

# **Business Success Secrets Exposed**

## **(Unofficial Part 3)**

**Post Interview Between Josh Floyd and John Simms**

(This interview was edited for clarity and length)

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**Josh Floyd:** I really enjoyed your business success secrets exposed interviews. I want to ask you a few questions and pick your brain. Why are you so open-minded?

**John Simms:** You can't grow as a person without open-mindedness. In regards to one's business, occupation or craft, open-mindedness could provide you with more opportunities and progress not to mention could enhance your creativity, success and potential.

**Josh Floyd:** Why are you so generous helping people afford your services?

**John Simms:** I care about people first and foremost. And I want to give them opportunities they'll probably never get in their lifetime. And through my various payment options and programs that I offer, they can utilize my services and benefit from them in more ways than one. And on top of that, I can relate to the average person due to my working class upbringing. In all, it's a win win situation, helping others, helps me and vice versa.

**Josh Floyd:** Would you tell me more about your local celebrity client?

**John Simms:** He was a struggling DJ who had a lot of competition and didn't have money to promote, market and advertise himself. And needless to say, I offered him a deal he couldn't refuse and I helped him with his promoting, marketing, branding, public relations, networking, sales, etc. And as a result, he blew away his competition, got a ton of exposure, recognition and demand and he made money.

**Josh Floyd:** Have you worked with other entertainers?

**John Simms:** Yes. Local musicians, magicians, clowns, models, etc.

**Josh Floyd:** Who do you work with now?

**John Simms:** Some celebrities, entrepreneurs, industry experts, healers, authors, coaches, speakers, entertainers, network marketers believe it or not, mom and pop businesses and the average person.

**Josh Floyd:** What about the media?

**John Simms:** One of my clients has a small production company. And I also worked with media personalities and public relations professionals. I've even utilized various pr sources and mass media outlets for my clients and business partners such as local TV and radio, newspapers, magazines, blogs and podcasts. As for national TV exposure, personally I could've been a guest on The Balancing Act's talk show, but I told the producer no way back when.

**Josh Floyd:** How did they find you and get them interested?

**John Simms:** During the great recession, I released an employment book and distributed a press release that included a video. From there, they contacted me.

**Josh Floyd:** I was going to ask you why you haven't written a book?.

**John Simms:** Actually, I've written roughly 30 books on various subjects and made the majority of them available to purchase through Amazon until I unpublished.

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**Josh Floyd:** Why did you unpublish and not release your other books?

**John Simms:** Besides pirating issues, my knowledge and information are very valuable, scarce and powerful. And I didn't want to sell my books at low prices or allow certain ones to get in the wrong hands and harm a lot of people. However, I do use my books for getting speaking engagements.

**Josh Floyd:** What subjects did you write about?

**John Simms:** In regards to business, how to start and operate a business, how to promote, market, advertise and obtain publicity, sales mastery, networking, branding, etc. As for other subjects I've written on, how to become employed and how to save and make money, success, human potential, Christianity, personal spirituality, shadow work, mind control, advanced and applied psychology, modern day counseling, human nature, self improvement, personal growth, life mastery, fitness, holistic medicine, etc

**Josh Floyd:** That's crazy. Why did you write so many books?

**John Simms:** It was a way to express my personal knowledge, competence, creativity, success and multi-potentiality. And like I said before, I use them for promotional purposes for my speaking gigs.

**Josh Floyd:** Why aren't you famous, you should be.

**John Simms:** Thanks, I appreciate the compliment. I don't care to be famous, but I do want to be valued. And not to sound too conceited, I'm already successful in life and business. However, I am passionate about helping and healing others and mentoring them to be the best they can be and live life to the fullest. In all, if I become famous for becoming more known, so be it.

**Josh Floyd:** Lets talk about your Words of Wisdom quotes you have on your websites. I liked many of them. Would you explain your "Too many wannabe business people in Corporate America" quote?

**John Simms:** Sure. And it could go with to my other quote 'I don't sell dreams, I offer reality.' In a nutshell, there's a lot of so called experts and professionals out there who try to fake it until they make it and lack professionalism. And in the for profit realm, there's a lot of smoke and mirrors, lying, deception, puffing, hype and over priced products and services that may or may not be beneficial to people not to mention some secrecy and incompetence. And speaking of secrecy, I know many secrets of the rich and famous that involves their omission of important information, public relations, branding and sales tactics among other things. In regards to networking organizations, a lot of people within them aren't serious about business and making money and are only there for the socialization. And it's unfortunate that well-intentioned small businesses owners, professionals, entrepreneurs, etc waste too much time and money networking with the wrong people, businesses and organizations. And when it comes to business, making money, success, solving problems and getting things done, I don't play around and the positive outcomes and results speak for themselves.

**Josh Floyd:** OK, what about your "I became very successful in life and business being a nonconformist" quote?

**John Simms:** For the most part, it's self explanatory just like my other quotes "life is what you make of it and the key to failure is trying to please everyone."

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**Josh Floyd:** This quote really stood out to me, “The general public is in the dark as large corporations hire people like me to control them” Would you explain?

**John Simms:** I often use this example, General Mills back in the 1950's had a difficult time selling their Betty Crocker's instant cake mix until they hired some psychologists. And as a result, sales sky rocketed. In other words, large corporations hire people like me to solve their problems and make them millions of dollars through secretive exploitation. And on top of that, religious leaders, politicians, public relations firms, media, famous people, influencers, industry experts, sales professionals and others use people like me to control and indoctrinate the masses without their knowledge. Heck, nowadays, you can't go shopping, listen to the radio, watch TV, read a magazine or go on social media without some form of propaganda, manipulation or control tactic being used. Trust me, knowing what I know is both a benefit and a curse. And on a personal note, I've had secretive organizations and powerful individuals along with mystery schools and a think tank contact me for my services due to my backgrounds, but I turned them down. Fortunately, for people, I only use what I know for the good and educate cautiously. And like I said before, I only work with small businesses and the average person.

**Josh Floyd:** You're one interesting dude. With your abilities why are you not working for large corporations and making serious money?

**John Simms:** Small businesses and the average person needs someone like me to give them power, freedom and control not to mention provide them with opportunities and help them without breaking the bank or ripping them off. Besides, I can relate to them on a personal level. In regards to money, there's more to life than money even though you need it to survive, but the question is how much money is enough? Over all, money doesn't impress me because it's easy to make and save if you're smart about it. And I would like to say this about money, in the short term, it can give you temporary happiness, but in the long run, could be a different story. In fact, I personally know millionaires who suffer from depression, have insecurity and substance abuse issues, feel lonely, don't have true friends and so on.

**Josh Floyd:** Are you well off financially?

**John Simms:** I'd rather not say.

**Josh Floyd:** I know you mentor people and you yourself have been mentored. Would you explain the importance of mentorship?

**John Simms:** Besides the fact that mentorship helped me and other influential people become rich, famous and successful, a lot of individuals don't utilize mentors for various reasons, big mistake. And it's sad to say that many of them allow their pride, arrogance and egos to get in the way and become their own worst enemies. However, to adequately address your question, I do have a video that is an audio recording that explains the benefits of utilizing mentors and why people should have one. And another video that may be important to some is my environment insights video. Of course, I have several other videos and special reports on my websites that could benefit many people in various ways. In regards to mentoring others, I love mentoring people and improving their lives and situations. To me, it's gratifying and fulfilling.

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**Josh Floyd:** Are you still doing partnerships and joint ventures?

**John Simms:** Absolutely. And for your information, I also do investments, management and sponsorship deals with small businesses and individuals.

**Josh Floyd:** I almost forgot, what are your dislikes in business?

**John Simms:** Besides all the lying from others and the lack of competence, professionalism, trust, care, seriousness, etc, I would say all those who try to steal from me by not paying for my advice and services. Needless to say, I often respond to them by saying something like this “Do you work for free, I don't because just like you, I have bills to pay. And how would you feel if someone didn't pay you for your services? Most likely, you would be upset.” That being said, I believe in reciprocity.

**Josh Floyd:** Do you have any pointers for success?

**John Simms:** I could give you a ton of them, I've written a few books on the subject. Besides learning, consistency, persistency, discipline and focus, I would say preparation, adequate resources and networking or associating with the right people and businesses are very important. And there needs to be balance between realism and idealism and working smart and working hard. And there may be people around you who aren't supportive of you, don't have your interests at heart and want to keep you down. Needless to say, it could be lonely at the bottom as well as the top. But you do need to keep your ego in check in several ways. As for motivation, supportive people and environments are encouraging and you can imagine your success and use visualization. But ultimately, action is required if you want to be happy, successful or want to live a better life, the choice is yours. And fortunately, there's hope, I can help you if you want to be helped.

**Josh Floyd:** Do you want to say something before we end this interview?

**John Simms:** If you want to improve your life, business or situation right now, contact me because you have nothing to lose and everything to gain. Besides offering a free initial consultation for serious inquiries only, I have unique services, programs, opportunities and payment options that could benefit you in more ways than one. And if you're in the St. Louis, Missouri region, I have bonuses for you. That's it, that's all I have to say.

**If you're interested in John Simms, his service and Words of Wisdom quotes, go to [www.johnsimmsbusiness.com](http://www.johnsimmsbusiness.com)**