

FOREWORD

As we move through our own personal journeys, we carry with us powerful tools that we acquire along the way. These tools, when harnessed correctly, can serve as our greatest allies. If misused, they can become our most formidable adversaries. Controlling them to ensure they remain your ally is one of life's greatest challenges. Shane Laufman has dedicated his life to teaching these principles to elite entrepreneurs, business executives, and thousands of others who are not content with merely being cast into their circumstances. Instead, they seek to design their future with intention and foresight.

The pages of this book are a wellspring of knowledge, revealing and unfolding tactics that remain a mystery to the vast majority. I cannot recommend Shane and this book highly enough to everyone I come in contact with! Over the past 30 years, I have immersed myself in the hyper-competitive entrepreneurial world, personal development, and business growth space on a global scale. Throughout this journey, I can recall mentors emerging in various forms—whether in person, through recorded media, in written words, or shared insights. The unique allure mentorship has is the incredible ability to fold time, which is to say, “It moves you closer to your goals sooner than later.”

Seldom do individuals come along who set themselves so clearly apart from all the rest. You recognize them because they are distinctively unique, remarkably innovative, and exceptionally effective in their chosen field. In the last few decades, I can count on both hands the number of such individuals I have had the privilege to meet. One of these standout individuals is Shane Laufman, the author of this book and creator of this groundbreaking formula for success. His

profound abilities and remarkable results, combined with his talent for conveying these results in an easy-to-understand format, significantly enhance people's success in a truly unique and transformative way.

Knowledge is abundant out there, and numerous systems claim to offer the keys to success. However, Shane's FQ3C formula represents a radical breakthrough in its effectiveness, pliability, and intuitive nature showcasing the talent that has been poured into it. This system equips the user with specialized knowledge that is not taught in traditional educational settings such as college. Drawing from years of experience in this arena, I can confidently say that Shane's system stands head and shoulders above the rest.

I urge you to read the pages of this book in its entirety!

If I can give you one humble tip, remember the three A's to success and living a tremendously fulfilling life: acquisition, assimilation, and application. When you apply these principles to the content of this book, you will accelerate your results in a manner that hasn't been seen since groundbreaking concepts like NLP, the 80/20 rule, Think and Grow Rich, Six Sigma, EOS, The Secret, The 4-Hour Work Week, The 48 Laws of Power, Atomic Habits, and many others that have revolutionized the world of personal and professional development.

To your success,

Jim Lutes

CEO Lutes International

Chapter 1 / FQ3C: Art of the Success Formula

Revolutionary book of the formulaic expression embedded in all successful endeavors

In the course of developing, or more accurately discovering, this formula I have found myself doing business with the likes of billionaires, Olympic gold medalists, hall of fame athletes, military officials for the Pentagon, internationally recognized public speakers, world-renowned authors, engineers for the largest manufacturers on the planet, musicians, supercomputer architects, Fortune 50 companies, politicians, and more.

These people may seem out of reach and too good to be true. Almost as if they are pulling a rabbit from a hat to acquire their wealth, fame, and fortune. So what's the secret to pulling the rabbit out of the hat? What is going on behind the scenes? Like most magic tricks Penn and Teller said it best, "Magic fools you because it's stupid. You know, because the human brain wants to have beautiful, wonderful aha experiences. So if you want to fool somebody, you come up with something really stupid."

So let me tell you a quick story. This was a normal networking event. People converse, sharing business cards, and seeing who they can connect with in hopes of taking their life to the next level. Most people are accustomed to going to these events expecting to give their business cards out, shaking a few hands, and wishing that they will get lucky and strike it big.

So how does one turn showing up to an average event like this into one where they meet an Olympic gold medalist and connect with them on LinkedIn, set up a deal to help a company sell

their business, and be positioned as the expert to help that business grow to get to the next level without handing out any business cards, having any degrees, or introductions from someone else?

Now here's the trick... and it is so stupid simple... it is FQ3C:

- F | Using my time to exclusively focus on giving it to those that I want to do business with.
- Q | Being one who can provide value to each person I speak with.
- C | never ceasing the desire to help others.
- C | alignment of my actions, presentation, and expectations.
- C | Defining who I want to do business with and why.

Now this isn't something to fool you. This book is here to show you that there is no trick! You are going see behind the veil so you are clued in on what makes successes, miracles, romances, and "the greats" tick.

When searching for success, whether it be to find love, become an Olympian, discover hidden secrets, dive deeper into your spiritual walk with God, or obtain massive fortune; you will either be someone who was blessed with the core values and training that will push you to inevitably leverage this formula, or you will be someone left behind always scratching their head, chasing the next shiny object, falling for the "get rich quick" schemes, and never obtaining a life that you would consider to be NET POSITIVE.

Listen, I am not here to reinvent the wheel. In fact, it is quite the opposite. I am here to point out those moments that did work for you and guide you to see WHAT you did that led up to that glorious moment of triumph. I am here to point out that what you did to be successful at making your breakfast this morning is no different than what the billionaire did to amass their fortune.

Don't think of this book as giving tips. On the contrary... This is more of a math book that ties directly into your life and your choices that will either continue to leave you chasing your tail or FINALLY getting a grip and pushing towards that which God has placed on your path.

Before diving into a brief history of FQCCC, more affectionately called, "FQ3C", also known as "The Success Formula", you are going to go over where this formula fits and why is it so imperative to know this formula inside and out so that success is no longer a dream or a desperate grasp leading to an empty handful of air.

To really grasp the FQ3C formula this book will be a little repetitive, but it will also be transformative. You will observe the same thing in different ways to ensure that there are no excuses for every reader to not grasp this formula. This book is meant to adapt to the many variances of learning styles, modes, and preferences. While being patient for those who grasp FQ3C without any resistance please know that the monotony will be broken up for you while maintaining a level of repetition that will ensure you walk away with this formula ingrained and equipped to leverage it when you have finished this book.

This formula is the core ROOT of all successes that you and everything else, including plants and animals, will set out to accomplish. What this means is that FQ3C accompanies every system, every lecture, every skill, and every wise saying out there. In fact, once you have mastered FQ3C you will be able to connect all you learn to a central, measurable, quantifiable formula that you can use to create your path. This formula is ingrained in all positions and scales of any process that leads to a series of deliberate successes, but what you need to know first is what it doesn't cover.

FQ3C doesn't cover luck. It doesn't cover miracles. It does not encompass old money in many respects. It isn't built for serendipitous moments that had no prior efforts allocated. It does not cover life and death situations where you had never thought of or prepared for that despairing moment. To be blunt, this doesn't cover a single success where there is no time put into it. It may however, be that by knowing this formula you can take a single success, that could have never been predicted, and turn it into the series of successes that you may consider a fulfilling and successful life.

Now that you know what it doesn't cover lets quickly breeze over the areas that it does shall we?

Let's jump to 2019. Social media is on the rise. Dating apps are the craze and COVID has become the focal point for the world as everyone is cooped up inside. Facebook just came out with their new dating app and I was curious to see how many women would respond to various opening lines. After many iterations I was having a TON of success with one opening phrase in particular, "Would you be offended if I wrote a song about you?" You would not believe how

many women want a song to be written about them! In that mix was a beautiful woman by the name of Brooke who was Christian, smart, southern, and very insightful.

Lo and behold, while I wasn't even looking to date, in under a year she became my wife.

So let's FQ3C how I found my wife:

- F | Sent out a mass amount of messages to women that I was attracted to
- Q | Using the responses I adjusted the quality of my opening line
- C | I did this every day and only with those that met my criteria for a wife
- C | My follow-up was in line with what I claimed in my profile and messaging
- C | I defined that I wanted a Christian, nurse, who embodied kindness and wisdom

Now I am not guaranteeing you a wife or husband. What I can guarantee is that I wake up next to an amazing wife every day who is more than I deserve and more than I could have ever imagined because FQ3C works and God knows what he is doing. Just by following the basics of these variables, success in any endeavor, including dating, is right there available to you.

At that moment when you are sitting down, and all of a sudden you have a great idea, your instinct should be to FQ3C it. When that idea has been mauled over and transitioned into a dream, FQ3C it. When that dream becomes a goal FQ3C it. When that goal magnificently transforms into action you need to ask, "Have I FQ3C'D it yet? When that action turns into the need to plan FQ3C immediately! When that planning paired, with a beautiful strategy, begins to