



Transcript
Episode 007
New Features!

Exciting new program features
built just for you!

Jeff Mort: 00:00 Today's project: exciting new program features built just for you today on 3-Phase Radio!

Music: 00:21 (Bluesy rock by CryBaby Creek)

Jeff Mort: 00:21 Welcome everyone to Episode 007 of 3-Phase Radio, your "Transformation Station." An educational program created to help transform careers and lives of skilled electricians just like you. I'm your host, Jeffrey Mort. Thank you for joining us today in the 3-Phase Radio community.

Jeff Mort: 00:39 Thanks to my friends and family of Crybaby Creek for the intro music made just for you. I hope you like it and you can always enjoy more of their talent wherever music is found. As a matter of fact, there's a link in the show notes to their brand new music video for their latest release titled [Bad Self](#) off their new album. It really rocks. So please check it out and always support your local artists.

Jeff Mort: 01:02 Today's program--we have exciting new 3-Phase Radio features built right into the program and designed to help you live your best life and accelerate your career.

Jeff Mort: 01:13 I'm excited to be bringing you show number seven already. I can't believe it's already show number seven. It takes a lot to produce a quality podcast. Maybe I'll do an episode on that, to map it out for anybody that may be thinking about starting one on your own. We can talk about what I put into this program for you guys to bring you a quality program.

Jeff Mort: 01:34 Before we dive into today's exciting episode, I have a personal favor to ask of you. Yes, I'm talking specifically to you, my friend. Would you be so kind as to please subscribe to the program if you have not already. And also leave a review and share the program to help us grow into the number-one-rated podcast for electricians. It would mean the world to me, and it would also help me help you.

Jeff Mort: 01:59 And by that I mean the few seconds it takes to click those review stars or that share button, and just a minute to leave a positive review will improve our rating, increase our exposure, and broaden our reach which will allow more opportunities for support and ultimately bring you more experts and knowledge to help you accelerate your career and live your best life. Talk about a sweet deal for simply tapping a button and a few kind words. I sincerely appreciate that.

Jeff Mort: 02:31 If this is your first time stopping by, I'd like to say a great big welcome to you and thanks for checking out the program. We're happy to have you as our guest listener and you picked a great program to start with today. I can't wait to

tell you about all these features. And, if you're a regular listener to the program, I'd also like to thank you for your patronage and support.

Jeff Mort: 02:51 If you're new to 3-Phase Radio, this is a program created specifically for electricians. Not only residential electricians, not just industrial electricians, not just self-employed electricians perhaps with a few employees. It's also for the largest of corporate electrical contractors with hundreds, or even thousands, of employees. This program is especially for the commercial electrician, be it an employee or you're just thinking about taking that fearful leap into being a first-time business startup and diving into commercial construction.

Jeff Mort: 03:22 There is literally something in this program for every one of you, and we'll try to cover it all over the course of the life of this podcast. So we here at [3-Phase Radio](#) and [JeffreyMort.com](#) are problem solvers. And I say "we" not only because of the 3-Phase Radio community and myself, but I'm also including in that "we" the team that I've assembled to help me navigate and create the vision that I have for the purpose of helping others through sharing expert knowledge and experience.

Jeff Mort: 03:55 So what kind of problems am I talking about? I'm talking about unanswered questions from electricians, also known as the fear of the unknown. I'm talking about scattered resources for electricians, be it education on subjects like trade knowledge or business strategies, or optimum health and wellness, or tool and business resources. I'm also talking about the lack of needed resources asked for by electricians like financial education, coaching, and leadership training.

Jeff Mort: 04:26 There's a gap in learning in our trade. Stay with me here. So you have vocational school. It's great in some ways, but it's lacking in others. It doesn't teach you about money. It doesn't teach you about business operations, and it doesn't teach you about taxes. Three very important topics, essential to living your best life and getting ahead in life and in your business.

Jeff Mort: 04:46 Then take apprenticeship programs--now those are fantastic, too. They teach the basics, lots of code, lots of theory and calculations, and how to pass the Journeyworkers test. Then you have your post grad programs. They accelerate the basics and how to pass the Journeyworkers test.

Jeff Mort: 05:06 And then post license. Well, here in Massachusetts they require 15 hours of continuing education and six hours of professional development. Every code cycle, different states require more and some much, much less. But then what?

Crickets : 05:27 (Crickets chirping)

Jeff Mort: 05:27 Exactly.

Jeff Mort: 05:29 Imagine if there was a one stop, virtual, available anytime and anywhere you have access to your device new way of learning with direct access to decades of experience. Imagine a resource--better yet, call it an organic ecosystem--specifically for electricians looking to accelerate their career and live their best life.

Well, my friends, I'll let you in on a little secret. There's so much more coming your way than just a 3-Phase Radio podcast. And I'll share just a little bit of that plan a little later in this episode. So again, I'm your host, Jeffrey Mort, creator of the 3-Phase Radio podcast and founder of its parent company, Jeffrey Mort Industries. And I've been deep in the trenches for 32 years, taking notes on all the things that have been said to be missing and needed to make our jobs and our lives easier and better along the way.

Jeff Mort: 06:26 I spent the last three years seeking out and piecing together solutions to those problems that I've seen and heard and even have personally experienced. I've been self-educating on many topics. and extracting systems and processes from other successful business models and influencers that are way ahead of what's currently available to us as electricians. And what you're witnessing by listening to this very episode is the beginning of an unprecedented, much needed epic resource being created just for you.

Music: 06:59 (Ta-da horn note sound bite)

Jeff Mort: 07:00 Do I have your attention? So you're probably wondering, "Jeff, what is your plan and how is it going to help us unlike any other plan we have ever seen before?" Well, if I gave it to you all at once, your head just might spin and nobody wants that. It's very uncomfortable. Let me give you a few pieces of the big picture, but before I explain the what and the how, let me start with why I'm doing all of the following things.

Jeff Mort: 07:30 I've realized that nothing lights me up more than to help to serve and transform somebody so that they can live their best life. I find it so rewarding and so fulfilling to be the catalyst that changes someone's thinking and changes someone's behavior that leads to a positive and measurable progress for that individual. And later in this episode I'll share some of the feedback and comments that I've been receiving and you'll get a better idea of exactly what I'm talking about.

Jeff Mort: 07:59 So, now that you know my "why," let's dive into the "what" and the "how," shall we? For starters, well, we have the [3-Phase Radio Facebook](#)

[group](#) that's been out since just before the podcast launched. And for any of you that are in the group, I would like to give you a huge personal thank you for following along and all the likes and shares for the content we post in the group. And if you're not part of the group, what the heck are you waiting for? Get yourself on Facebook, go to Groups, and look for 3-Phase Radio and join today. You're missing all the fun, positivity, and excitement.

Jeff Mort: 08:33 Next, I'd like to tell you about the podcast and where that's headed. The core values of the program will be deeply rooted and focused around three main phases. See what I did there? Those three main phases are serving valuable information essential to accelerate your career and accelerating your business.

Jeff Mort: 08:52 Phase A is going to be focused around positive leadership skills. This is something, in my opinion, lacking in many businesses today. And we'll cover topics like proven framework for leadership in bite-size pieces so they're easy to understand in these podcasts episodes. Do you know the difference between a manager versus a leader? Well, a manager helps the financial numbers grow, versus a leader who helps his or her people grow. The ultimate leader is a hybrid of both, and we're going to put that all together for you in this program in future episodes.

Jeff Mort: 09:24 We're also going to cover leading by example including self-care, discipline, core values, positive attitude. Self-care includes health and wellness education, and this ties into the healthy mind and body portion of the program recipe. Very important to get ahead in life. We'll cover topics like stress management, work/life balance.

Jeff Mort: 09:45 We'll cover a team-building strategies, morale boosters, motivating your crew, efficiency on the job, epic administration skills, conflict management, and increasing emotional intelligence. That all falls under Phase A.

Jeff Mort: 10:01 For Phase B, we're going to give tips on commercial electrical systems and installations, and I'm talking about systems like lighting and lighting control systems that just get more complicated as the years go by. Installing a fire alarm like a pro. We'll talk about flawless underground every time. We'll talk about heavy hitter systems like power distribution. We'll talk about emergency power systems and generators. We'll cover things like theatrical lighting, and heat trace, and lightning protection, and anything related to commercial and institutional buildings.

So that's quite a bit. We'll cover all that. We'll have special guests in for all of those topics. We'll put together programs that will help you do all of those installations faster, easier, better and flawlessly.

Jeff Mort: 10:46 Phase C, we're going to dive into relevant business tools and strategies of today and of tomorrow, not just for residential, but for commercial electricians and aspiring contractors. I'm talking about current and future apps in SAS programs--SAS stands for software as a service. There's so many services out there that can help your business. We'll try to dive into the ones that fit the electrical business whether you're wiring residential homes, or whether you're wiring commercial buildings, or you're doing \$10 million projects. We'll talk about some of those apps and SAS programs.

Jeff Mort: 11:21 We're going to dive into financial education and financial planning. We're going to talk about asset protection and estate planning to keep yourself protected. We're going to talk about the right insurance for the right job. We're going to talk about everything you need for a business startup. We'll dive into business marketing that is relevant to today and tomorrow.

We'll talk about small business strategies specifically for women-owned small businesses, and presenting yourself and your career as an employee or as a business owner. We'll talk about e-presence--your electronic presence on the web and on social media as an individual or as a business.

Jeff Mort: 11:58 Then, we'll also have coaching episodes for growing and scaling your businesses. So if that's not enough to get you energized, well just wait. Next, I'm proud to announce that our 3-Phase Radio website is now available for your viewing pleasure at www.3phaseradio.com. Not only does it look fantastic, but it is a wonderfully functional and interactive website as well.

Jeff Mort: 12:23 Thanks to our friends and show sponsors, co-founders Amy and Reid at [Juxe Development](http://JuxeDevelopment.com). Thank you so much Amy and Reid, you guys rock. If you're a business in need of a website, or you have a website that is in need of redevelopment, or you can simply have a business-based idea that will help the world be a better place and you're ready to get it off the ground, then you can find the link in the show notes to, in my opinion, the best full stack web development automation creators in the biz. It's spelled J-u-x-x-e and the URL is GetAWorkingWebsite.com. You can go there, check them out, sign up for a free, no-obligation consultation with them. The link will be in the show notes so you can just find it there.

Jeff Mort: 13:06 The primary function of our new website is so that you can listen to the latest 3-Phase Radio episodes and all the episodes are archived here so that you can listen again and again and learn through repetition.

Jeff Mort: 13:18 Another feature of the website is you can request to join and then access the Facebook group for 3-Phase Radio right directly from the website by

simply going to 3PhaseRadio.com and click on the "Join the Conversation" button, and that will bring you directly to Facebook.

Jeff Mort: 13:34 The next valuable feature is you can get transcripts to all the shows for all the value bombs dropped in every show. Download and view, or print as a handout to review and share on the job.

Jeff Mort: 13:46 The next update to the podcast and website is the "Ask Jeff" segment, and it's a new feature that you can use to submit your questions to me directly and I'll apply my knowledge and resources to answer those right here on 3-Phase Radio. Just go to 3PhaseRadio.com and click the "[Ask Jeff](#)" button on the top right corner of the screen. That'll bring you to a page where you can enter your question and submit it directly to me. I'm totally looking forward to helping with any and all of your questions, so please check it out and help me to help you.

Jeff Mort: 14:18 But wait, there's more! Next on the new feature announcement is that you can now become an official member of 3-Phase Radio and get access to the many inner circle privileges and exclusive bonuses. I'm super excited about this new feature, because I'm essentially able to provide you a higher value of information at a laser focus level. What am I talking about?

Jeff Mort: 14:40 Well, let me tell you what I'm talking about. Early access to new episodes, you'll get to listen to the latest episodes of 3-Phase Radio before they release to the rest of the podcast world.

Jeff Mort: 14:49 What else? Well, we'll have valuable bonus episodes only available to official members. I'll produce exclusive episodes for members only that will provide key takeaways from myself and special guest experts in valuable transformations. In addition to the transcripts, these episodes will also have worksheets available to lead you step-by-step through the lesson.

Jeff Mort: 15:10 And if that wasn't enough, you will get direct access to me for scheduled coaching Q & A. That's right, when you sign up as a new member, you'll be able to schedule a 30-minute Skype call with me so that I can help you overcome your number one challenge.

Jeff Mort: 15:26 Also for inner circle privileges, we're going to have contests and giveaways from members only. We'll run regular contests and give away prizes that will help you in your life and your career.

Jeff Mort: 15:38 And last but not least, we'll have valuable 3-Phase Radio bonus downloads that'll help you win at work and live your best life. So to sign up for all these wonderful exclusive membership privileges, simply go to 3PhaseRadio.com,

check out the new website, and click on the "Become a Member" button and sign up today. It's truly never been easier.

Jeff Mort: 16:00 Our next big announcement that I'm excited and proud to present to you is our epic Resource Center for electricians. The Resource Center will be built into the website, accessible from your computer, your tablet, or your mobile device, and it's a place where you'll be able to find valuable resources such as tools. I'm talking about the top-rated high-quality tools needed to be in our line of work from hand tools to power tools. You'll find the ones that I recommend right here in the Resource Center.

Jeff Mort: 16:29 Next available in the Resource Center will be books and trade-related books. We'll have books from the NEC, we'll have books from the NFPA, but also books on business, and wealth and taxes, retirement, extending into health and wellness, too. Many of these are books that I've personally read and I highly recommend. They'll also be reviews on the products in there, especially the books, and I'll tell you how each one of those has helped me.

Jeff Mort: 16:55 Also in the Resource Center, there'll be a tab for links to all my favorite podcasts and courses. There'll also be a tab in there for health and wellness. There'll be exercise equipment, and nutrition and supplement products to help you live your best life all under one button.

Jeff Mort: 17:11 Also, you can find in our Resource Center will be business solutions. Do you need a new or remodeled website? We got that covered. Need to set up your LLC? We can send you in the right direction. Need some help marketing your business or running social media ads? No problem. We can help with that, too. Do you need legal advice? Just click on the link and wah-la! And if you're a woman electrician looking for support to start or grow your business, we have a resource for that, too.

Jeff Mort: 17:38 The next tab you'll find in the Resource Center will be Field Office, and this will be all the necessary resources and products you need to successfully administer and operate in the biggest commercial construction projects from the front line. Another tab that I'm excited to present will be Apparel and Footwear: only the top-rated work shoes and work clothes and accessories to keep you safe, productive, and comfortable at work.

Jeff Mort: 18:03 And last but not least, there'll be a tab in there for safety products and courses, and this is where you'll find the personal protective equipment, a.k.a. PPE such as hard hats, cut resistant gloves, safety glasses. There'll be some testers in there. There will also be testers under the "Tool" tab. You'll find fall protection equipment, arc flash suits, and gloves, and some courses as well like OSHA 10 and 30 hour requirement courses.

Jeff Mort: 18:28 Full disclosure. Using some links--but not all of them--will allow me to make a small commission from the affiliate at no additional cost to you as the consumer. This allows me to serve and provide you with the best possible services and products in our programs and our resources. I want to take this opportunity to thank everyone and your participation in using and sharing this Resource Center created just for you.

Jeff Mort: 18:51 So the more you use it, the more I can help you. I'd like to pause once again just to ask you to please share, review, and subscribe to this program. It'll help us grow the show and make it the number one rated podcast for electricians. I appreciate you taking the time to do that. I really do.

Jeff Mort: 19:09 And another call to action is to visit the new website and when you're on there, click on the "[Join the Conversation](#)" button and join the 3-Phase Radio Facebook community. You don't want to miss out on the fun and excitement and behind-the-scenes posts that I put up on there. You could also become a 3-Phase member for exclusive inner circle benefits.

Jeff Mort: 19:28 You can also check out the new Resource Center built just for you and I'd love to hear any suggestions to add to it. Any suggestions I usually would like to get those items myself, try them out, and then I'll add them to the Resource Center. And while you're on the site, please click on that "Ask Jeff" button and submit your questions there.

Jeff Mort: 19:46 So I need your comments and I need your feedback on how I'm doing, and how I can better serve you. Here's how you can contact me. You can email me at hello@jeffreymort.com. I promise I'll respond to every one of them. You can get me in the 3-Phase Facebook group. You can check me out there, 3-Phase Radio Facebook group. You can get me on social media in Facebook or Instagram at [jeffrey_mort](#). You can reach out to me through the website on the "Ask Jeff" platform, the "Ask Jeff" button. You can click there and submit your question directly to me, or give me your feedback there.

Jeff Mort: 20:21 You can even send me a letter. If you want to hand write me a letter I'd appreciate those too. I'll give you my address. It's 482 South Bridge Street, Suite #312 in Auburn, Massachusetts, and the zip there is 01501. Or heck, you can even call me directly. I'll give you my phone number. You can reach me at (774) 371-0383. I'll take your phone call, I'll listen to what you have to say. We can have a conversation in real time. I appreciate that.

Jeff Mort: 20:49 You can find all those resources in the show notes. So if you need to give me a comment or some feedback on how I'm doing, you can reach out to

me. You can email me, you get me in a Facebook group, find me on social media, you can click the "Ask Jeff" button. You can schedule a Skype call with me. You can even send me a letter or call me directly. I'd love to hear from you.

Jeff Mort: 21:09 How is that for calls to action? Y'all going to be busy doing all those. So my main objective here is that I want to help you avoid failure, but in the almost certain event of a failure, no matter how big or small, I also want to apply my experience and my resources to help you overcome it and turn failure into a valuable lesson. A stepping stone or a ladder rung one step closer to your rise to the top of your career.

Jeff Mort: 21:38 Imagine going through life and work without help? Like working without a blueprint, or traveling without a GPS, or an adventure without a guide. Now imagine life and work with all these resources and the convenience of finding what you need all in one place. Having that roadmap to your destination and a guide to fast track you there.

Jeff Mort: 21:58 And this is just the beginning, too. I have so many other valuable ideas to help you on your journey, but I'll save those for another episode. And of course, those value bombs will always be dropped first in the inner circle membership group, then in the 3-Phase Facebook group before you hear it on this program. So what the heck are you waiting for to join?

Jeff Mort: 22:19 Now I mentioned earlier, I'd share some recent feedback comments from people I've helped along the way. So here are three quick ones I'll give you. This is a quote. This person says, "You know, I've been thinking about it, and I can't name just one takeaway from you. I honestly took away a ton. So thank you." I love hearing stuff like that. The next one says, "I feel the need to thank you. You are the most positive influence on my life. Thank you my friend." Love to hear those things. And the third and final one I'll give you today, "I'm really pumped about what you're doing. Now that you have momentum, I can really see where you're going with it and I love it, what it can mean for people and the messages that you are sending out into the world."

Jeff Mort: 23:04 So my friends, I really love hearing the positive feedback and the suggestions, and even the criticism, too. It all helps me navigate to be the best guide, and the best influence, and the best version of myself that I can be. So thank you for those comments and keep them coming. And thank you for listening. I appreciate every one of you for being here and for your support for the program. I can't wait to share all the other helpful projects we have in store to help you live your best life and accelerate your career.

Jeff Mort: 23:32 So please remember to share, review, and subscribe to help this program grow. And as always, remember the best investment that you can make is in yourself. Until next time, cheers.

Music: 24:08 (Bluesy rock by CryBaby Creek)