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CHAPTER 5: ACTION CARDS

FreshBiziology 101: The Language & Mindset

- **Win to the Winth Power** – Win-Win is soo last year. Win to the Winth Power is multi-dimensional winning. The type that is collaborative, expansive, and creates winning in many dimensions with many people, simultaneously.
- **Action Cards** – Non-monetary currency comprised of all your unique gifts that can be leveraged to move you and others forward in life. From your skills and abilities to your knowledgebase and your connections, this is the currency of the New Entrepreneurz.
- **Throw the Dice** – Taking action is how you collaborate with the universe. You make a move and it makes a move. If ever you find yourself stuck, just throw the dice. And the good news is that you can throw as many as you'd like.
- **Zoom Out** – Pause, breathe, and look out from being in the thick of things to widen your view, broaden your perspective, and take a holistic look at the total picture. This allows people to see more opportunities and possibilities than what was there previously.
- **Quantum Leap** – An incredible new reality that came about without the typical planned linear progress. One minute you are here, and the next minute you are all the way over there. Celebrating the miracle!
- **Red Titles and Green Titles** – Our perspective on what we see as mandatory (Red Titles) vs. optional (Green Titles). These are things that we must or must not do rather than things we may choose or choose not to do.
- **Smartnership** – Smart partnerships that are created to strategically bring everyone success, results, and winning through providing tremendous value all around.
- **Smarketing** – Smart marketing where instead of selling, pitching, convincing, or recruiting, you simply share your unique message the right way and attract your ideal customers or community to you, with ease.
- **Internpreneur** – The new type of interns. The type who don't just make you coffee, await you babysitting them, and wait "in turn" for instructions. These

Millennials are creative, proactive, and can really make a difference in your company...if you just get out of the way and let them.

- **Communitycation** – communicating directly with your community. When engaged in the same mindset rhythm as others around you, your communication and community become transformational.

Chapter 5 - Action Cards

“Do you want to know who you are? Don't ask. Act! Action will delineate and define you.”

— Thomas Jefferson

What are Action Cards?

Action Cards are the avenues that allow you to quantify the gifts, talents, skills, connections and knowledge that you usually don't count as assets or options. Action Cards let all of us experience the value and power of everything we have going for us that up until now was probably invisible to ourselves. Action Cards are the currency that let us unlock opportunities and experiences, move us forward in life, and achieve our greatest goals. Your car, an amazing online group you belong to, your savvy cooking skills, a knack for Spanish or remembering names, or your friend in London – they're all Action Cards you can use and share creatively.

In the game of FreshBiz itself, all players start with 5 Action Cards which they can use whenever and wherever they like. Each one is completely unique and more can be picked up along the way. It's up to us to figure out the smartest times to play an Action Card so that it provides us with its best value. And as in life, players don't have to wait to use them. They don't need to wait for someone's turn, or someone's approval, or even the “perfect” moment. They just need to recognize them and activate them.

Action Cards are literally everywhere waiting for you to identify and use them, so go do so, and apply Win to the Winth Power thinking to enjoy playing with a whole new currency at a whole new level!

Ask people to name three well-known currencies. What are the chances they'll say Dollars, the Euro, and the British Pound, or maybe even Bitcoins? And what are the chances they'll go for currencies that are *completely other* than money... such as Action Cards?

Well, the better we get at leveraging them, the better our lives get as well.

How frequently do you hear of friends or family who say they feel stuck because they lack money? But allowing an insufficiency in just one form of currency to determine stuckness, demonstrates a very one-dimensional perspective. Viewing money as the only currency which can promote forward movement or manifest dreams and wishes causes people to view themselves as having almost no options. The conclusion: they feel limited or incompetent.

A simple shift, a zoom out and away from the stranglehold of money on their thinking, and they can see the wealth of their entire collection of Action Cards, how to access them, and the endless multi-dimensional opportunities they provide. For us at FreshBiz, we have traveled many countries, reached amazing people, and have formed long lasting relationships through the power of leveraging Action Cards. This chapter aims to help you unlock the power of currencies available to you that have been concealed from your sight until now.

Myriad forms of currency

Currency was created as a way to measure and pay for tradable goods and services. Two of the most ancient currencies were salt; and carob seeds, which are said to have an identical weight and gave rise to the word 'carat', now used to measure gold and precious gems. It wasn't long before the term "currency" became synonymous with "money." At some point humans set currency up on a pedestal and began to worship it, battling and warring over it, seizing others' land because of it, and creating comparative scales of value for goods and services, instead of enjoying the experiences that currency opened up. But as multi-dimensional creatures, our currency systems are multi-dimensional too. We call these multidimensional systems or currencies "Action Cards" and relegate money to being just one dimension in a never-ending array of Action Cards. So let's get really good at using, playing, and sharing them! Keep in mind; they aren't for collecting, hoarding or to be used later, like money and diplomas. Action Cards are made for playing.

We've met workshop participants who are convinced that because they're poor, their life can be nothing but pain and frustration when in actuality, they could be holding a royal treasury of Action Cards they've never thought about or just don't see. What can that feeling be likened to? Walking around in a room so dark you feel blind, and forgetting there's a full box of matches in your pocket. Light one, and the whole room's illuminated.

So, Action Cards, huh?!

This chapter was written in New York. Here is how we leveraged our Action Cards instead of money to create an unforgettable experience.

We flew to the US and spent 2 nights in an incredible NYC hotel once we got there without using any money. Thank you credit cards, miles, and points!

We were given a cellphone, a car, and a beautiful lakeside cabin for five nights in upstate New York where we could write the book, without using any money. Thank you, amazing family!

We met with some of NY's top boutique PR companies and Influencers, without using any money. Thank you, LinkedIn Pro account!

All in all, it was an incredible adventure that came together through a handful of Action Cards, great relationships, and the ability to weave them together nicely, which we call multi-dimensional thinking. And there we were, writing at Swan Lake with deer eating from the apple trees right outside our door and the fall foliage covering the ground in electric colors of oranges, yellows, green, and reds. Thank you, Action Cards, for this great experience!

Action Cards are awesome when...

1. You've clearly identified yours
2. You've clearly identified those of others
3. You have a keen sense of their different values depending on who's using them
4. You choose great moments to use them
5. You show them, share them, play them, sell them, trade them, and give them away

The New Entrepreneurz combine Action Cards as skillfully as ancient weavers of intricate tapestries, and they reinforce everything else while doing so. Many of our FreshBizers who have been through some of the higher level seminars share about how they palpably experience the richness, opportunities, and fun in their life through playing Action Cards wherever they go... they make for amazing stories!

We love the feedback that we get after participants around the world complete the first workshop called "Win to the Winth Power". We hear people talking about how they never

realized how many real life Action Cards they have to play, or how great their Action Card Wealth really is. There is also a huge shift in achievable possibilities through Action Cards when you view the people around you as teammates rather than competitors.

For all you professionals out there

LinkedIn is an Action Card generator for literally endless connections and opportunities. One click and you have instantaneous access to top influencers, GameChanger companies, great groups, and extraordinary people. Want to win the game of LinkedIn? Know who you are and who you are looking for. Here's a simple tip: having the basic LinkedIn account gives you the ability to join up to 50 different groups. Did you know that?! You can tap into 50 different worlds of the type of people you want to hear, share with, hang out with, and experience life with... that's gazillions of Action Cards just in this one area of LinkedIn that can transform your professional life at whatever level you are on, and it's free! So never ever be a part of less than 50 groups! Why would you? 50 streams of information, education, and transformation by knowing what you want to join. Some of our best FreshBiz partners around the globe came through getting linked in online and then transforming that relationship offline.

Priceless vs. Worthless

Don't undervalue an Action Card because it doesn't have a specific monetary value. After all, neither the necklace that used to belong to your great grandmother nor the clock that once belonged to your great uncle has specific monetary value. We call them priceless, not worthless, and we cherish them.

You are an Influencer if you care more about impacting a few million people than making a few million dollars. This is the origin of the "Pay with a Tweet" concept. In other words I would prefer that your entire tribe of twitterers hear from you about my product or service than you purchase it from me for a few bucks. New Entrepreneurz find and create value by playing their Action Cards with the people who value those cards most.

Phillip McKenzie and Jon Levy are two amazing people we have the privilege of knowing who run two different types of platforms for Influencers. They truly understand the power of Influencers and their wide array of Action Cards. When Phillip McKenzie (i) approached us to speak on the stage of the first Influencer Conference in Israel, we were really impressed by the concept and by him as well. Realizing the power of the Influencer culture to shape the

future across different industries and disciplines, he created the platform known as InfluencerCon to give these amazing leaders the arena to share their ideas, innovations, and thoughts. Basically, this event is an Action Cards party that has nothing to do with business and money necessarily, people just get together and see how they can bring value to each other in any way possible. This is what we call the Action Card Economy and we invite you to look for or create opportunities like these in your communities.

While Phillip creates Influencer events for the public, our friend Jon Levy (i) crafted a more intimate event that he calls Influencers Dinner. Jon is a playful entrepreneur who puts on these monthly dinners in his Upper West Side apartment with incredible Influencers because he realized that living a powerful life involves two things: quality people and quality conversations. The idea behind the event is simple, he gathers 10 people to a Friday night dinner, where they get to cook together and engage in quality conversations. It's an invitation based event, where none of the guests know in advance who the other guests will be before they arrive, and to keep things pure, they can't talk about who they are or what they do for the first hour while preparing dinner together. In order to get this exclusive invitation you only have to meet one term, be rich in Action Cards.

Since he started this a few years ago, he was already featured in the New York Times and Forbes magazine and has had guests who are movie stars, musicians, Olympic medalists, comic book sensations, and incredible business entrepreneurs as well. After having a few hundred guests over for dinner, Jon now leveraged this by opening an Influencer company that matches the right people with the right products and services.

It's time to get good at distinguishing your Action Cards and those of others!

Action cards – I'll show you mine, if you show me yours

Start viewing the world as a big community where you can showcase and share your gifts, talents, and strengths, without fear or vulnerability. Join and create communities of people who share this mindset and play those Action Cards as a form of self-expression! We call it an Action Card Co-op. Here's an idea to ponder. What might happen to "homework" and "exams" if, in every classroom, all the children's Action Cards were posted in a list, making them available for all other pupils – or even mentoring staff – to use! Same idea for StartUps or Corporations, imagine if everyone's names and Action Cards would be clearly displayed on a wall in every meeting area or work station to promote collective winning. Let's make that

close up and personal now: what if each family had an Action Card list in a designated place? Parents and siblings could ascertain how each family member can contribute, play a role, and move the family forward. Plant an Action Card garden in your community and just watch what amazing things happen. People naturally want to share, want to impact, and want to do what they are good at. This is the perfect platform that lets everyone expand what each other is doing!

When you start opening your Action Cards towards other people, you'll start to notice how many people will begin to open up and share their Action Cards with you too. This is much like that basic lesson in sales: smile at someone and she or he will smile too; nod to that person and she or he will inevitably wind up nodding back. It creates a flow of abundance and a fluidity that feels warm, nice, and wholesome. This doesn't operate on tit for tat. Instead, it's just an open space for connecting and empowering. The top level exec at Sony Music might just be your Mom's brother, who you call Uncle Harry, but he could also be the dream come true for your friend and her band. Make the connection and let them know that you are open to sharing Action Cards, and then invite them to play life with that mentality as well. Remember – these are Action Cards, not power cards. The connections aren't about your ego, pride, or taking advantage of people. It's about creating action that moves the world forward. It's about winning the game of value-based living through helping yourself and others simultaneously win, or at least get really far ahead.

It used to be that people kept their Action Cards close to their chest, turning them into power cards. In the world of New Entrepreneurz, concealing your Action Cards is selfish and detracts from you as a person and from what's possible for the world as a whole. When you hide your Action Cards, you're essentially communicating that you do not trust people and that you yourself cannot be trusted because you understand why they are hiding their Action Cards from you as well!

Learn to leverage your Action Cards and watch how quickly you expand experiences!

Here are some more fun Action Card wins:

- * Ronen's wife Anat, is a talented graphic designer who designed the first FreshBiz game.
- * Simcha's power packed smoothie making skills (recipe in back of book) which scored him a great weeklong CouchSurf in Amsterdam.

* Our amazing partner Josh, translating the game from Hebrew into English and connecting with the right people online, which unlocked our global activities.

* Yosef and Or, our friends and FBZers, who are talented photographers and videographers that we work with on our projects and send them customers in need of quality work.

The list goes on and on...

Now that you've identified your Action Cards, what happens next?

Two simple steps:

1. Start by writing down five Action Cards today.
2. Begin sharing them with people in your life.

Keep in mind that you benefit from Action Cards when you **use** them. They're not artwork, to be collected and displayed. Action cards have no value if you don't activate them. So don't hide them in a vault, or selfishly protect them for later. Use them now. Imagine if the divine hand painted by Michelangelo reached down every month and snatched away ten of your real life Action cards! You'd be a lot more motivated to wake up each morning with a Carpe Diem attitude towards them. Sure, it might not be the optimal time for you to play them, but it's still better than not having them to play at all.

Keep in mind the famous quote, "Perfect is the enemy of the good."

8 reasons why people DON'T share Action Cards:

If Action Cards are so valuable, potentially even more so than money, why would people not share them? Here are the 8 reasons that we have found:

1. They don't know what Action Cards are.
2. They don't know what Action Cards they specifically have.
3. They undervalue their own Action Cards.
4. They have been trained not to share or even show their hand.
5. Talking about Action Cards seems like bragging or showing off.
6. They were raised on a competitive mindset, which is the false notion that sharing with another will let the other win first.
7. Ego - they want the credit because it's *their* Action Card.
8. Fear – that the person gaining from the Action Card may use it against its 'owner' or may not need them anymore.

At Business

Most people don't share Action Cards because they don't understand its language. Here is a simple idea on how you can make a difference in the culture of your business or corporation, just by picking a day and time. For example; call it Action Card Wednesday! Every Wednesday from noon to 1 pm at work, you and your co-workers will begin freely sharing Action Cards.

Tom is first on the list. He's from marketing but someone in his family owns the local theater and he's hooking up coworkers with free movie tickets. Wendy from accounting is sharing her 2 library cards so co-workers can download free eBooks that automatically get returned after a couple of weeks. A free hour of tutoring is being given by Michael from HR. He'll demonstrate how to take great pictures with an iPhone and explain the cool free apps that turn photos into winners. Lastly, Maria will begin giving Spanish lessons to those who would like and would love to learn from whoever can teach her about grants and scholarships that her son could apply for as he continues his education. How great would this be? As more and more people learn about the culture of Action Cards, they are starting to transform their local cultures, and it is making all the difference!

At University

What would life look like if a whole bunch of students created Action Card Thursdays before going out to party for the weekend? Melissa, who's a biology whiz, shares her notes with everyone and even helps those who have trouble with a particular unit in that week's studies. Carlos, who has his own key to the student union, invites everyone in for 2 hours of TED Talks on a weekly basis to recharge thinking. Jason has got the credit card game down pat and shows everyone how to access free spring and winter break vacations. And Rachel who has "cracked the code" on how to use LinkedIn efficiently, mentors her peers on how to set themselves up with the best people and companies for work around school and work upon graduation.

Here's a real life example: Tony Hsei who runs Zappos and wrote the amazing book, ***Delivering Happiness***, shares a great story on how he needed 20 questions answered for a test back in University. He asked 20 of his bright classmates to simply answer one question each and then offered to share all the answers with them! That's collaborative winning through smarts and Action Cards.

Share Action Cards

We say share and not barter because when people want to barter, they often mean tit for tat. I'll do this one specific thing if you do this one specific thing. That requires deciding on the precise values and making sure that things are completely fair and equal. When we share Action Cards, we just share them, understanding that as multi-dimensional people living multi-dimensional realities, sometimes you'll get more value and sometimes the other person will get more value. Instead of weighing and measuring pennies based on the Old Island system, a goodwill sharing attitude creates a flow, team, and winning. It says I care less about the details of who got more in this one specific case, and more about both of us winning overall. Small minds that focus on the specifics of tit for tat are playing a game of jealousy and unfairness while people playing Action Cards are simply having a blast expanding life for each other.

Know the Value of Action Cards

Action Cards have different values depending on who uses them. Like we mentioned earlier, in the game of FreshBiz, you can play an Action Card called "Collect Profits." But if you play a selfish game and only focus on yourself, then the maximum value based on the businesses you've bought throughout the game so far might bring in \$1 million. On the other hand, zoom out for a moment and look at the resources and businesses of other players. What you're doing is looking at how you can bring value to the team. You see a different picture altogether. You might be sitting across from Jennifer who has \$3 million in potential business profits. Hmm... how can that be used to leverage greater potential? You go for straight communication, wanting to get both of you to a winning spot.

"Hey Jennifer, want to make a million dollars in less than 5 seconds?"

"Uh, sure!"

"Take my Action Card, collect your profits of 3 million, give me 2 so I can double what I would have collected by myself and take 1 million for yourself as a thank you for making the deal happen."

"Ok, cool!"

Here are some of the outcomes that might have occurred instead, and often do when people first play the game. Jennifer might be used to the world of sales and negotiations and might instinctively try to negotiate a 50/50 split because often that's how sales people are trained.

They're not used to someone making such a good deal with them on the first try. Well, I can either give in and we each make 1.5 or I can explain to her that making a million dollars more than what she has right now as a result of my creativity when using my Action Card actually provided her with a lot more than she had in the first place. Letting greed cloud our vision bogs us both down. Jennifer, raised on Old Island systems, might be convinced that life's a competition and therefore doesn't want me to get ahead because that translates in her mind into thinking she's somehow getting beaten. It sounds absurd but I've played the game of FreshBiz with people who think the only way to run faster than other people is by breaking the others' legs. It takes some training and practice to play collaboration and communicate straight through the prism of Win to the Winth Power. But playing this type of game in the world of business will do absolute wonders for you!

Remember: Action Cards should *always* be used in a Win to the Winth Power way and never as a form of manipulation or blackmail, or in other negative or perverse ways, as the currency of money has often been used.

As noted, Action Cards are meant to played, not collected. Life happens right now, so why hold onto them and keep waiting? We're not talking about calculated waiting where you hang on to your Action Cards because you know that in 3 turns the payoff will be even better than what's possible now. We mean those who wait for the sake of waiting, such as people who connect on LinkedIn to anyone and anything in case one day they'll need the connection. Don't stockpile people or Action Cards for some vague "right moment." Right now is the right moment, so play what you've got when you got it.

Choose to create the environment of generosity and reciprocity with Action Cards and just like Phillip McKenzie and Jon Levy, watch how many doors open for you and everyone else involved. After all this is the New Shared Economy and it's thrilling to be part of it!