** mostly to my Mom, because I was joined at the hip to her during those formative years! As do I owe my courage, manhood and strict code of conduct to my Dad and my military experience! Of course, in almost all cases this group of 5 includes our parents and maybe older brothers/sisters – or perhaps our grandparents! Unfortunately, in most cases this is not necessarily good for kids! Not because they are not loving, etc., but because they are not high performers and know virtually nothing about coaching, mentoring, or teaching, by example, a high performance person! Because there is infinitely more to raising and coaching kids than saying things like, *“gee honey, we will always love you unconditionally and you can be and achieve whatever you want!”* I won't write a lot about this, but we as parents don't really have a fucking clue on how to raise kids as high performance individuals, though some get it right, mostly by accident and/or pure grit!

And even families that have been high performance for many generations like the Rothschild's, Kennedy's, Rockefeller's, Hilton's, JPMorgan's, Walton's, most Royal families, et al, that have had upscaled social economic milieus, have had major lapses in self-esteem and success! WTF! So even these high profile examples, like all of us – still use trial and error! (Though through my Mom, who read a famous “raising kids” book by Dr. Spock in 1946 – allowed me to be raised much differently and I always am eternally thankful for my Mom's perseverance! You see, my dearly departed Mom apparently knew upfront she knew nothing about raising kids! So in hindsight, I am a product of both my parents and am thankful each day!)

Of course we always have as an excuse such as, *“I/we did the best we knew how at the time!”* Whereas one of my great personal influencers, Winston Churchill made it abundantly clear – *“we must do what is necessary”* – not merely our best! In this regard the famous Irish poet Oscar Wilde wrote: *“Children begin by loving their parents; as they grow older they judge them; sometimes they forgive them.”*

In a similar vein in 1991, I received a big very prestigious award and my Dad was in attendance for the very special day, along with my family and friends! My Dad was being interviewed by a news reporter from CBS in Los Angeles and he was asked – What do you think of your son's award and accomplishments? My Dad looked into the camera and said, *“Dan has NOT done this because of me – he has done it in spite of me!”* The reporter looked shocked and turned to look at me! I said nothing and CBS decided not to use my Dad's quote! But what I believe my Dad was saying, he didn't understand what I had accomplished or how I did it but was very proud of me, which he had said many times! And he had not given me any sage business advice! Yet I made it to that time in my life without his assistance, in spite of his lack of business acumen! But sadly, at the time he never heard me articulate what a great legacy he had left me, by being the man he was and how he trained me to be a man like him! So in my case, I never came to the realization that I should forgive my Dad, because I never thought after I grew to maturity, that he had done anything wrong in raising me, as extremely tough as he was towards me!

And my dad had good reason to be tough on me: I was expelled 3 times from grade school even before I was 10 years old; he was called many times in junior high for disciplinary actions; I was told to leave campus and not go through high school graduation with my peers based on an accumulation of many socially unacceptable behaviours; I was involved in various alcohol-related incidents through high school and college (till I volunteered to go into Army in 1966); and much more! More about tough love later! BTW, my kid brother is an Assistant Fire Chief of the LA County Fire Department and is an extremely high performance man! And he made our Dad very proud! But he decided to take the public service route out of school like our Dad, though no matter what he had decided to do he would have been a high performance person! As an aside, Dad was tough on my kid brother, but not as hard as he was on me, which is a very important fact pattern. My brother and I have discussed it many times!

Back to the extremely germane Australia story. It was very interesting for me as a parent, coach, mentor and teacher to see the 2 couples from different parts of the world saying and echoing the exact same concerns! How many sick days do they have? Mandatory vs statutory? (Hell I had to ask Sally, the difference between mandatory and statutory! LOL) And so on! WTF! Only briefly after a little prodding by me, did I ascertain that

both couple's parents were from the same socio-economic milieus as their parents! Surprise! Surprise! Though the USA couple seemed to come from a higher socio-economic background, but still, what used to be called in my youth – working stiffs, or blue collar! They seem to be like from the movie Rudy, where you were expected to do the same as your parents, etc.! There is nothing wrong with being a blue collar guy. Hell, my Dad was a high school graduate, served in WW2 and the Korean War, became a famous LAPD cop for heading the Sirhan Sirhan, Robert Kennedy assassination case! He then went on to be a college professor and a leading criminology author! And he didn't attend college till he was in his 50's! Pretty incredible for a kid who worked since he was 7 years old, as a boot legged runner during the depression and had no Dad, because he died 6 months before he was born! And Dad didn't get a graduate degree till his late 50's! (Hell, I still like the sound of Professor Peña!) All of this illustrates a high performance person's profile! Hence, though my Dad began his working life as a blue collar guy, he wanted much more out of life and he achieved it! And more importantly, as I mentioned above, he left me that extraordinary legacy!

**Bottom line:** What legacy have your parents left you? And more importantly what role model and legacy are you leaving your progenies!

And if I needed further validation in reference to most parents and their kids, which I don't really need based on the many years I have lived and the countless kids I have mentored and coached, here is a recent email from a Mom to her son - a long time QLA Super Star Hall of Famer:

*"Hi Honey, please tell Dan hi. He is on my mind and my heart. He is so right about women (mom's) fucking up (their) children's lives..... Mom"*

And way before QLA and Dan Peña, parents were misguiding their kids and calling it parenting! As another great influencer of mine said so eloquently:

*"What a distressing contrast there is between the radiant intelligence of the child and the feeble mentality of the average adult." - Sigmund Freud*

I could go on for chapters about this, but believe me it is true, based on over 20 years of coaching and mentoring and my almost 69 years of living!

**Bottom line:** What happens to a child and who normally affects him most during his past-toddler, childhood and into adolescence years? It is still their parents and the other members of the 5 people the kid hangs with most! Enough said!

Of course, this doesn't happen to all the kids, but certainly a vast majority of children have less than stellar role models as parents if being super high performers are their goals! And you will all say, *"Dan I am the exception, as a parent!"* LOL! Okay, if that makes you feel less guilty, go ahead and say it! But you can also – UNSUBSCRIBE! And I have countless stories of kids, parents and grandparents who relate the exact same feelings at Guthrie Castle, during the seminar! In fact, **I have never had even one attendee that said anything different! The only difference is some of the stories are much worse than others! But all kids are affected!**

**QLA TIP:** As I pound in to the brains of seminar attendees – **you are who the fuck you hang with and are nothing more than a derivative of their actions, habits, wants and desires and this is irrespective of how many PD/success books you read, or seminars you attend!** (Or as my Mom used to tell me – you go to bed with dogs and you get up with flees!) Of course, I told my kids this since they were little, but mostly it fell on deaf ears till they got older! And I am sure I was not PC when I related this knowledge to my kids! And I am also positive I left scare tissue, as proud of them as I was then and as I am now! But as I have told my kids and all so called parenting experts – I would trade their love of me for “respect and their supper success” in a heartbeat! And if I am very fortunate, I might get both!

I can't make it much clearer, but many attendees struggle with this concept, because they feel I am challenging their self-worth as parents and individuals! And Moms have the toughest time with this information! Of course we all know why and I will not elaborate here! To further illustrate this point, we use an extremely telling exercise at the Castle, to show exactly what your chances are to be a high performance person, unless you change your environment! Needless to say, most people flunk this exercise initially. And it is also part of the new weekly mentee reporting system so they can constantly be aware of whom they are dealing with on a daily basis! But there is another great tool to give you a heads up vis-à-vis your potential for being a high performance person! It is my Success Test and when used in conjunction with my Pessimism and Optimism Tests, they have about 95% accuracy in telling you if you can be a high performance super success! Of course you will say that if you do poorly – you are the 5%! LOL!

Take the [Success Test](#)

## LESSONS

Having written newsletters and worked hard on the road before, I have never felt like I am making any sacrifices! LOL! I, unlike most, don't feel I need time off to clear my head, recharge my batteries, etc., or any of that other BS you guys hear all the time! As I have said, if you need time off, you are doing the wrong gig! Of course that is an entirely different subject and could be the subject of an entire book! LOL! Just as many of you who are married and are in your business for the wrong reason! But I will save that touchy subject for another time! BTW, the names I often use as examples as high performance role models don't need time to recharge, because they are passionate about what they do and to them it is not work!

Being on the open sea for more than 2 weeks sailing around Australia and New Zealand, I had a many hours to work on many things, including this 50 Billion Dollar QLA eBook! Unlike many reading this now, as I have said, I work on my holidays and really enjoy it! And only in recent years, do I actually take time that could be categorized as *time off*! LOL! In my early 60's, I decided to work on business slightly less (but still much more than you readers) and instead a lot more on my body and health, to make sure that I would be around for many decades preaching QLA and enjoying life with my family! I believe the work on myself has had great success, as evidenced by comments from others and how I know I look! And if you have looked at the You Tube videos of the Castle Experience, it is obvious I have: 1) not lost one single step in 20 years; and 2) I have the same level of



energy the last 5 minutes of the last day, as I did during the opening 5 minutes of the first day! And I unlike other alleged gurus, I enjoy and relish looking at the wannabes straight in the eye and spending as much 1-on-1 time as required!

## WEBINARS

Vis-à-vis my last webinar, I was disappointed in the responses to the second webinar a few weeks ago, which had primarily USA participation. Bottom line: As I said during the webinar, the questions were basic at best and crap at worst! And it was appalling to see that very few did any research or homework to base their queries on! Some of you asked the same questions 2 or 3 times! And one of you actually asked the same question at least 4 times on both webinars! Now I am not sure if that person was ill, or merely slow! Or as a few of my devotees have told me – they are trying to see if I answer the same question with the same answer, more than once! Of course this is a BIG waste of time for all concerned! The good news is that I don't have to answer all questions! LOL! Hence, my next webinar will on a new subscription basis, to be announced in due course. Knock your selves out watching this, but this is vintage Dan and it will be a great QLA learning experience! In fact, if you want your kids to have a better chance to being a high performer, you and them should listen to this and follow me on [LinkedIn](#), [Facebook](#) and [Twitter](#)! More about how I am changing the under-25 kids later!

BTW, as I have said and written a few times now I have a plethora of FREE QLA information on [DanPena.co.uk](#) that can be easily absorbed! Plus, you can get virtually all my QLA product on many and various torrent sites! And I suggest you do so! I don't want your money and I certainly don't need your money for QLA products! So again, knock yourself out and get all the QLA stuff Free! And if you desire a new clean copy of an original of my 2nd edition of **Your First Hundred Million**, or anything else, contact my office, but that will cost you! LOL! But I would honestly rather have you get the QLA on torrent! LOL!

Now, when was the last time one of your other PD or Success gurus told you to go to a torrent site? FUCKING NEVER! Why is that? LOL! If you have to think about an answer, please unsubscribe now! The simple fact is, I never had any product in the mid 90's, till a QLA super star told me the devotees can't absorb the material merely from the seminar! So I developed over the next couple years QLA products and have updated certain aspects of the QLA products recently as well! And now I want you to get it FREE - and if this doesn't differentiate me from all the others, please let me know! LOL! And to illustrate me giving away QLA FREE is not a new thought process for me - I even gave the QLA Seminars FREE in the late 90's to rooms up to 1000 people to get the QLA message out! (And believe it or not we had people complain that I didn't feed them during the day! WTF!) And it was not a 2-hour teaser to sell you some crap! They were 8-9 hours with a couple hours of Q & A! But I stopped them when it became obvious the effectiveness was poor – based on people who don't appreciate most things that they don't have to pay and make sacrifices for! Again WTF! Which falls into line with another favourite quote by me – **no good deed goes unpunished!**

How does any of this relate to the current crop of PD and Success gurus? Well it doesn't, because the PD/Success guys/gals (save a very few) are all trying to make a living and I am not! And when I review your LinkedIn sights from time to time and see who you list as Influencers and people you follow, I am struck with such laughter that I almost piss myself! Because you like these guys/gals who say being successful can be done by all and it's not hard! Of course, this is a fucking load of crap of biblical proportions! But most like this stuff and that is why there are so many pretenders still in the PD and Success Industry! As a dear friend of mine once said – *"Dan, these wannabes are getting what they deserve – fuck all!"* But I think differently and keep trying to get you into the QLA vortex, so you can improve the lives of your families geometrically!

**QLA TIP:** With no accountability in the PD/Success Industry, anyone can say anything and they do – and you listen because it sounds comfortably easy – and the classic example of what you want to believe is exemplified in the best-selling book from 2007 - The 4 hour Work Week! And I ask you, have you ever met or even heard of a person who achieved super success that followed this regimen? WTF! Anyone? And I am told that the author works more than 4 hours a week! Are you all stupid or just utterly naive? Or as a saying that is often credited to PT Barnum, the great carnival circus barker – *"there is a sucker born every minute!"*

## **TRAVEL PICTURES OF DAN AND SALLY**

People may wonder why I post so many pictures of Sally and myself travelling the world. I assure you, it is not to be braggadocios! It is a practice I only began in recent years since I took over my own social media, which I consider part of my pro bono work and more about this later! And it is not so my kids can see what we are up to! It is so the countless QLA devotees can see what is possible when you have many choices! Sally and I are very blessed, after many years of extremely hard work (47 for me including the military, and almost 30 for Sally), we can travel the world to many destinations! And because of the internet, we can keep in contact with our business interests and family when required! Even when crossing the Tasmanian Sea recently we had very good internet connections! On the trip we just completed, my favourite pictures were me bungee jumping in New Zealand, where it was first invented!

**Check out the [Bungee Jump Video](#)**

I can only speak for myself and I don't know, or really care, if the other high performance coaches travel or not! The real truth is, very few can afford to live as I do and in a castle! But more about that possibly in a later newsletter or eBook. But in this regard, I do believe very strongly that we should never forget where we came from! I feel this because I have come a very long way and I never want to forget it! Below are the pictures I carry with me ALWAYS! I use the Barrio-to-the-Castle pictures so I always remember my humble beginnings! The pictures contrast better than words, what is possible in a life time. In my particular case, I did it in a lot less time (13 years from my graduation from university after the military), because I was phenomenally hungry, driven with extraordinary work ethics from my Dad and my Infantry OCS training! Ergo, this is the very basis of my entire being to this very day. And even to the casual observer, it illustrates perfectly what is possible, if you want it bad enough and use QLA methodology!

In a similar regard, I tweet almost daily what I am doing and whom I'm meeting in some detail! I do this to illustrate how active I still am at almost 69 and supposedly retired! And I often ask, if I am still participating at such a high level at my age, what is possible for you people who are much younger? It also relates how early I often get up and how late I work many days in a week – even when I am travelling ostensibly on holidays! So a typical day for me is still 9 – 10 hours of work and 7 days weekly, when I am not travelling! Hence, 60 – 70 hours weekly is not unusual and more if I am really hot to complete a deal, or project! Of course at this juncture I should ask – what about you? Or if I really was to have a little fun with you - what about your other guru coaches? LOL!

## **ANOTHER BOOK**

It has been suggested that I write a kiss-and-tell about the PD, high performance business success coaching industry! If I only had time, it would certainly be a lot of fun, but not likely because I have way too much more to do in my life! But on a similar note, I have been asked a few times to write, or at least collaborate, on a story about some high profile personalities I have known and, or worked with over the years! And what would even be more fun would be to combine the 2 ideas! LOL! Because both book ideas would clearly show how conventional wisdom is almost always fucking wrong!

Giving it some thought, I could show beyond a doubt that most the PD/Success guys are living from gig to gig, showing the shoe boxes they live in and the cars they transport around in! LOL! As some of you know, I did this kind of research when I was doing my due diligence when I first started coaching. But decided to not use it, due to the inflammatory nature of my findings and I did not want to be tied up in litigation the first 5 – 10 years of my coaching career! LOL! In hind sight, I should have done it! WTF! Praise the Lord and pass the ammunition! That certainly could be one of my regrets when I am 100! LOL!

As an aside, long term QLA followers will remember many years ago that I participated as a lead interview from Guthrie Castle, in a German TV “60 Minute” type expose of one of the most high profile PD/Success coaches in Europe! Ergo, such an endeavor would not be breaking new ground for me! LOL!

## **GUTHRIE CASTLE**

My 30th anniversary of having the distinct pleasure of being able to go to the 15th Century Fairy Tale Story Book Guthrie Castle will be this August! If you recall, I purchased Guthrie Castle on my 39th birthday in conjunction with taking my company, Great Western Resources, Inc., public on the London Stock Exchange the very same day! BTW, GWRI went public on my birthday and on the same day Margaret Thatcher privatized Jaguar! All involved, on both sides of the Atlantic, said I had no chance competing with one of Thatcher's first large privatizations! The pundits said, *“Dan, you're risking 10's of millions of your net worth, because you're the largest shareholder! Why take the risk Dan? Let's postpone the offering!”* I said NO! And I decided to sell the shares of GWRI's IPO myself, presentation by presentation! And the Brit bankers put their back into it with me, like it was Dunkirk! Failure was not an option! Ergo, GWRI was up 20% on the day and Jaguar was down! The UK

headlines read, **“Great Western: The One That Roared!”** At the time, it was considered an unexpected upset for UK privatizations! Thus another instance when conventional wisdom was dead wrong!

**Dan’s Tip:** When Dan says he will do whatever it takes, he means it! And I could relate many stories, including how I defied conventional wisdom and battled against a leading organized crime family mano-a-mano! Hence, when Dan says it - he fucking means it!

Of course, it is hard to believe when you look at the barrio picture of the lot that my house used to occupy. The house was torn down many years ago, but you can tell how small it was by the lot size! The barrio picture was taken in 1993 and the Guthrie Castle picture of Sally and me was taken in 2013! BTW, the Bentley and Aston Martin DB 9 are merely icing on the Castle cake, though I have not really driven in about 30 years! Do your other coaches live like this, or drive these kinds of cars? Or are they transported by chauffeur’s every were they go? If they do – believe me they are doing something correct and they should be teaching you how they did it – and you should be fucking listening to every word they say! And I want to go to their seminars so I might learn something new, so please let me know! But in almost ALL instances, if they have achieved that life style, it is by selling books, CD’s and putting asses on seminar seats! And in case you are wondering, I went through the jet planes and yacht phase of my life long ago. And it is next to impossible to justify the costs, no matter how much money you have. And big corporations hate me to tell them this sad news – but they are a lot of fun! More importantly, do **YOU** want to live the life style of the rich and famous, or like almost all your other coaches? I certainly hope you would rather live LARGE! Of course the high performance people I coach aspire not to be the 1% you read about in the USA newspapers and TV making \$400,000 yearly! They are the top 10% of the 1%, or 1/10%, who desire to make millions to 10’s of millions yearly and attain membership in the QLA Hall of Fame! If this is your quest, keep reading! If not please unsubscribe! And give all the QLA material you got free on torrent sites to someone who really desires to make a massive change in their lives!



The very famous award-winning life size portrait (right) of me and my faithful Great Dane Driller in 1987, is how I saw myself in 1983, way before I had accomplished so much, though I was already deemed to be successful by my peers! (And again more about peers later, but they were the average of the 5 people I was around most in those days! And more about your peers, because you refuse to want to understand it!) Again, I have told this

story so many times, I can't count! Yet most perceive that this kind of dream is way beyond them! And believe me, if you believe that negative crap, it will be a self-fulfilling prophecy! The problem is the people you hang with and, or are mostly exposed to tell you what the realities are according to them reference accomplishing such a bodacious goal! (Hell, ask President Obama about such bodacious goals!) So, I guarantee the chances of you fulfilling such a dream are remote at best! Hence, I continue to view these pictures, more for me than the QLA followers! I do it, because it would have been very easy for me to give up on further accomplishments 30 years ago! In that regard, I have been asked countless times - what gets me going each day? And the truth is, most people reading this eBook, if they had achieved a fraction of what I have, they would have slowed down or even stopped long ago! Yet, if you read my Tweets, you see I am more active than almost all the people that read this eBook and I am supposed to be retired! WTF! As I ask my mentees in their weekly reports to me – WTF do you do all day?

## SACRIFICES REQUIRED

In late 1981, while on a business trip to the UK, it became obvious to me that even though I had already achieved success, I needed a massive change in my life! (More soon about another massive change in my life! And no, I am not sick and Sally and I are very happily married! LOL!) At that time London was very different than anywhere I had worked, including NYC! So I decided to move to the UK (partially based on me serving there as a young Army officer in the late 60's) and raise my kids in a very different manner than I was raised! Hence, about 18 months later in the spring of 1983, I added to my goals "a castle on an island" – and moved there in August of 1984! (So yes, IPO, Castle, move to UK all at once!) Of course this meant being separated from my entire family! In hind sight, this was one of the best decisions of my life, along with deciding to go to officer training that would extend my military service by 2 years! I did this, though it would be painful to be away from my family! And this was many years before I articulated my thoughts about QLA! So though I loved my family – and there were high performance people in my family - they were not high performance business role models, which I knew categorically I MUST have in my future! I have asked others - what would you have done? And where would you be now if you had done something similar? And remember this is all part of – **you are the average of the 5 people you spend most of the time with!!** As a brief role model comparison, these were just a few of my new socio-economic milieu, when I went to the UK: Father/Founder of the North Sea; Former Governor of New York who saved the state/city from financial collapse; several Members of Parliament, including the House of Lords; Heir to Cunard Shipping Lines; The Church of England; The Bank of England; Members of the Royal Family; NATO Deputy Commander 4-Star General; Former Governor of Texas and Secretary of the Treasury; and many more! This was my new adopted extended family that embraced me and the rest is history! Was it worth it? – are you fucking kidding me?



## WHY DO I STILL COACH/MENTOR?

LOL! Though I poke fun at my mentees a lot, without them my life would be much less hectic and much less interesting! Just think if you had about 20 to 30 weekly status reports (depending on the month and staggering dates of QLA Castle Seminars) to **personally review and comment on**? And that many business models to overview and understand, better than the mentees? It is like raising 20 to 30 different kids of different ages, maturities and IQ's! WTF! And every week is a different kind of challenge – with so many variables it would be extremely hard to define or explain! And I need to ask you if your other gurus do this or anything similar? Or are they even capable of this intellectual or financially sophisticated endeavor 20-30 times weekly? Are you kidding me? WTF!

After the first year-long Mentor Program which began in mid-2010, I understood why the guys in the business success industry thought I was crazy to take on this additional challenge! Because it is an inordinate amount of very sophisticated work! Especially when you consider the fact that **I don't get fucking paid for this year-long QLA Mentorship program** even though I spend countless hours working with the kids for at least 12 months! WTF! And let me say it again – **I DON'T GET FUCKING PAID FOR THE YEAR-LONG HANDS-ON WEEKLY MENTORING!** By 2011, I got into a rhythm and got extremely proficient at the big task! And I will ask you –do the other success gurus you have ever read or heard possess the same experience and expertise to accomplish this on a weekly basis? **Fuck no!** And the guys that have the expertise are working in consulting companies and charging big bucks and not coaching! BTW, I still do consulting with [The Guthrie Group](#) at \$5000 per hour myself! Though I stopped counting at 700 transactions, I never heard of any coach that has been involved in even half of this total and I am not talking about buying products on the internet, or leasing, renting or buying houses! In fact many years ago at a major PD Gurus seminar, the guru said that he had read 700 books to formulate his thesis! I am told, a QLA Devotee in the audience said – **I would rather be coached by someone who had done 700 deals!** WTF! I wish I had been there! LOL! Of course this was when I was merely the 450 million dollar man! So I wonder what they will say now? LOL! Of course, I don't care what the gurus say, and never have since 1993! And my record stands for itself!

Though I only intended to coach till 2000, or 7 years, I liked it so much that I decided to continue. Of course, I have had my challenges over the 20 years, but unlike any normal low performing average person, **I never share doubts** (and neither do other high performance people with high self-esteem) and so no one knew anything was wrong! So there have been ups and downs like anything in life, but what keeps me at coaching and mentoring QLA the last several years is the **massive success** that I have had getting all kinds of **YOU** across the goal line! And with my recent announcement, I have shown what is possible with QLA! **I have created for and with my mentees 50 BILLION DOLLARS!** But as I have said, in recent tweets, etc., it was a moving number and further details will follow in due course.

Being the **most successful high performance business coach, as measured by value/equity created**, is a big responsibility and a great honour! And contrary to what some may say – I see no reason to be modest about it, because it still gripes me how much misinformation is put out by so many in the PD/Success Industry and the idiots that lap it up like it was caviar! Trying to accumulate information and data for the devotees and mentees



that represented the 50 Billion Dollars created has proven problematic! LOL! In 20 years of coaching, QLA has touched more people than I could ever imagine way back in May 1993! Hence, I am driven now as I had been from 1971 to 1992 when building my 3 businesses, before I began my QLA Coaching and Mentoring career! But now, I am passionately obsessed with YOUR success and transforming as many of you, as I possibly can, to high performance business success individuals! Not all of you will desire the same massive success of mentee Dr. Klaus Kleinfeld, currently Chairman/CEO of Alcoa and Presidential Appointee (former CEO of Siemens, AG, the 25th largest company in the world)! Or the success of some of the others that have created 10's of millions, hundreds of millions and even billions of dollars! These possible QLA scenarios will depend on your talent and more importantly, your DESIRE to succeed, plus in many instances, your heart to overcome failure that comes to all of us! And part of the success of any of the QLA Mentees/Devotees is the size and strength of their Emotional Bank Accounts! Because when failure stares at you in the eye, it is not your Financial Bank Account you will lean on – it will be your Emotional Bank Account! And least you should not be too concerned - all you need is taught you by QLA!

## GREAT QLA MOMENT

I have been blessed to have many QLA seminal moments! But me assisting a kid with one O level in joinery (carpentry) to create from scratch an over \$400 million (now about \$700 million in value) sophisticated public-to-private financial transaction, still gives me goose bumps! (BTW: O or ordinary levels are obtained in the UK, as a high school student at about age 16!) And I have more stories like this than I can count or even remember! WTF! But this one was very special because of its great difficulty and still sticks to my mind almost 15 years later! No wonder I am still happy dragging you guys across the goal line! And again, not trying to be too unfair, LOL - how many other coaches of any fucking description even have one of these to brag about? So you don't strain your brains - not a fucking one has any that I have ever heard of, seen, or even rumored! And I continue to beat this drum because you guys still go to coaches that tell you that it's easy and yet they have never done any deals themselves, or created any value in anything, but their travel mileage accounts which you paid for! LOL! Even today after more than 20 years, I ask the same question – Why? And as you can tell – it still irritates me that they take your hard-earned money! Of course, **if you can't take reality and tough love, I am the wrong guy** – and the truth is, that is why you go to the pretenders! And as I tell people, my dad invented tough love in the 50's raising me! And the bestselling book – tough love –came out in 1968! LOL! (BTW, when I volunteered for the army draft in 1966 and was going through boot camp, I told people, *"this is not so bad and is easier than my dad was raising me!"* LOL! And I really appreciated my dad's stern treatment when I went off to the extremely tough 6 month OCS training! And in those days they beat you and they sequestered you for 6 months straight! Now, to be PC, they even allow seal team trainees to go home for the weekends! WTF!)

Though my success is unparalleled in business success coaching measured by equity created, I am NOT satisfied and is evidenced by the changes in the January 2014 Castle Seminar: 20% new QLA material, QLA Hall of Fame, QLA Influencers, new expanded weekly reports from mentees, new QLA best of best practices, the expanded FREE YEAR LONG QLA MENTOR PROGRAM, and much more! Funny, some of my current mentees ask why I continue to share my massive experience. They say, *"Dan, none of us will ever change your life! But you can change our lives! So what can possibly motivate you?"* All good questions, but easily answered on my part!

Because I sincerely enjoy pulling/pushing/beating (some say I love the beating most, LOL), as many across the goal line that would not normally make it, without QLA and my extra shove! And I do have some incredible war stories to write in newsletters, or perhaps another book! But I share more of them at the Castle, which prompted the new QLA Hall of Fame! I just get off seeing you kids (and at almost 69 you are all kids to me – LOL) fulfill your dreams, like I did! Though I almost always have to assist you in expanding your dreams to a much higher level! And why is this necessary? Because of those 5 people you spent your life around, till you met me! (Yes, they helped your low self-esteem stay a self-fulfilling prophecy!) By definition you have had low expectations, probably because of whom you have been exposed to almost ALL your life! Hell, even some of my star mentees still not have high enough expectations without prompting by me, because of all the smoke being blown up their asses by whom they have now surrounded themselves with! WTF! Hence, they still come to me after years of being on their own for my sage advice!

Now there is a possible way around this conundrum of whom you are exposed to and it was figured out countless centuries ago! Simply put - you send your kids to the best schools humanly possible, as early as you can, because there is a much higher probability that kids that go to those high profile schools will be exposed to better inspired people! Of course this is not a sure bet, as evidenced by the many that go to the highest quality schools and still seem to find poor self-esteem and low life people to “hang with” and still accomplish nowhere near their full potential! Or after their illustrious high profile education, they go back to their old comfort zones, where their little emotional bank accounts can be pumped up – where they are looked upon as something special! But even with these possible downsides, this is a better way than what most of us experienced and it can work! In this regard – why do working stiff blue collar parents even try to get their kids in better schools? They even move to other places to be in a better school district! Some move to different cities or even states, where better education is offered! Hence, this is not new information!

## **EXAMPLES OF THE GOOD END OF THE CONTINUUM**

Here is a 23 year old Australian kid who attended the September 2013 Castle Seminar and followed fucking instructions:

*After attending the castle seminar, I took direct action upon returning to Australia and set up meetings with each of the major financial institutions in Australia.*

*I took the 'QLA' philosophy to this very specific application - approaching the bankers in a very QLA-style manner.*

*I was very careful to answer questions, talk, and discuss the opportunity as if I was Mr. Dan Pena himself.*

*The first six or seven meetings were a complete waste of time and didn't lead anywhere. But in true QLA fashion, I figured it was only a matter of time until we found a banker who was suitable.*



*After about eight meetings, we received a direct introduction within the bank from one banker to the other. A few meetings, a bunch of paperwork and a couple months later, we received the official contracts in the mail offering us \$100,000 AUD at a very attractive interest rate from one of Australia's major financial institutions.*

*Many people, including some very successful individuals in Australia, would say that it's impossible to get any money out of the banks without offering up property and motor vehicles as security. I personally own neither. Without QLA, I highly doubt I would have even **thought** of approaching it in this manner (because frankly, I previously considered that it probably wouldn't work and plenty of people would have agreed with me) - let alone know what to specifically say and knowing exactly how to approach it.*

*J*

Now the great thing about kids is that they don't know the Wall of China can't be built! LOL! Hence, he merely went and did it! WTF! Of course this is not really unusual using QLA, but for most of you reading this QLA eBook, you have never experienced this kind of success in raising money at any level! And he is only 23! WTF! And he is old compared to my new castle mentee at 18 years old who is still in high school! WTF! Obviously somebody did something very correct in raising this 18 year old young man!

Here is another example of QLA from a 48 year old guy from the UK who only bought QLA product, but now wants to come to the April Seminar:

- A business friend recommended I read and listen to Dan's teachings. At the time in 2003 I was Group MD of a marketing services business and I wanted to grow through acquisition. I loved Dan's style and content, bought all the CDs and read avidly "**Your First 100 Million**". I practiced the talk with bankers, I used all the techniques and after recovering from a spine fracture in 2004, and then starting doing deals in 2005.

- I'm 48, married with one 9 year old daughter, living in .....

- I have completed 5 deals worth £6.7M in revenue, all for no money down. However, I have been much less successful at post-acquisition strategy so I want to learn more first-hand from Dan about how: firstly, I can accelerate my deal process (this latest deal is the biggest yet at £6.3M revenue in one go); Secondly, I can stop the post-acquisition mistakes (or at least some of them!). And most of all, surround myself with people who have the right mental attitude that can rub off on me (*you are who you spend your time with*).

- Precisely because I still believe in Dan's teachings and is why I'm persevering through some tough setbacks and seeing some success coming back. I want to immerse myself and get my mental and practical tactics and processes as close to *spot on* as possible. It will be a great environment I'm sure.

So when the deal closes, he will have purchased in total £13 million revenue for no cash out-of-pocket! WTF! Of course my question to him was "*Why only £13 million?*" And my question to you, especially long term QLA Devotees, how much no-cash out-of-pocket revenue have you acquired?

As I tell all that will listen, QLA fucking works, but if you can't run what you buy, YOU'RE FUCKED! (And how would a PC guru coach say this simple fact? LOL! Of course he would not, because he would probably not know how to run a two-man push cart! LOL!) But that is why you must have a Dream Team and use all the other QLA tools! (Or as the management consultants say – use your tool box! WTF!) And he should have come to the castle many years earlier, but better late than never! LOL! But what many do that only succeeds short term, is use QLA to raise finance (which is pretty easy if you follow QLA principles) and buy companies for no out-of-pocket money! And this depends on the management ability of the individual that may or may not work intermediate or long term!

Again, these kinds of emails are not unusual! Coincidentally, I received them in the last few days and are very representative of emails I receive and are consistent with the many testimonials I have received for the past 2 decades! But what is amazing is the QLA results are getting **dramatically better!** And this came to light as my staff sifted through the many QLA Devotees and Mentees from over 20 years and we are still looking! And as I wrote in a recent newsletter, the results are overwhelmingly astonishing since I initiated the Year Long Mentor Program!

## OTHER EXAMPLES

While in Australia, I met with 2 very young devotees (early 20's) who have been following QLA methodology for a few years! Hard to believe at their age, but true! They had grown their internet business to mid-seven figures with 140 employees. WTF! Pretty incredible by anyone's standards! But as with the Brit above, they now felt they needed more direct QLA and have decided to attend the April Castle Seminar! Many of you would be satisfied with the success they have already achieved, but they felt they have only scratched the surface of being a high performer! Funny, but virtually all these kids' friends, associates, et al, told them how successful they already were! And I told them, *"They would not know a high performance person if they bit them in the ass!"* LOL! They agreed and said, *"We really don't have any role models and we have done it on our own, with your QLA materials!"*

When these kids told me they slept in their office and everybody thought they were nuts – I just laughed! Of course I used to do the same, along with other luminaries like Gates, Jobs and Ted Turner! In fact Turner, recently said on his 75th birthday special on CNN, he slept the first 10 years of CNN on his office coach! Turner went on to say, *"You can accomplish so much more in a 24 hour day!"* WTF! This all sounds familiar! What about you? How do you measure up?

During this same trip, a young high performance QLA Mentee told me of a speech he heard in a seminar where Donald Trump was the main speaker! During this Trump talk, he told the audience of about 3000, much to their surprise, *"Most of you have little chance of being successful!"* The crowd became still and the energy was sucked out of the room! Apparently, he went on to tell them why! Of course, what he said probably didn't resonate,

because most have been taught that success is very doable! LOL! Such things as sacrifice, commitment, focus, devotion and massive amounts of hard fucking work, which are directly connected with success, are not popular topics of discussion for any success seminar!

During the same time frame, I received this information (only partially shown) in these 2 weekly reports below:

### **Report 1:**

#### **A. Weekly Accomplishments:**

- Bill's business partner called me on Thursday. Talked to him for 15 minutes. It was a good conversation. He told me to send him my resume and other info, which I did on Friday.

(His business partner didn't know I had contacted Bill earlier. He called me because I've called their office so much - he wanted to know what I had to say - I've called their office at least 50x by now.)

\*\* (DP - Bill is a billionaire hedge fund guy who he has been trying to contact with my help!)

- Went to Toastmasters and Improv. I've been doing a lot of public speaking lately.

\*\* (DP - To get better communication skills!)

#### **B. Next week:**

- Follow up with Bill's firm. I have his business partner's direct number so I will call him this week.

#### **C. Problems/Challenges:**

Hitting rock bottom was necessary for me to put myself on high gear. It helps put things in perspective. It helps in realizing what's important and what should be discarded.

Now that I've been able to get one guy's attention, I know I can repeat the process. I just have to work at it like a dog.

I feel that I could've done what I'm doing now (i.e. pushing myself to this level) a long long time ago - **the only problem was unlearning a lot of BS that's in my mind because of listening to my parents, peers, culture and society.** \*\* (DP – this sound familiar!)

Here is another insightful comment from a mentees weekly report:

### **Report 2:**

#### **Problems**

In hindsight, my attitude and approach were the problem. I am learning to cut out the nonsense and negotiate from a position of strength. I think I was playing the victim. It's hard for me to believe even as I write it.

**As you can read, there is a fact pattern throughout these excerpts from QLA Mentee/Devotees:**

1. QLA works
2. QLA works at various levels of the human experience
3. QLA is not easy, but it does make it easier
4. QLA is NOT FOR EVERYONE, but it is the only legal way to generate massive wealth in a much shorter time frame than through other means (except hitting the lottery)

### **JANUARY CASTLE SEMINAR**

The recent early January QLA Castle Seminar was a major success! The YouTube videos were exceptionally effective and will be continued in the next QLA CASTLE EXTRAVAGANZA, 12 – 18 April. (Someone just whined that he could not make it, telling me that the Castle Seminar ended on Friday of Easter Weekend! WTF! Are you kidding me!? I didn't even know it was Easter! But if that is how you think, based from my experience, you are greatly lessening your chances of being a high performance person!) We just had the first monthly video conference call for the January seminar. Of course, I always think these video calls are great, because it allows the fellow mentees to bounce off ideas. And they get feedback from others and I can see how they look when they tell the group their individual progress! Results of this call: all are making progress, albeit some slower than others! And their progress has nothing to do with their education! And to refresh your memories, the January Castle Seminar had attendees from 18 to 52 in age: a non-practicing medical doctor; a high school senior (who paid for himself); 3 MBA's; a physicist; a former world class skier; a movie actress; a symphony musician turned law student; and a former 7/11 gas pumper! And you probably could not guess who are the most successful to date! So I will tell you – 3rd the skier, 2nd the physicist and 1st the 7/11 gas pumper, are the 3 most successful of QLA, who coincidentally have been to the Castle Seminar 4, 5 and 10 times respectively! WTF! And the physicist and 7/11 gas pumper will be back in April! WTF! Plus in April, we will have a very special attendee, who is world renowned in her field and at the top of her game! WTF! Why would someone at the top of her game attend? Again, if you have to think about it, please unsubscribe!

What are you waiting for – remember, we are all running out of runway and I make no promises how long I will continue The QLA Castle Experience, as much as I enjoy the experience of giving all you a QLA beating! LOL! I often think, the Heavens can hear me say each morning, "Listen you maggots! The only easy day was fucking yesterday!" - and screaming QLA jargon, Peñaisms, laced with obscenities for eternity! LOL! WTF! Man that sounds good to me! Of course the beatings are only metaphoric! LOL!

### **GOALS COMPLETED EARLY**

As I recently tweeted, I have changed my goals due to me accomplishing many of them in just 9 weeks of this New Year! WTF! And based on this achievement, I have also made a couple of major decisions in my life that I

will write about in the near future! No, I am not stopping QLA coaching in 2014! And I am not ill! (In fact after my recent Bungee Jump in New Zealand, I feel 30 years younger! LOL! I know it sounds crazy, but talking about having no fear and actually acting like it, at almost 69 years old, are two very very distinct and different things! And again, as I did in 1984, I feel like I have no limits to my abilities!) But I am making a couple of **major** changes in my life, sooner than later and have already put the wheels in action! And I did this without a spreadsheet analysis! LOL!

As I have written, it is very easy to get caught up in your own comfort zone, especially if you have achieved a lot of success, and especially if you listen to all the BS about how well you are doing, etc., from non-high performance sycophants! And with the 50 Billion Dollar announcement above, it is time for me to take on additional responsibilities and look towards future horizons! At almost 69, it is time to expand my vistas! This may be difficult for you to understand, but high performance people (at least this guy) are always looking to do more! And my newly formed goals are in line with these expanded horizons! And I sincerely hope my QLA Super Stars follow suit! More about this in due course!

And always remember, high performance people are judged by their dreams and not their memories! And Elon Musk is as great example of this concept that exists on the planet! He never stops dreaming and hence, never stops accomplishing! Google him!

**QLA Tip:** If you believe in yourself you know you can do it again! And you are able to assume the requisite risks associated with another Quantum Leap!

## **50 BILLION DOLLARS CREATED**

Well, after a more in depth look at my results and with a number of mentees/devotees coming out of the closet vis-à-vis how successful they had been with QLA and Dan Peña, we now have achieved the goal which I mentioned last year! The irony is that it is still a search in progress because **not everybody wants fame – only fortune!** LOL! For example, during this Jan seminar I got an email and a tweet that announced that 2 different individuals had created \$50 million and \$200 million respectively! WTF! And that was only in a single week! I am as pleased as an almost 69 year old guy can be! Strangely, these 2 examples took 8 years and 4 years respectively! Pretty damn good! And the \$200 million took ½ as long as the \$50 million! The results have been astonishing and I am positive they will only get better!

To illustrate past and future QLA success at the recent seminar, I initiated a Hall of Fame at Guthrie to show off the QLA Mentees/Devotees. To date, there is no minimum to make the Hall of Fame, but they vary from 8 figures all the way up to 11 figures! WTF!!!! Funny, but with my measly \$450 million, I don't even make the top 10! LOL! WTF! But for those of you that have been around since the mid 90's, I always wanted to create wealth for as many people as I could! And also change the way high performance business coaching was perceived! Well, I have certainly accomplished that goal! And to do that, I knew I must be only a small fraction of the value I helped to create! Well not being too braggadocios – I HAVE SUCCEEDED BIG FUCKING TIME – if I do say so myself! Though I don't expect CNN, Fortune, BBC, or the NY Times to be doing a major story on me anytime

soon! Funny but in years gone by, I have been featured in the LA Times (front page and Pulitzer Prize winning article), Investor's Business Daily (front page), the Financial Times (front page), Sports Illustrated, Robb Report, Hispanic Magazine, and amongst many others! And I have been featured on UK TV, European TV, USA TV and Asian TV. But then I was considered young, crazy, and lucky. Now I am thought of as an old eccentric curmudgeon, who lives in a 15th century castle estate with his own golf course!

## **NO COMPARISON IN PD/SUCCESS INDUSTRY**

I don't need to tell you, **NO ONE** coaching today has anywhere near these kinds of results based on equity/value created - 50 Billion Dollars! And I am reminded of an incident that happened in 1997 at the Harvard Club in NYC! I had been there to address a large group of CEO's in 1993 and again was asked to return in 1997, almost exactly 4 years later. Many of the same people who heard me talk in '93 were there in '97! (BTW, both '93 and '97 talks are on my torrent and have been deemed as good as Dan ever spoke!) In fact most were actually sitting in the same seats! WTF! I started my talk (and some called it a beating) by saying I had created 100 million dollars in value through my QLA coaching since I last saw you (bums) and what have you accomplished? Of course, this went over like a turd in a punch bowl and a hush came over the audience, similar, I am sure, to what Donald Trump did in Australia! Since that day, I never mentioned how much money I created through my mentees and QLA, till now! Not because I was afraid of hurting their sensitivities (LOL!), but because I had to get them to the QLA program, if I had any chance to help them achieve their dreams! Hence, I never pointed out to them how sorry their efforts had been in quantitative terms again! Of course the first 4 years I coached I was only just getting started and since then I have attained considerable momentum and the 100 million dollars has been dwarfed by 10's of billions of dollars! Pretty fucking good, considering almost all thought I was pissing in the wind trying to teach you guys, especially since I was going to tell you how hard it was to create wealth! Well, as I have said – conventional wisdom is almost always wrong!

## **APRIL CASTLE SEMINAR**

The recent early January QLA Castle Seminar was a major success! The YouTube videos were exceptionally effective and will be continued in the next **QLA CASTLE EXTRAVAGANZA, 12 – 18 April**. The April Seminar is almost full and it is still on a first pay, first accepted basis! Just like life – money talks and BS walks! For information about availability of the spaces still available, contact Thelma at, [thelma@guthriecastle.co.uk](mailto:thelma@guthriecastle.co.uk) And no, I don't have another scheduled seminar this year! But I do have at least 3 and probably 4 more major trips planned for Sally and myself on 2014! LOL!

Again, thanks for all the 20 years of QLA loyal support and may ALL your grandest wishes and dreams come true, as soon as humanly possible!

To Your Quantum Leap,

Dan

**QLA'S 50 Billion Dollar Man™**

**P.S. Thought:** If Dan Peña, who came from working class parents and didn't go to a high profile university can make massive change in so many lives, then what are the possibilities if you want to be a REAL change agent for yourself and your family? I have always believed, since I was a newly commissioned Army Officer in 1967, I must lead from the front! Hence, in the weeks, months and years to come, I will illustrate this notion with little doubt! This old dog still has a few more grand slams (centuries) in him! In fact, I am looking forward to bringing (beating LOL!) as many as I can, along for the QLA ride, if you are up to the challenge! More to follow, in due course!

**P.P.S.** When you are contemplating buying some PD or Success materials, or even reading some BS blog, vis-à-vis creating equity/value, do yourself a favour and compare the results of that person(s) who is writing and/or telling the information to the list below, before you waste your money and time!

#### **DAN PENA BRAND:**

\$50+ Billion in Wealth Created by Mentees/Devotees, since 1993

Barrio to the 15th Century Storybook Fairy-tale Castle, since 1984

\$50,000,000 (now about \$100 million) revenue 1st year in business-1982 (pre-internet)

\$820 to \$450,000,000 (now about \$1 Billion), an astounding 55% million gain, in 8 years  
in collapsing market (pre-internet )

\$60,000 to \$65,000,000 (now about \$100 million) in 3 ½ months (pre-internet)

GWRI IPO on LSE up to 20% when PM Margaret Thatcher's Jaguar privatization went down on the same day

1st to take an option to purchase something (not owning it) public on major stock exchange

Super High Performance in 6 decades

700 Deals all over world

\$25 Billion in Individual Deals not part of \$50 Billion created

20 Years Extraordinary Coaching/Mentoring

Mentored Mid-Manager to CEO of Global 25 CO in 7 years

Only Week Long Castle Experience (at his home)

AC Cobra, Bentley, Aston Martin, Chauffeured Limos

Only Year Long Free Mentor Program

QLA: Dream Team, Success Fees and Step by Step No-Money Start Ups

Mentored Mikey the Pizza Boy to Movie Maker in 6 Years

1000's of Businesses Started and CEO's Created

Mentored: CEO's, Clergy, Doctors, Olympians, World Champs, PhD's, Idiots, Spiritualists

Your 1st Hundred Million: QLA Only Step by Step Method - Zero to Wealth

Financial Business Magician/Wizard

After 40 years still feels responsible when emails/calls aren't returned to others very promptly, no matter what

Still can't accept failure as an option after 40 years

Multiple QLA Product Awards based on real deals done, not theory

Multiple Success Coaching Awards, Including Robb Report Coach of Year

Deals with Multiple Foreign Governments, Including Bank of England & Vatican

Over 75,000 Business Decisions

Never ever forgets a detail no matter how small

Only person to be sued by an organized crime family

Run over by charging Australian water buffalo

Bungee Jumped at almost 69 years of age

**P.P.P.S.** Again, we will have a very special attendee, who is world renowned in her field and at the top of her game! WTF! Why would someone at the top of her game attend? And I sincerely hope I don't have to explain! Or it is not too late to UNSUBSCRIBE!

**P.P.P.P.S.** And if we didn't already have an extraordinary list of attendees, a QLA Hall of Famer from South America will now join us at Guthrie in April! And he is one of the only 3 QLA mentees Sally and I ever allowed to move in with us to learn, even faster! Hence, we will have some really powerful QLA Mentees, who have created a few hundred million dollars!

**P.P.P.P.P.S.** To illustrate how a truly high (non-public) performance organization functions, here is a short resignation email from this week! He went through a thorough interview and testing process, including a very hard IQ test. His was one of the highest IQ test results in recent years! He worked till about 11pm last night, after my first senior meeting with him and others. The meeting ended about 8 pm. I grilled him no tougher than anyone else, but it was obvious, he was not used to being asked hard questions! I asked him why he would give a presentation to the Chairman in platitudes, etc., and so little detail? He had been a senior a long time and apparently was not used to direct accountability!

Hi L,

I would like to inform you that I am withdrawing my employment from the company. I know that I have the competencies to excel in the job, but I also know that I wouldn't fit into the company culture.

It was nice working with you all for the past two days.

Thank you,  
C



WTF! Better he leaves in 2 days than waste my and the company's time, which is much more valuable than money, which we know we can always earn back! He was one of the highest paid guys in the organization! During my 1st meeting with them - as I told the new batch of recruits – the good news is that I am here and the bad news is that I am here! But I follow no different fact patterns in any of my endeavors, including charities, than I did building the 450 million dollar Great Western, or in the last 20 years creating 50 billion dollars in equity/value with my QLA mentees and devotees! The formula works and I know it, though it is obviously not for everyone! Of course some of you guys will say, *“Gee, Dan it was only his second day!”* My response is, *“I have let people go on the very 1st day, because I am not afraid of saying I made a mistake or that our recruiting system failed!”* And as Jack Welsh of GE says, *“It is not the people you fire that hurt the business; it is the people you don't fire!”*

**P.P.P.P.P.PS.** Best advice I ever received, or gave? **JUST FUCKING DO IT!**

**P.P.P.P.P.P.P.S.** I am adding this postscript at the very end of this very long eBook, because I know some of you marketing geniuses have been taught that this is where you should put the most available information, etc.! This is not the most important, but I want the information more fully noted!

## **SELL INTEGRITY SHORT**

Almost all the major and even many of the minor players in the PD/Success industry have had pieces written about them settling law suits for fraud, and plagiarism! Even a few have gone to jail in some instances in their various careers! A few have been dethroned because of the degrees they didn't have and/or the schools they didn't go to, or the accomplishments they didn't do! It would take me too long to list all the transgressions here and they are not germane to me.

But I decided to beat a few pundits to the punch and write about my own alleged digressions! As the PR guys say, so I can get out in front of the news! LOL! This is not *new* news, because the thing that I and a colleague were accused of was in 2006 and we were exonerated by the authorities, as the link below shows in 2009!

Virtually all that is written about me on the internet is overwhelmingly positive! There are a few not-so-complimentary stories, blogs, etc., mostly referring to my bad language, ego, the cost of my book, tough ass seminars and lavish life style! But the main “bad” thing I have *supposedly* done, had to do with an episode in India where I was, along with 2 others, were falsely accused of credit card fraud and porn! (And this is so hilarious that if it was not a real tragedy, I would have laughed till I peed on my pants!)

It all stemmed from me refusing to pay a bribe of about \$250,000 to an Indian crook. And subsequent to me not paying the extortion, the police closed our business down in Bangalore, India! And to honor our obligations to our employees and creditors, we reopened under a new company! A long investigation ensued! At the end, after great cost for lawyers, etc., all my interests were completely cleared and exonerated without paying a penny in bribes! Notwithstanding the facts, a few people over the years (mostly disgruntled former employees) continue to drag this up. And I have attached the Wikipedia comments on the subject and The Times of India links below,

only to show what really happened. Though Wikipedia is not the Supreme Court, or the last word, this is one time they got it right, in reference to this false criminal accusation! I only added this in the end of a very long eBook, because I want all to know what happened and hopefully the pundits and my detractors will not use this proven false Indian incident as an excuse to overlook the QLA mentees and devotees extraordinary accomplishments! Part and parcel of this tragedy of justice is an ongoing liable suit against The Times of India, who was the main reporting entity with no substantiated proof!

#### **FROM DAN PENA WIKI:**

In 2009, an alleged fraud was charged against one of his companies in India, but the case was dropped and his company was cleared from all charges. Cybercrime police asked the court to treat it as mistake of facts.

#### **FROM GOOGLE TIMES OF INDIA ARTICLE:**

1. <http://m.timesofindia.com/city/bangalore/Firm-chairman-director-cleared-of-charges/articleshow/4872276.cms>
2. [http://www.danpena.com/newsletter\\_files/issue75/cleared-of-charges.pdf](http://www.danpena.com/newsletter_files/issue75/cleared-of-charges.pdf)
3. [http://www.danpena.com/newsletter\\_files/issue75/cleared-of-charges.pdf](http://www.danpena.com/newsletter_files/issue75/cleared-of-charges.pdf)

Aug 9, 2009 - OPINION. BLOGS. CLASSIFIEDS q. PHOTOS. VIDEOS. City. *India*. World ... Chairman *Daniel S Pena* and Director William Smith in a case.