

*Hi, James here and I've got a great idea. We're going to go shopping and we'll be back. I'm going to tell you about a really cool idea I've had for something we can do at FastWebFormula 4 Live and you could be the proud owner of something fantastic. Let's go and purchase it.*

## 2004 Penfolds Grange

Ok, James here. We're back at the lab and I have this bottle of 2004 Grange. Now if you look up the price of these online, you'll see they probably in the \$600s or \$700s depending on where you buy them. So it's a pretty decent bottle of wine and the whole point of Penfolds Grange, for Australians at least, is it takes a bit of work, a bit of effort in the contents and to get the reputation of Penfolds and that's what I teach students – that it's a long haul game.

When you come to FastWebFormula 4, you will learn the same things that I've applied. Now my mentor taught me about Penfolds Grange. He taught me about Max Schubert and how he made this stuff in secret and was shunned by everyone else because it wasn't popular. But then when it started winning prizes, this stuff is world renowned as a good drop. So I want to give this bottle to a FastWebFormula 4 attendee.

## 4% Challenge

When you join the [FastWebFormula 4 event](#), you'll get sent the details on how you can win this bottle. I want to give it to somebody. But it's going to be someone who puts in the effort. Someone who comes up with something special.

You see I teach this idea that you focus on the 20% of the 20%. So you take the 80/20 Pareto Principle, you find the top 20% of activities and then you do it again because it's fractal. So the top 4% of things are what you should focus on. So someone who wins this is going to be focusing on that top 4%. I'm going to have a top 4% challenge. It's only available to people who are coming to the event. And at the event live, I'm going to hand out this bottle of Penfolds Grange to someone who's earned it. So I wonder if that's going to be you?



All About Quality

## Ideas at FastWebFormula 4

I hope you can [come to FastWebFormula 4](#). I think the ideas that I'm going to talk about there are powerful. Some of these ideas, like the Penfolds Grange, have been taught to me by my mentors who have run very successful businesses, in some cases up to a hundred- million-dollar-a-year businesses. These are the insights I'm looking forward to imparting to you. I'll see you at FastWebFormula 4 and maybe I'll be giving you this bottle of Grange for you to enjoy and to recognize what it takes to be a winner, and to stand out amongst the peers and have something that others will find very difficult to replace.

I'm James Schramko. I'll see you at the event.

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