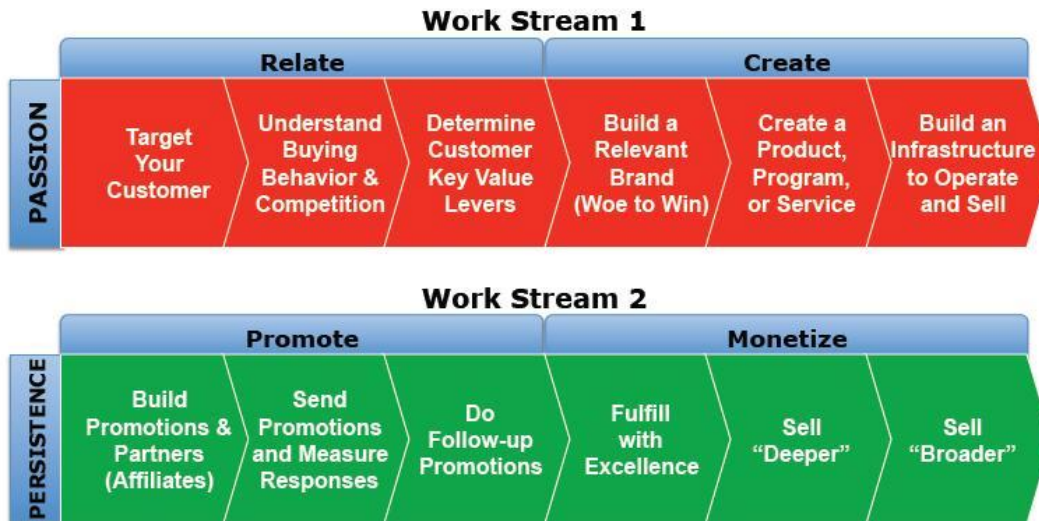


Experts Academy – Blueprint Notes



The Millionaire Expert's Blueprint



Work Stream 1 is all about you relating with your audience, so that you know what information to provide, so that when you go to promote, you know what you're promoting and giving away, and you know how you're going to make money from it.

So we're going to start with this big block on top, and here's an assumption, what's the very left word at the top of this? Passion. Passion is at the beginning of this.

Passion

There are basically two ways to think about your passion.

1. The first way is who am I really passionate about serving? Some of you really want to serve women who are disadvantaged. Some of you really want to serve the elderly. Some of you really want to serve youth. Some of you want to work with entrepreneurs who are just beginning. Some of you want to work with entrepreneurs who are earning \$10 million or more.

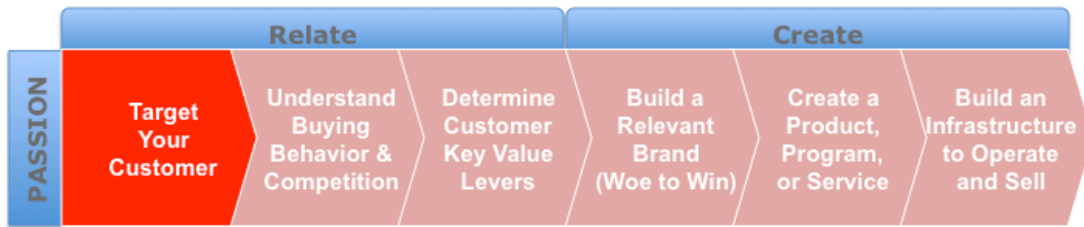
Who is that you're passionate about serving? You can start here.

2. Alternatively, you can also start from a place where you say, what am I passionate about teaching? This is where I began. I personally began with “*I’m passionate about teaching personal development*”.

Then I found audiences for it. I understood what they wanted, and then created products for them. So, the question ultimately begins with, **what are you passionate about?**

So, be passionate about either a certain topic or a certain audience.

Target Your Customer



- Customer targeting comes down to two Questions:
 - “Who needs my **Information** (aka expertise)?”
 - “Who can I create new information for?”
- For experts, **Riches** are in the niches
- The Million-Dollar Questions:
 - “Who is your customer?”
 - “How can I add more **Value** and make their lives easier and more **Interesting**?”

Customer targeting

Customer targeting is figuring out who you're going to serve, and how you're going to make money. In order to do this you must ask these two questions.

- 1) Who needs my information, in other words, who needs your expertise?
- 2) Who can I create new information for?

This is the beginning of targeting. It begins with who needs my information now? So maybe you already have a framework or maybe you already have something to give. Who would be interested in that? Or is there an audience who love this information? That's where customer targeting begins.

Riches are in the niches

For experts, we always say the riches are in the niches, right. Riches are in the niches. It's like the more focused you're on who your audience is – the more successful you're going to be.

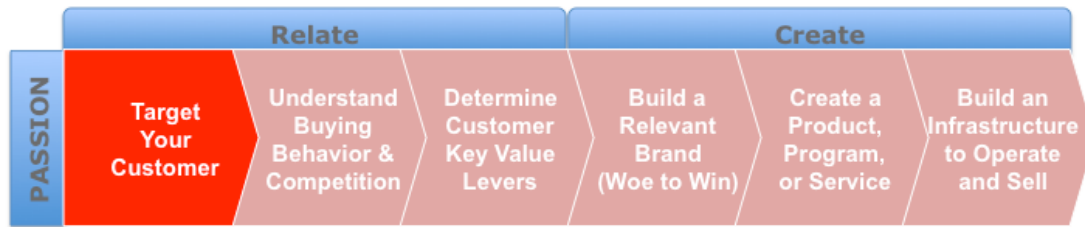
The Million-Dollar Questions

Here's the million dollar question that I ask experts all the time, who is your customer? You ought to be asking that, who is your customer? Then ask, how can I add more value and make their lives easier and more interesting?

I learned this incredible technique of not just wanting to add value to my customers' lives but saying, how can I make their life easier in the process and more interesting?

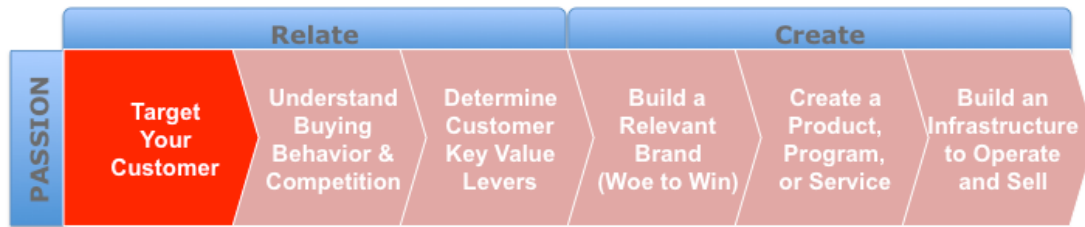
When I combined the two, my business exploded, because you can make their lives easier by giving them the tools and strategies, but if you can do it in a fun and unique way, or allow them to have more fun in the process, your customers will love you. So you got to think about, how you can make everything you do more interesting.

Lucrative Niches for Experts



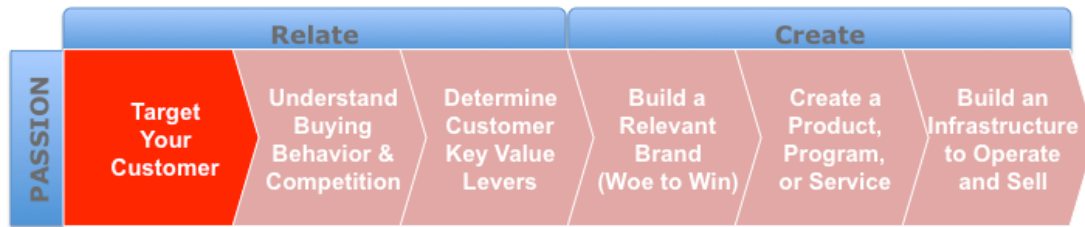
- **Financial** – Stocks, day trading, options, tools for “reading” the market, scholarships.
- **Real Estate** flips, foreclosures, liens.
- **Wealth** – Internet secrets, eBay, MLM.
- **Health** – Dieting, workout secrets, pain remedy, natural/alternative medicines.
- Self-help and **Relationships**.
- Pets
- **Business** – Marketing, PR, hiring, systems, development, leadership, creativity, innovation.
- **Recreational** – Language, dancing, music, golfing.
- **Entrepreneurial** groups – Dentists, masseuse, chiros, sales, real estate agents, home-based, etc.

Find Your Customer



- How to find your market:
 - **Google Search**
Look for groups/forums, products/price points, events, competitors, popular sites, “pipers”.
 - **Quantcast.com** (a must use!)
Enter in a website, get info like visitor numbers and attributes like gender, age, income, ethnicity, number of children, and educational attainment.
 - **Media “sneaker”**
Get demographics from magazines via ad requests.
 - You can get demographics from magazines or any type of newsletter that goes out to a group of people. You just call them and say, hey, I’m interested in running an ad. Can you tell me about your demographics?

Know Your Customer



- 4 consumer insight questions:
 - What **Frustrates** you the most about your business (or life)? And Why?
 - What are you trying to **Accomplish** this year?
 - What do you think you'd need to **Double** your business (or happiness) this year?
 - What strategies have you tried to improve your business (or life) that **Worked** and didn't **Work**?

Customer insight is the way to wealth. If you know who your consumers are and what they want, you can build a business from that.

These are four questions that help us to figure out our consumers:

What Frustrates you the most about your business (or life)? And Why?

First, you want to ask your customer what frustrates you the most about your business or your life. Then they tell you basically their frustrations. I.e. Their problems. Once you understand their problems, you have more insight about what information you could offer as a solution for them.

What frustrates you, and by the way what is frustration? Frustration is an emotion, and people buy on emotion. You're going to get to a level of emotional understanding when someone explains their frustration to you.

What are you trying to Accomplish this year?

Do people invest and pay based on immediate need or future value? Immediate need. People are terrible at investing in long-term goals. We know that from the financial industry. Everybody knows that. People always invest in immediate need. This question reveals their goals, and once you understand someone's goals and you can serve that, your business will grow.

What do you think you'd need to Double your business (or happiness) this year?

Most people just say, well, twice as many customers. The funniest thing is that's the level of thought most people give to this question. We are coming around to the New Year now. January is coming up. What I would recommend is all of you really sit down in January and ask yourselves what would it really take for me to double my business this year? What would it really take?

What strategies have you tried to improve your business (or life) that Worked and didn't Work?

Remember these are the questions you are going to ask your customers. Everybody in this room, who wants to get paid, must ask their customers these four questions. If you don't, you are crazy.

Let me show you something. Listen to this. Look at these questions. Now imagine a sales page online. Imagine, based on your business, if you go to a sales page and here is what it says.

I know that your main frustration point right now... "*is this*" and it's been really troubling you for... "*these reasons*". What you really are trying to accomplish in order to get over this frustration... "*is these things*" and you know that if you did... "*these things*" you could double your business.

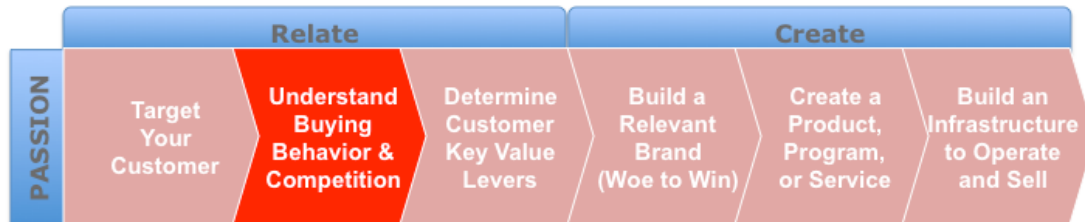
The challenge is you haven't figured out how to do... "*those things*" because you've gone out there, you've tried this... "*other stuff*" and it didn't work. Some of the things you did try gave you little results but not enough. I have the solution for you now.

Is it compelling? You will buy every single time. These questions not only teach you what content to create, but it also teaches you how to sell.

This is your outline knowing what to create. Well you create something that serves the client. It serves the client's needs, frustrations, and goals. But the best thing is once you know what they want, all you have to do is slap together a sales piece saying, I know this is what you want.

I know you have tried these things. They didn't work for you. I know your real ambition is to make this happen and I know that if you just follow this simple framework, it could happen for you.

Understand Buying Behaviour: Patterns



- What are people being **Offered**?
- What are people buying? (watch for testimonials)
- When are they buying?
- How are people being sold –
 - What's the **Sales Flow**”?
- What problem themes exist?
- What **Solution** themes exist?
- What benefits are portrayed?
- What other experts are being referenced?
- What **Bonuses** are offered?
- What price points are dominant?
- What payment terms are offered?
- **Million-Dollar Secret: What's the Silver Bullet?**

Now we know what their needs are, we know what their goals and ambitions are. We know what they have tried and haven't tried. We need to know more about them. Here is how we know more about them.

What are people being Offered?

We want to know what else other people are being offered. Before you create anything do your research and say what are the other companies offering your potential customers? What else is out there? So what are other people being offered?

Is it a DVD home study course, is it seminars, is it books, is it tapes, is it all of that? You want to understand what are they currently being offered and here are the few things you want to know about that.

What are people buying?

What are they buying? How do you know what people are buying? This is the secret. When I see someone's sales page, I will go down and I will read the testimonials on my competitor's websites.

Let me say that again, I will read the testimonials on my competitor's websites. Why? Because those testimonials tell me explicitly why their customers bought and what they accomplished. So pay attention to testimonials.

When are they buying?

When are they buying? Meaning look at the sales page of your competitors and a lot of this is about consumer research, you are going to have to know your consumers better. You have to know who they are. You can do that by Google searches or you can do that by Quantcast (look at their demographics).

In the Google searches you will see all these ads, and you will see all these searches. They are coming up from your competitors who are advertising something. Go to their websites and look at them, and one thing that's interesting to pay attention to, is notice they are explaining when someone should buy their products. They are always saying buy right now. But pay attention to why they are saying people should buy right now and it will give you tons of insight into what works. Why are they buying right now? They will say it right on the sales page.

You need to buy right now, because if you don't you are going to spend another year losing \$10,000 or more a year. This group is losing lots of money. Big hook and you're going to see the hooks within it.

This helps you to find out what your customer really wants.

How are people being sold?

How are they being sold? In other words when they are being offered something, how are they being sold? Is it advertising on certain websites? Is it newsletters going out to them?

When you look at a sales page, what's the flow? How is it structured? Are they talking about the problem first or are they starting with testimonials?

Are they starting with the promise first or the pain first? What's the flow? Really look through the psychology, and ask yourself, what's the flow here? When is someone buying something? Even in brick and mortar businesses.

Pay attention to how your competition is reaching your potential clients. You need to pay attention to other people's marketing; this is going to teach you a lot about your customers.

When you see your competitor's advertisement, you need to ask yourself, what's the problem theme that keeps popping up? What are the common problems your competitors are describing?

Do they tend to repeat things like... You haven't figured out your technology, or are they always saying, you are not going to be able to retire, or they are always saying, there is some problem theme that always exists. You are too fat or you are not good looking enough or you haven't accomplished something.

Do you see some similarity that tends to pop up over and over and over again?

In the self help industry it's often, you haven't found your purpose. I will help you find your purpose. That's a problem theme. People haven't found their purpose, so when I do my marketing, I'm going to make sure I put in there, okay, this is a way for you to find purpose.

What Solution themes exist?

When you look at the solutions your competitors are offering, there is often a way they are describing the solution that's very similar. They are saying we have done this to make it easier for you. We have invented this or we have come up with that.

There is usually commonality. It's very rare that you are going to create something in any industry that's completely and entirely new. Somebody else is doing it somewhere and your job is to figure out, what are they doing? So what themes exist here? Why do you need to know all that stuff?
Differentiation.

Differentiation– why do you need to know this, because now it can be different? You can position yourself differently and as soon as you present yourself differently, people start seeing you differently and they buy from you.

What benefits are portrayed?

Another one is what benefits, this is huge you might put a big star next to this one. What benefits are your customers continually being told that they are going to receive when they buy?

For example, in the online space when I started offering things online, I started going to all these other guys' sales page, and they'd have bullets of all these benefits.

I took all these bullets and I cut and paste them into a Word document and when I searched, sorted through and narrowed it down, they were offering the same benefits, it came down to list of ten, and I was like wow!

If I could figure out a way to offer solutions that serve those 10 benefits that will be fantastic. At least I'm on par with the industry.

Now if I can expand on that, I've gone beyond the industry. Do you follow? This is strategically thinking what's the industry doing, what's my consumer being offered and how can I do something different or more for them, which adds more value that they haven't been offered before.

What other experts are being referenced?

What other experts are being referenced.

For example it says, "*I'm like this person*" or "*just like this person teaches you*". Go research that other expert and find out what problems are they describing? What solutions are they describing? What price points are they using? What products they created, and if you do that it will give you so much insight.

What Bonuses are offered?

Most of you know when you go to buy something especially online, they are always saying, "*Buy this now and you also get bonus one, bonus two and bonus three for free.*" What are the types of bonuses being offered? When I started I noticed the bonuses were all lame. It was like, buy this and get this free eBook.

I was like that sucks, an eBook how do I go beyond that? So it was like, boom, you get my time as a bonus, or boom, now you this free webinar that's 90 minutes long, which I have charged thousands of dollars for. High value bonuses, the more high value bonuses you offer somebody, the more incentivized they are to buy from you.

What price points are dominant?

You should know how much people are charging in your industry for their personal time, one-on-one, for group conversations, for online stuff.

Jack Canfield is charging \$4995, interesting but Chris Howard is letting them in free. Why? I study that. Interesting. Mark was doing this program over here for this price point, but the second part of the year he is doing it at that point. Why? You should be very interested in how much people are charging, and you need to pay attention to the value that they are saying that they are going to deliver for that offering.

You should be very interested in this. Because otherwise, how do you know what a high margin product is. You might say, well, high margin for me is \$495 and a lot of people just make this per se over-and-over.

They go, I'm going to charge \$495 bucks because, well it only it costs me \$37, so \$495 that's high margin? No, it's not. That's not high. It's not real high margin. That's high margin in the myopic view of how much your product cost but there is also industry margin.

You might be offering something \$495 that everyone else is offering five grand for. See, it wasn't until I went to a bunch of other seminars and saw the quality of the information and how much information they were getting before I said I could charge way more for this and it was scary for me at first, but I could justify it because now I knew what the industry was doing.

What payment terms are offered?

Payment terms. I've learned a lot about this from online marketers, and you can learn a lot from your industry. What you might be seeing in your industry is they sometimes charge one payment. You might see other people saying, you can make two payments. You might see other experts in your area saying, you can buy this for free right now. Just pay shipping and we'll send it to you. Then we'll bill you over three months.

If someone is offering something like that and you don't have something comparable, but you have comparable products and promises, which one will they buy? Your one-time payment or this person's no time payment until three months. Which one?

Theirs, so you need to know this information. The more information you know about this then the more compelling you can make sure your offers are for customers.

Million-Dollar Secret: What's the Silver Bullet?

What is the silver bullet your customers are continually being offered? Meaning you're going to see from all these other experts. They are saying, you can get this and you can get that – all marketing seems to always to offer some silver bullet, right.

Come here and this will change your entire life.

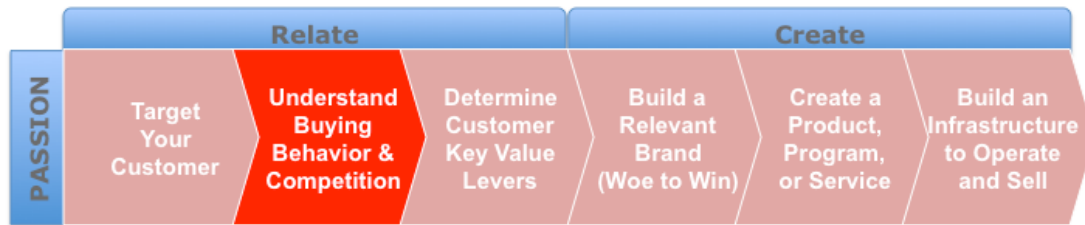
What's the silver bullet people are offering? Is it a system? If it's a system, what's this system look like. Is it a framework, is it a technology, is it a tool? What is their big promise? I promise when you find this information out about your industry, your consumers and your competitors – you're going to understand so much more about your consumers.

You're going to be like, I know what you buy, I know the bonuses you want, I know the promises you have been offered. I know all this but, I go beyond that, and here's what you get.

Ultimately, would you agree that making more money is about adding more value, yes or no? Making more money is always about adding more value, but how do you know if you are adding more value, if you don't know any of these questions?

I can't believe how many big names don't know this about their consumers. If you don't know this information, how will you ever know if you are adding more value than anybody else? You have to know this.

Understand Buying Behaviour: Sales Psych 1



- They don't want it.
- They don't want it **NOW!**
- They don't **Believe** they can afford it.
- They don't believe **You**.
- They don't believe they can do it.
- Million-dollar secret: They didn't draw the **Conclusion Themselves** that they needed it.

Let's talk about sales psychology, so that you understand how to position yourself and what your consumers need. If I have to give a whole course on why people buy, this is essentially it. Let's get started... sales psychology number one, here is why people don't buy.

They don't want it

What's your job? Make them want it. I look at sales pages all the time. Brendon, would you review my stuff? Sure, and I read it and there is nothing in it making me want it. So of course, I'm not going to buy it.

They don't want it NOW!

There is no urgency for them. There is no immediacy. To sell something you've got to say look, you want this and here are the reasons why. If you're missing any of that, you're missing basic marketing.

They don't Believe they can afford it.

They don't want it bad enough, because how many of you in this room have ever purchased something that was a little beyond yourself but you knew you need it and want it, so you found a way. Yes, you laughed because some of you this is how you got here.

I totally know that, I've been the same. I knew I couldn't really afford it right now, but I knew the investment was going to be worth it in the long-term. I was like I got to make this happen, so I got resourceful. Everyone has been there before.

So your job is to help them understand that they can't afford it. How do you do that? You show potential, testimonials and results of people who got more of their return on investment than they ever invested in the first place. That's how you do it.

They don't believe You.

Each of these is an objection, right. It's something like, I can't, I don't want, I can't do it now. You have to meet that need in your marketing.

Here's a big reason.

- They don't believe you.
- They don't believe in your message.
- They don't believe in your framework.
- They don't believe in your branding.

Therefore, if they don't believe in you, they won't buy from you.

So, what do you have to do? You have to make them believe in you. How do you do it? Give them something so they believe right off the bat. Ultimately, they are going to believe you if they believe that you understand them and that you have gotten results before. This is the positioning.

Here is what most people do in their marketing which is why most people's marketing sucks. They brag about themselves or they brag about their inventory without saying here's the problems you're probably facing.

Let me help you with that. I have helped other people. Here are their testimonials and results. They don't share their own story of struggle which we will talk about today.

They don't believe they can do it.

You have to believe you can do something, otherwise, nothing else matters.

Your marketing materials must motivate them to understand that they can do it, through the same ways. It's your proof, testimonial. Someone saying, I didn't think I could do it but I did. That's the most powerful testimonial by the way you can ever have. The most powerful testimonial you can ever have of someone saying, didn't think I could but I did.

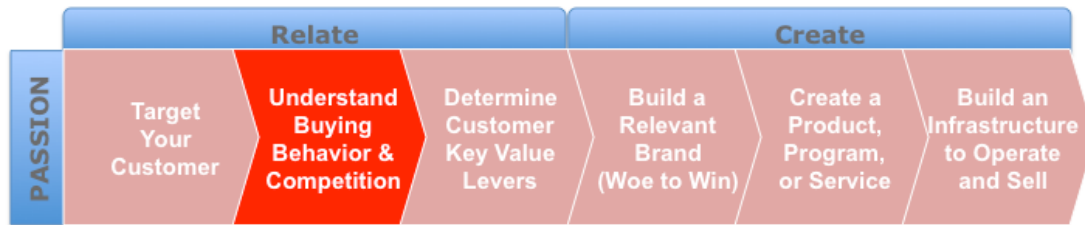
Million-dollar secret: They didn't draw the Conclusion Themselves that they needed it.

The best marketing you can do is offer something to them that makes them logically understand, well, I need more of that. How do you do that? You give away free content. I'm going to get that over-and-over this weekend.

When you give someone something and they get value from it, they automatically go, wow! I got value from that, I need more of that. That's the easiest way to motivate a buyer in the world. Got value, need more, got value, need more, got value, need more. That's how I get 300 people in a room.

Give a little value, and then they come to their own conclusion that they need more of it.

Understand Buying Behaviour: Sales Psych 2



- In the buyer's **mind**, your info must **ABSOLUTELY**:
 - Solve a distinct, **Immediate** and ongoing problem.
 - Be easy to access and consume.
 - Be easy to **Understand**.
 - Be easy to do.
 - Be proven to get fast results.
 - Be **Guaranteed**.

Your information must accomplish a few things in your buyer's mind.

Solve a distinct, Immediate and ongoing problem.

Your information must absolutely solve a specific type of problem and here's what the problem is, and you must describe it this way in your marketing. Your solution be it a product, a seminar, a tape, a telephone call, a webinar, whatever it is you want to sell to somebody they must look at and go okay, this is going to solve a distinct problem I have. Meaning a specific problem that I have, which is something I'm having right now and I have been having this problem for a while now.

Think about that. If I could come to you and I could solve a problem that you are having, that you've had for a while and is specific, would you buy it from me? Yes or no?

The problem in most people's marketing is they never do this. They just say, here is a problem, but it's not really a distinct problem and it's not really an ongoing problem. That's what you need to figure out.

Be easy to access and consume.

Is it easy for your customers to access and consume your solution, or is it a big pain in the butt? It has to be very easy for them to access.

Be easy to Understand.

You have to create framework so it's easy to understand. Is your framework, offer and product easy for your customers to understand?

Be easy to do.

Also it has to be easy to do. Now let me make a distinction here. You are never promising that it's easy to accomplish per se. Again, it's got to be easy to do, for example you give them a step by step plan, a framework, etc. But even though it is easy to do, it may take though persistence to accomplish it – that's okay.

In other words, the steps are easy but you've got to do them over and over and over again, it might not get results right away. You might have to keep trying and have the persistence.

If its not be necessarily easy to do, then at least when you market it, it must appear very easy to do.

Be proven to get fast results.

Consumers are all the same, they all want proven and fast results. Make sure this is in your marketing because your consumers are looking for this.

Be Guaranteed.

You should offer a guarantee and never be scared to guarantee something. If you are doing something, you should guarantee it. Put your name behind it, guarantee it.

What if someone does take advantage of you? You might get people who take advantage of you. You might get two or three people who walk out and say I want my refund request; and it isn't fair and you did deliver what you've promised.

Some people will take advantage of you guess what though, two might have taken advantage of you, but 20 signed up because you had that guarantee.

You should all guarantee whatever you are offering, and you should make a big claim about it and the only way you can make a big claim is if you have perspective on what everybody else is doing, because you studied and interviewed them and you paid attention to your competition, you know what they are being offered and you are going above and beyond that.

As soon as you go above and beyond, you will never believe the amount of customers who come into your life.

What is it that's most compelling to your Consumers about what you're offering?

It's a simple question. What is it that's most compelling to your audience about what you are offering? Now, you may not be offering anything yet, but conceptually think about it.

- **What is most compelling to your audience about your offer?**
- Is it that you have better bonuses, a better guarantee?
- Is it that you have more expertise than others?
- Is it that you are offering more benefits in general?
- Is it your price point?

In other words, what's distinct about what you are offering versus everybody else? Think about that for a second. If you are not offering anything right now, then the question is what could be distinct? As you go out and you leave here today, what's going to be distinct for you? What's different, what's distinct about what you are offering versus everybody else?

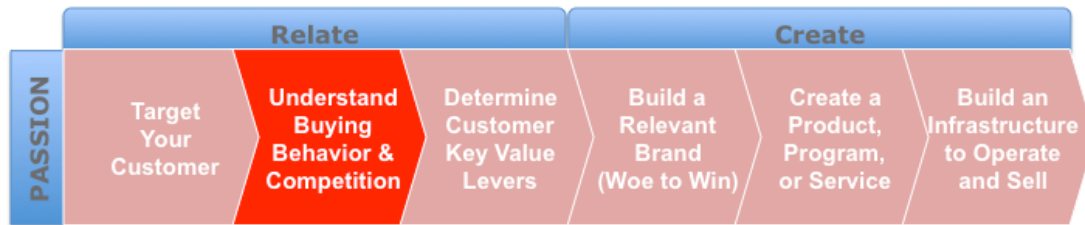
Now you may or may not know what it is you are going to offering. You may have an idea for what you are offering. I want you to go through this anyway just to force yourself to talk about it.

What is it you are offering, or what is it you will be offering, in terms of a product, a service or an experience to a consumer? What makes you different, what makes the thing that you are offering different, the service, the seminar, the product, the audio, the webinar what makes it different?

What is it that makes what you are offering really unique? What is it specifically?

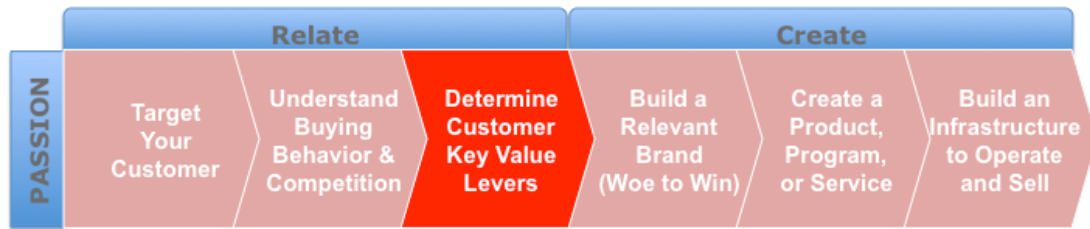
This is your magic bullet in this industry, knowing what this answer is, means everything to your positioning. Most people never know it. In selling, they call it your unique value proposition. We want to know, specifically for your industry what makes you or your product distinct.

Understand Buying Behaviour: Sales Psych 3



- In the buyer's **heart**, your info must **ABSOLUTELY**:
 - Make their lives easier.
 - Save them money.
 - Save them time.
 - Help them in their personal lives.
 - Help them in their professional lives.
 - Provide additional income.
 - Entertain them.
 - Help them feel better.
 - Make them more **Attractive**.
(or at least likely to win more attraction)

Do You Know Your Customer?



- Most of my prospects feel they're **Falling Short** in this area...
- Most of my prospects would pick a fight to protect their **Belief** that...
- Most of my prospects have **No Idea** how to...
- Most of my prospects have the **Goal** to...
- Most of my prospects deeply value...
- Most of my prospects are **Terrified** that...

I want to ask you some questions about your customers. I want you to try and fill this in as we go through this. I'm going to start the sentence and you're going to finish it.

Most of my prospects feel they are falling short in this area. Which area is it?

Maybe they are falling short in marketing. Maybe they are falling short in parenting. Maybe they are falling short in their health. Maybe they are falling short in their financial future. But where do they feel they are falling short in?

By the way, once you know this answer, powerful marketing angle. Very powerful. You're going to see as we go through this, the reason I get my consumers and the way I know how to add value is because I know all this about them.

Most of my prospects would pick a fight to protect their belief that?

In other words, they have invested in some idea or some tool, some technology, some concept so much that they will argue with you, they will argue. If you stand up and say, there is a better way, or by the way, you have been doing this the wrong way.

When I did National Speakers Association, I pointed out to them that sometimes this association has been perpetuating things that don't work. There is a lot of energy behind that.

I was saying it very respectful, but they knew it was true and I asked them if it was true. I wasn't being disrespectful at all. Matter of fact, that audience was so phenomenal. Many of them realized, you are right, we have been teaching and investing in these things but they don't work anymore. Some of them would argue with me and say well, it's working for me, and I said that's fine, is it working for the industry, and the answer would be no.

I knew they would fight for that, and once I knew that, it's intelligent to use that information. What is it they would fight for, bring it up and acknowledge it. I mean the best thing you can ever do, as an expert is to acknowledge things.

Don't try and hide behind it and not call something out. If something is not working well, your job as the expert is to say that isn't working for you.

An Additional Insight: If you can find something that they strongly believe in – and show them that they are wrong to believe in it. This will cause doubt in their mind. They would be confused and unsure about themselves. They will be left vulnerable. This is a persuasion tactic called Gaslighting. Gaslighting, is what happens when others secretly try to make you doubt your ability to discern reality so that you'll come to trust their judgments more than your own.

Most of my prospects have no idea how to?

This is a great one. I learned that most of my customers had no idea how to do a book proposal. They knew they had to do one, but they didn't know how to really do it. That was important.

I learned that most of my customers knew what they wanted to speak on, but they had no idea how to market their speaking services. They had no idea how to do campaigns.

Most of my prospects have the goal to do what?

Most of my prospects they want to achieve New York Times bestselling status. Most of them want to achieve \$10,000 or more speaking. That's why I don't speak to the ones who want to earn \$500. It's true.

Most of my prospects have a goal of doing a seminar where at least 50 people attend their seminar, not less, so I don't talk about less. I know what the goals are. Most of my clients and potential customers, they don't want to have a coaching program that completely runs their life. They want to be doing other things. Know what your prospects' goals are... Ask them!

Most of my prospects deeply value what?

I found out most of my prospects deeply value their lifestyle and their mobility. They want to be able to work from anywhere. That's like a big deal for experts, a really big deal. They say I want to work from home. A lot of my prospects in the speaking industry say I don't want to be on the road 120 days a year anymore, because my wife hates me – get me home. Great! So I learned to teach a specific way of online marketing.

I know what they value, so it teaches me how to add value to them.

Most of my prospects are terrified that?

Most of my prospects are terrified they are going to write a book and they will be never be able to get any sold. It's true. They are terrified of it. They are terrified to spend the time to write the book and not make any sales.

Most of my prospects are terrified of actually getting a speaking gig and not knowing how to put a really good award winning speech together.

Most of my prospects are terrified they are going to rent a hotel room and no one will show up for their event. Most of my prospects are scared to death that they are going to spend a whole boatload of money on websites that never make any money on.

Most of my prospects are scared that when they begin coaching, that their customers aren't going to believe them.

I know all this, because I have asked.

Does it help me create a better program by knowing that, yes or no? People are asking, what's your secret for success Brendon? It's that I know what people need. I know what my audience wants.

I know it through and through. I know what they value and what they're scared of. I know what they are moving towards.

The more that I know the more I can serve specifically those needs, because here is the deal. You all don't have to appease and please everybody. Everyone thinks they're after the Oprah market.

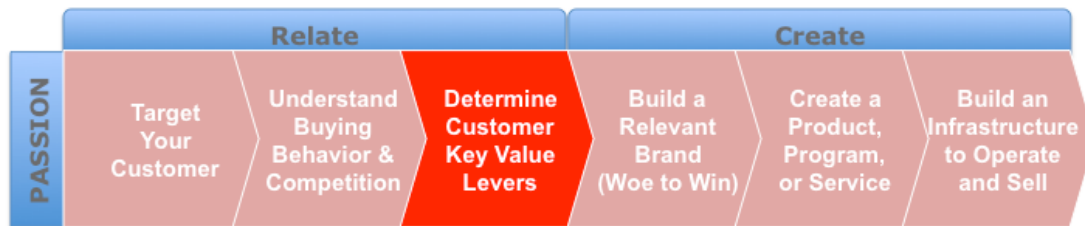
You are not after the Oprah market. The Oprah market is everybody. You are not after everybody. You are after a very specific niche of people.

For me, in this industry, obviously its authors, its speakers, its seminar leaders, its coaches, its info marketers, that's why I built this program around that, because I noticed those were the people who were coming to my other events, like Partnership Seminar, or even in my Big Tent Seminars, those were the people I was getting.

I was like wow, 80% of my audience are entrepreneurs, and 80% of them were telling me I would like to get my message out like you did. I didn't wake up one day and go, I'm going to create this thing called Experts Academy and put it out of there. It was like, well, people need this, okay, what else do they need, and I asked enough questions.

So you need to know your customer.

6 Common Value Levers



- **Relevancy**
- Respect
- Recognition
- **Rationality**
- Results
- Recency
- **Repeatability**

Let me give you some value levers. There are things consumers really value, and the more of these that you stack on, the more they are likely to buy.

Relevancy

The first value lever is relevancy. Your solution has to be totally relevant to what they want solving. Like we talked about – an immediate, distinct, on-going problem. They are like boom this is so relevant to me. It shows up in their inbox and they are like that's me. They click on it.

Respect

This is huge. Our industry stinks at this one. Offering respect to your audience. Pay attention to what's happening out there today - there is a complete lack of respect.

If you really read between the lines, a lot of the tone out there is a lack of respect to peoples' journey. You want to know how you create rapport with somebody, respect their journey, and say it.

Be like, look, I know what it took for you to come here. I know how much you had invested in this. I know that you have got your dreams wrapped up in this thing. I have been there too. I respect that you have taken this decision to spend some time with me this weekend, to figure this stuff out, because it's hard. I have gone through this too, and we all want to be on this story together. It's respecting your audience.

If you would just respect your customers' journey more, they would be way more likely to buy from you, way more likely. Don't talk down to your customers. Your job is to make sure that you actually talk up, not down. I talk up. It's like, I know what it takes to be here, and I also know what everybody in this room has already accomplished and can go and accomplish. It's much larger than any of us usually get credit for.

Recognition

When you recognize somebody, not only respect them and talk up to them, but when you recognize the challenges they have had and you call that out, there is an immediate rapport.

Have you gone to seminars where they will get up there and instead of recognizing your struggle and rewarding you for it and saying, you know what, this is hard, and it's amazing you got this far. They are speaking like, what's wrong with you, and instead of recognizing your effort, they actually take away from it, because they have been taught in the psychology of sales that if you belittle a little bit, if you show them the pain, and show them the results they are not getting, then they will know that they need you.

By the way, this is a lot of 70s, 80s crap in personal development. If you know what I'm talking about. If you have been out there and you have studied this stuff, it's like, they used to teach, develop need from the audience by showing them what's wrong with them.

The more you show what's wrong with them, the more they will establish need and see you as a solution, the more they will buy from you. By the way, this shit is still being taught. Have you seen it? It absolutely is not the direction our industry needs to go, and someone needs to stand up and say, that's not okay. That's nonsense.

You should provide them with recognition and celebrate them. You should deliver value, and respect peoples' journey. You don't have to belittle someone, you don't have to whiz-bang psychology them to establish need there.

Serve them and you are set. How many people follow? Isn't that a good new direction for our industry to go in?

Rationality

A buying lever to use is by offering people lots of rationality. Explain why the choice is logical. To explain why this is a logical choice, showing them using numbers and factual proof.

Numbers are very compelling. Make it rational for them, not just emotional. Emotional piece has to be there, but these are additional levers.

Results

Next is results; we talked about that. Showing lots of results. Again, all this is a checklist, so you go back to your materials when you leave here, or when you develop them and say, did I do this, did I do this and do I do these?

Recency

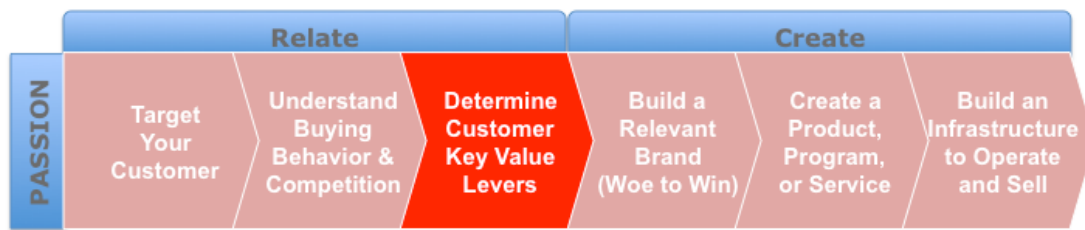
You have got to show that you recently succeeded at helping someone do this. Unless you can show your customers that you have done it in the last 6-12 months, most people are not interested in your information.

You need to show them that in January this happened and by today we have gotten these results. Results and recency are really important.

Repeatability

Repeatability. You need to show in your marketing copy, and everything *you* are doing for your consumer, they need to say wow, not only did you do this, but I can do this too. It can be done over and over again. It's repeatable.

10 Advanced Value Levers



- The “**Extras**” Lever
What bonuses could sweeten the deal for them?
- The “**Now**” Lever
What can they have immediately?
- The “**Reward**” Lever
If they succeed, what can you give them as reward?
- The “**Delay**” Lever
How can they have it now and pay later?
- The “**Social**” Lever
What can their friends have or how can they be involved?
- The “Cool and **Exclusive**” Lever
What can they have that no one else can?
- The “**Try**” Lever
If it doesn’t work, what will happen for them?
- The “**Touch Me**” Lever
Who will tell them, “Yes, youbetcha, this is right for you”?
- The “**Narcissist**” Lever
How will this make them better than everyone else?
- The “**Servant**” Lever.
How will this help them help others?

The “Extras” Lever

What bonuses could sweeten the deal for them?

When you *are* offering something to a client, what bonuses could you do to sweeten the deal for them? It's just one lever, right? It's the bonus lever it's the extras lever. I have already covered why that's important.

The “Now” Lever

What can they have immediately?

The now lever is really important, by the way, especially in this digital age, what can they have immediately now when they buy?

This is really cool. Let's say they are buying a DVD Home Study course from you, and you are going to ship it to them. Well, that shipping might take one, two, three, four, five, six days, ten days. When they hit Submit and they enter their credit card, what can they have now, like right now? This will increase your sales astronomically.

The Now Lever is powerful, because remember, it's just one more add to that urgency that we talked about earlier. It's like, holy cow, if I buy this, which is something I want; I also get this thing, which I want now. Cool idea right.

Pay attention, most marketers never do this. They don't think to do it.

The “Reward” Lever

If they succeed, what can you give them as reward?

If they succeed, what would you give them as a reward? Let's say you're going to teach someone to turn around your marriage. If they do turn around their marriage, what are you going to do for them? What would you do?

If someone says, I'm going to teach you to become a New York Times Bestseller, and you teach them to become a New York Times Bestseller, what do they get when they become a New York Times Bestseller, other than being a New York Times Bestseller? So you can offer little rewards. You might offer a little incentive. For example, when you do this or when you accomplish this, I'm going to give you this.

Or even something simple like let's say, you buy this and you put this into play, send me the email showing me that you put it into play, and I will send you another free webinar on this topic. It's just a reward, its a little carrot.

The “Delay” Lever

How can they have it now and pay later?

What can they have now but pay for later? You will see a lot of this. A Delay Lever is like, just pay the cost for shipping, and you will get it now. But we are not going to bill you until you get it and you love it.

The “Social” Lever

What can their friends have or how can they be involved?

What can their friends have or how can they be involved?

The Social Lever might be, for example, tell five friends about this, enter their email addresses, and get this extra bonus. Or *you have* seen this even on infomercials, right? Buy one now, get a second one free for your friends. That's a Social Lever.

The “Cool and Exclusive” Lever

What can they have that no one else can?

What can they have that nobody else gets? When they buy your thing or they sign up for this, you offer them something that nobody else can receive. You might just do a specific promotion for that.

Something special, that's cool and exclusive that not everybody gets. So it's something extra *you have* to sign up for. When *you are* doing your campaigns, how can you insert something in there that is cool and exclusive, that only a certain number of people get if they buy or opt in. Are you with me?

The “Try” Lever

If it doesn't work, what will happen for them?

If it doesn't work, what will happen for them? People want to know they can try something and return it if they don't like it. So that might be part of your guarantee.

Instead of just being part of your guarantee, claim it. Say hey, get this, if you try it and it does not work, send it back. If you get it and it does not work, you get a free call with me. If you get it and it does not work, what happens? That's the Try Lever.

The “Touch Me” Lever

Who will tell them, “Yes, you betcha, this is right for you”?

Who will tell them, yes, you bet, this is right for you.

Here is what everybody wants to know. Every time I do partnership seminar, we get hundreds of customer service emails saying, I just want to talk to Brendon, to ask him if his seminar is right for me? That's the Touch Me Lever. That's a, I want to know if this is right for me.

How are you setting that up? You might just call it out in your email marketing or on your sales page. Like for Experts Academy you saw it.

On Experts Academy the Touch Me Lever was there on my sales page, it said:

- ✓ Are you an author or want to be one?
- ✓ Are you a speaker or a want to be one?
- ✓ Are you a seminar leader or a want to be one?
- ✓ Are you a coach or a want to be one?
- ✓ Are you an Internet marketer or a want to be one?

It's self-including a group of people in the marketing copy.

It's obvious when you read it, it's like, if you aren't one of these things or aspire to be, then don't come to me. That's what you end up doing is you put a Touch Me Lever there.

Other people say, we will do a free 20-minute consultation with you. Have you ever seen that? A free 20-minute consultation with you, that's a Touch Me Lever. That's saying, we will talk to you to give you some value, but of course at the end of the call we are going to say, yes, this is right for you.

The “Narcissist” Lever

How will this make them better than everyone else?

How will this make them better than anyone else is a very powerful lever in marketing? This will make you a better leader. This will make you outshine all of your peers. This will get you a promotion over all these other deadbeats a lot faster. This will make you sexier.

This will make you more wanted by the people in your nursing home versus anybody else. This will make you go all night long when your neighbour Fred can't. Anyway, you follow the idea that's the Narcissist Lever.

Tell them explicitly, this will make you better than other people because of these reasons. I know that sounds crazy, but everybody has that ego in them, everybody has. I have it. Everybody has it. To deny it would be ridiculous.

We all want to succeed and we all want to succeed at levels higher than other people. It's not always natural, but everybody has that in them, at least a little.

We all know that the mass of consumers and many of us in this room are trying to keep up with the Jones'. We are trying to elevate ourselves and be better than everyone else. So tell them in your marketing how they are going to better than everybody else. It's a very powerful lever.

The “Servant” Lever.

How will this help them help others?

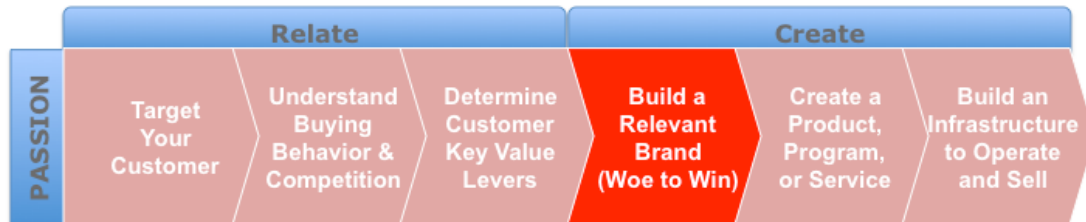
How will this help them help other people? This will make you more able to influence and change your husband, your wife, your peers, your kids, so that you can help them become better people – that’s a Servant Lever.

That’s saying this will help you get your message out to the world so other people can improve their lives, that’s a Servant Lever.

By the way, do you have to do all these levers, yes or no? No. But the more you stack on, the more compelling your campaigns get.

So what I want you to do from now on is go back to these ten and the other six and just look at everything you do and go, check, yes, check, yes, check, yes, and even if it’s not appropriate for yours, just realize that the more levers you stack on, the more your customers will buy from you.

Build a Relevant Brand Story: Brand Myths



- Developing a brand takes years
 - Reality: A brand is just a **Memorable** story and an experience.
- You have to be “**One**” clear brand as a business
 - Reality: Ever heard of GE, 3M, Cisco, Disney, Google. The only rule is to keep a **Character** theme.
- People care about brands (and want **Permanence**)
 - Reality: People care about **Solutions**, service and Appearance.

A brand is just a Memorable story and an experience

People think developing a brand takes years, it doesn't, because here is what a brand is. A brand is just a memorable story and an experience. That's what a real brand is.

When you talk to consumers about it, not when you talk to marketers, when you talk to real human beings about something they associate with a brand it's always the same. It's a story of the company and the experience they had with the company. That's what they connote a brand to be.

When you say to somebody Starbucks, they think something about the company, the story of the company, and they think something about the experience they have there, which is very different then maybe what a local coffee shop would connote to them from their brand.

It's always just a story. It's an experience. You are all going to leave here thinking that *you have* this brand of Brendon, because you know my story, but you also have a story together, and you had a certain kind of experience; it was either positive or negative, you will have that. That's kind of what a brand is, and people make that out to be way too big of a deal. What's important is the story and the experience and those are what I'm going to focus on.

It's NOT true that you have to be "One" clear brand.

What I'm trying to do is open up this industry for you and for all of us. This idea that we have to be only that one thing and that's our brand forever is so constricting.

It's important to have your story and your experience. You might have your story and your experience. I have a story and an experience; if you have been with me in Partnership Seminar, my story and the experience I give you in Partnership Seminar is different than what I give you at Experts Academy. It's a different brand. It doesn't have to be the exact same thing.

Most people think they have to do the same thing. Well, if I raw-raw this way at one event, *I have* got to raw-raw at that other event the same way. No, you don't. Who said *you had* to? Well, that's your brand. No, it's not.

People care about Solutions, service and Appearance

People care about brands and they want permanence, that's what they say. Everyone says, people care about your brand; they don't give a shit about your brand, especially in this industry.

I know that really frustrates some people. But let me tell you what I mean by that. People care about **solutions**. They care about **service**. They care about **appearance**. Those three things.

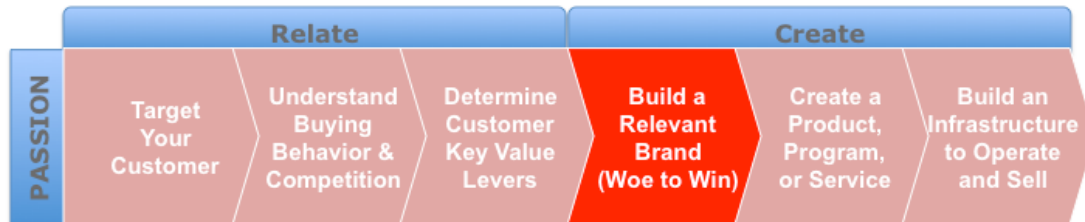
When you ask people, would you hop from one brand to go to another, yes or no? Absolutely. Would you go to one brand that was maybe offering something nobody else offered, yes or no? It's like, what people get defeatist about is like, well, you know, this brand represents this, so everyone goes to that person, and I can't do it over here, because they think well, that's the brand.

No, it's not true. If I offer a better solution, a better service, and the appearance of that story and that experience, I will trump this other guy. I know it every time. Even though he has got the brand recognition and the brand name.

My point is to say that this whole idea about branding and constricting people into one is just not reality in our industry. A brand can be swept away by very simple things, but your solutions will always be permanent, if they are good.

Not to say your solutions won't evolve, change, and develop, but I want you to understand that we are all open to different thoughts about branding.

What Experts Need to Protect Re: Branding



- Message (but not topic) consistency
- **Image** consistency
- **Quality** consistency
- **Results** consistency
- But the bizarre and unavoidable surprise:
 - It's just a **Story**
 - It's just a **Promotion**

Message (but not topic) consistency

Your message needs to be consistent. It doesn't need to be consistent across all platforms, but with that one demographic that you are marketing to, that one niche, you need to have a consistent message about who you are.

Image consistency

Image consistency is important in the expert world, because people evolve and they get older. This, when I lose all my hair, will change. So will that one. / *have* got buddies who are out there, who *are* teaching, they are still using the same image that they used 30 years ago.

Well, it's okay to have image consistency, but not image consistency over years. When I say image consistency, I want Experts Academy represented one way at this hotel this weekend.

I want it to be consistent throughout your experience here. That's why when you come into the door you saw all those banners. There are banners here. There is a consistent look and feel.

Quality consistency

Here is what happens for everybody in my industry. They make it big with one seminar, it's awesome, and then they realize they have got to put a back-end on to it, so they create a back-end of all these little chintzy follow-ups. That's wrong. Make sure that everything that you produce and everything that you do is done with high quality.

Results consistency

If suddenly one day the results dip down, I know I have got to change some things, because I want the results to always plateau. I always want them to grow.

People will see wow this person is continuously getting new results. For example, you don't just put your same sales page up over and over and over again for an event without changing the testimonials. People need to see that.

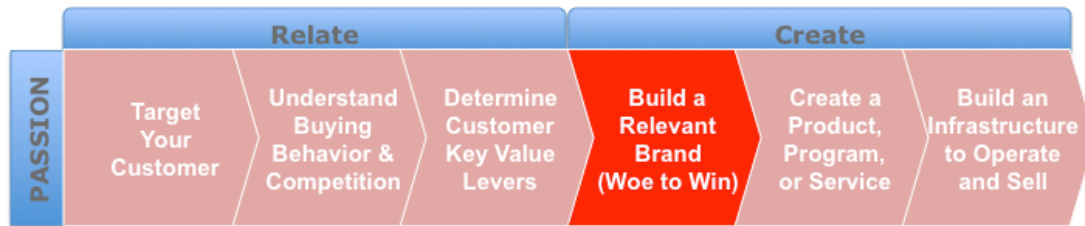
The bizarre and unavoidable surprise:

- **It's just a Story**
- **It's just a Promotion**

Here's a bizarre and avoidable surprise. All branding can change by the change of a story and the change of a promotion or a campaign.

How do we do that? We just change a little bit of a story and we put a very unique promotion, campaign and experience behind it, and all of a sudden people start going well, John is really good at this thing too, not just that.

Positioning: The Entrepreneur's Mistake



Here are the entrepreneur's mistakes. What ends up happening is we learn to be everything so we position ourselves that way. That's what I call entrepreneurial positioning,

This is what most experts do. Most experts say, well, I'm an expert in this area, but I also do these other things. When they are talking to a specific demographic it's like all those other things get jumbled.

How to position yourself better?

- Do people know exactly what you do based on your bio?
- Instead of an entrepreneur, make yourself the expert.
- Stick to telling only things that will strengthen your story.
- Don't mention unrelated things.
- When you add things to your bio. Ask yourself, does it show relevancy?
 - It's less important for you to communicate your Credibility than it is your relevancy.
 - Is it relevant? Does it answer these 3 questions?
 - What you do?
 - Why you are qualified to do it?
 - What you are currently doing?

To build into something else, you need to offer a different position.

The number one thing that gains rapport with your audience is your story of struggle, your woe to win. People think that whatever happened in their lives needs to dictate their future. People think well, here was my experience, the bad things that happened to me and of course, I must teach on that. So she went to a seminar where someone said, you must teach on the experiences you have had.

What's the problem with this? The problem with this is she didn't want to teach and relive the story of her sister's suicide over and over and over again. As a matter of fact, her positioning had nothing to do with what she really wanted to do.

Why is that important? Because I want your positioning from now on to switch from entrepreneurs who report their experience and what they did do, to who you really want to be and what you really want to accomplish.

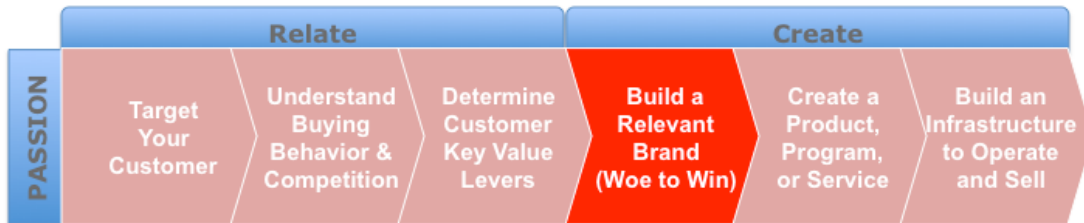
In other words, we need to move you from a past tense positioning, which is what most people are trying to do. They are saying my bio says I'm this person. Magic happens when you say my bio is this person and does these things.

Build your bio based on what you want to do, what you want your market to see about you and how you want to serve them.

During your speeches, share your personal journey, your personal woe to win. Always share your story of struggles, but do it in a way that relates to what you are talking about. Don't feel compelled to be stuck to your bio. If all of us could finally start building the bio and the positioning to what we want to be, would that be a great day or what? I mean, it's a great day when you move from the bio of your history to the future of who you will be and will become. It's a completely different animal and trust me it's so much more fulfilling. You follow, yes.

What most experts do, they think well, I will just report all the things I have studied and done. *“After law school, Kristy practiced Communication Law at Washington DC for four years. She then served as a Regional Counselor and Director of Government Affairs for the fifth largest company blah- blah- blah.”* What is the problem with this? You have no freaking idea what she does

Build a Brand: 10 Points of Power Positioning



1. **Position** (title, job, role)
2. **Personal Path** (their journey, experience, struggle)
3. **Progress** (results – rags and riches)
4. **Praise** (testimonials)
5. **Paying Clients** (list of clients)
6. **Press/Performances** (as seen on, quoted in...)
7. **Promotions** (you're told about them)
8. **Partnerships** (other people believe!)
9. **Philosophy** (brilliant!)
10. **Popularity** (most viewed, visited, sold, read, etc)

Here are the 10-power points. Each of these is something you can include in your bios or in your sales pages. You don't have to include all of them. The more of these that you include the more positioning power you have.

Position (title, job, role)

When you show your title or your job or your role, that's power. There is a specific kind of power in the expert industry when you are the founder of a group of people or an event. A group of people or event is very powerful.

As soon as you become a founder in your area of expertise, boom, you are much more credible, even if it's an event that no one has even attended.

What is it that you can be a founder of in a way that's relevant to your market.

Personal Path (their journey, experience, struggle)

Your journey, your experience, your woe to win, your struggle, if that can be in there, that's incredibly powerful, even if it's just one sentence.

Who are you more likely to listen to if you are an alcoholic? Somebody who has had alcoholism and beat it. In other words, would you rather learn from somebody who has been through it and beat it, or somebody who has no idea other than conceptual, which one? The one who has been through and beat it. So show your personal path.

Progress (results – rags and riches)

Show your results. She has helped 15 Fortune 500 companies increase their bottom lines. He has helped some of the world's best speakers improve their business. That's progress. She has taken people from no money to millionaire in six months. Whatever it is. What is the progress point that you can show?

Praise (testimonials)

Most people are so scared to put testimonials in their bios. Why? In our industry nobody does that. I was like that's weird. Absolutely, put a testimonial in your bio or at the end of your bio or at the top header of your bio.

Testimonials are powerful. Social proof is powerful. Maybe it's not in your bio, it's right above your bio, on your website as an example, whatever it is, but the more praise the better your positioned. Think about a sales page, take out the testimonials, your positioning just went down, didn't it?

This could be for your branding, this can be for your web pages, whatever it is, but the more of these that you stack, the more positioning power you have.

Paying Clients (list of clients)

Listing who has paid you to work for them. By the way, experts always go, well, I can't list these little companies because they are just little companies. No one knows how big a company is. I have learned this over and over. I have all these people who have had tons of client's that they don't have in their bio and I go, why not?

They say well you know that was just the Nevada chapter of so and so. I was like, I didn't know that. They say, I spoke at their convention but there are only 15 people there. Who cares? That sounds awesome. Put it in there.

You follow. So put your paying clients. No one knows if they are big or small. You do, but nobody else does. It doesn't matter. It shows that you have a track record.

Press/Performances (as seen on, quoted in...)

Meaning if you have seen -- as seen on this, quoted in this, performed on this stage. You will see when you read my bio, "*he has been on stage with all these remarkable people.*" It's creating association there, but also showing accomplishment.

Promotions (you're told about them)

A great way to know if someone is an expert is you are told they are an expert. True or false? Here is brilliant positioning. Start having other people tell other people that you're an expert in this space. That's what you need to do with your affiliate partners.

Getting people to send an email out to their group saying that you're an expert in your space is positioning power. You don't even have to say it. In other words, it's like a third-party endorsement. You are told they are an expert, so you know they are an expert. You should be strategically thinking about, how can we get other people to start saying I'm an expert in this area to their groups of people.

Partnerships (other people believe!)

If you have partnered with anybody or you have done any co-collaborations with people, you should have that in your positioning or in your sales page or in your marketing, so people go, oh wow, look at who this person has worked with, or look what this person has accomplished. Like Kristy with the Girl Scouts. It wasn't this big crazy partnership, matter of fact it was a beginning partnership. But the fact that she was doing that with them, that gives her credibility. It's like when I talk about at Partnership Seminar, when I say, I have been sponsored by Wal-Mart; it doesn't matter to you if I have been sponsored by them for a couple of million or \$20,000 or \$50,000, it's impressive, you are like wow, Wal-Mart. It's brand association.

Philosophy (brilliant!)

Sometimes your best positioning is that you think differently, and you can build an entire empire based on your philosophy of being different. Let me give you an example. Has anyone ever heard of Malcolm Gladwell? He has written? *'The Tipping Point'*, *'Blink'*, *'Outliers'*, all amazing. He built his expert empire by offering a philosophy that was so different, so counterintuitive. He will tell you one story, you think it's going here, but then he switches on you, which is why people love his books. You think you know where it's going, but he shows you the opposite is true, which is incredibly powerful.

He was no good at speaking, but he was so brilliant in his philosophy, people were like, Wow! They kept hearing him. Sometimes if you can show that your thinking is different, that positions yourself at an elite level.

Let me give you an example by how I position myself today with you. By saying the industry is like this, and pointing out some of the challenges to it, it automatically positions me with a different philosophy.

You may or may not relate with that, but that's positioning. It's saying I have better ideas or different ideas, distinct ideas, than this group or this idea over here. Does that make sense? It's positioning.

Popularity (most viewed, visited, sold, read, etc)

You're the most viewed, you're the most visited, and you're the best selling whatever it is. Again, you may or may not have all of these pieces, but I guarantee that the more of them you have, the more compelling your positioning will be. The more people will say I'll listen to this person.

So, look back at your bios, and think about okay, based on my bio that I have or I could create, how can I stack more of these in there? The more you stack in there, the more people will be like, boom, this person is perfect.

Wrap-Up of What We Have Learnt So Far.

Work Stream 1 so far has been all about how do you relate to your audience by knowing who to target, by understanding what they're buying, and you're understanding what the customers are being offered by other competitors.

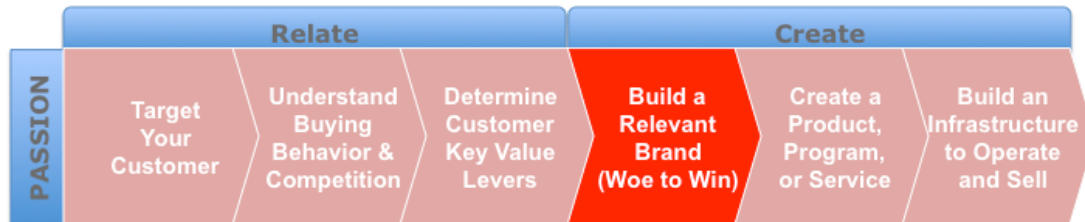
Well, if you understand that, now you understand price points, you understand bonuses, you understand the problem themes, the solution themes you know exactly what has been offered. So now, when you offer something you're distinct, you're different and you're more intelligent about it. Make sense?

Then we started talking about building a relevant brand, and I want to continue with that topic right now. Here's what we're going to talk about now. What makes a relevant brand?

Earlier we said, there were two basic things. 1) Story, and 2) Experience.

Let's talk about your story and how you're being presented. Your story of who are you and what the important elements of your story are that communicates your brand. So the first most important piece in all of your stories is this thing we talked about earlier. You woe to win story.

Build a Relevant Brand Story: Power Plots



- **Woe to Win ***
- The search for (or stumble upon) the **Magic Bullet**
- David vs. Goliath
- The tough choice for **Good**
- The switch from chance to choice *
- The switch from victim to victor
- The switch from self-absorbed to **Service-Minded ***
- The family play
- The **Humble** human
- The shitster story
- The “no one believed” and “told you so”
- The **Experience** epic

Woe to Win

This is how most people really connect with you. Your woe to win story. This is your story or explaining how you struggled, how you really struggled to figure out where you are at today. People will need to understand that.

What most people do, is they say, look at who I am? Look at all I have accomplished. Look at all of my clients, look at all these great testimonials, and they forget to say:

“I too like you, struggled with the same problem. Luckily, I interviewed people, I did the research, and I came up with the solution, the solution happened to work, and I tried it out with all these different people, and look at the testimonials they’re saying. It can work for you too. “

It all begins with your woe to win story. Here is a deal. Most of us are taught to be so polished and perfected that we lose the rapport and the realness of who we are, that authenticity that says man, I have struggled too.

As soon as they connect with you on that heart level saying, well, this person understands my problem, this person has had similar problems as me. As soon as they get that, it's an entirely different conversation.

It's a complete life changer. In every speech you do, in every product you develop, in every sales page or marketing piece you ever create, this must be in there. If it's not, you're just losing positioning points. It doesn't mean it will cost you the sale, it just means it's costing you more customers.

So we got to get that woe to win story back in everything you do. It has to be there. This is one of the very few universal laws, so it has to be everywhere.

The search for (or stumble upon) the Magic Bullet

The other piece is the search for, or the stumble upon that magic bullet, as we talked about the solution. This needs to be a part of every story, every product, everything that you do.

How did you find your solution? It's the search that connects you with people. It's the search, to say, I had a similar problem as you and just like you I was searching for answers. Read the world's greatest marketing copy, it always says stuff like that.

I've had this problem, and just like you, I was searching for answers. Thank goodness, I stumbled upon or thank goodness, I interviewed this person, or thank goodness, I did all those research, and I finally came away with what the magic bullet is. The solution to this problem, this seems to be in every single thing you do. Yes marketing, yes speeches and yes the actual content.

David vs. Goliath

David vs. Goliath is very powerful story telling. More importantly it's very powerful marketing. In great marketing, there's always a story, there's an interest level, there's something there that's exciting or different.

One of the great story elements and this is what this whole slide is about, some power plots I call them. These are pieces, of what you might describe as your character, or what you describe is your story.

One piece for some people that's very compelling is the David vs. Goliath story it's you versus the big guys. I was going against the Fortune 500 companies, and I was the whistle blower.

That's positioning you as David vs. Goliath, or it's you saying something about the industry, and you are saying, I was starting out and nobody believed in me, or I was starting out and this famous person, this big person told me I couldn't do it that's David vs. Goliath.

What can you take on, that's bigger than yourself. In other words, your personal story. Your customer sees you as a particular character type.

They all see you as maybe the David vs. Goliath, or maybe the person who totally related or maybe you're the funny one, or maybe you're the playful one, or maybe you're the strong one, but they all see you as a character type that they have in their mind. David vs. Goliath is powerful.

The tough choice for Good

The tough choice for good is a powerful story element. The tough choice for good, what does that mean? Well, we've all faced difficult decisions in our businesses. One time it was easy to make money, but you chose the better route, because it is good to do.

Like I talked about this morning, in my character story, when I was telling you about when I was so frustrated working with all these get rich quick money guys who are putting together chancy things and taking advantage of customers.

I said “that's not okay, I could go out and do that, but the tougher choice was to say no, let's do things with high quality and character. Let's really serve people again. Let's shift the dynamics of this industry, and everybody has a story.”

The more you share stories of the decisions that you have made that were not easy decisions to make, the more your audience will respect you. The more they will say, wow this person is good, this person sets a new standard, this person is like me. I have integrity too. So that's a powerful plot.

The switch from chance to choice

Another one is the switch that you made at some point in your life from chance to choice. This is really powerful in marketing copy. I was going through this industry and it was just happenstance, and nothing was working out for me, and I was just waiting for something to happen and it never did. Finally, one day I decided to make a new choice for myself. As soon as you start sharing that story, people are really enrolled in that.

You decided to make a new choice. What have you decided in your life, at what point in your life have you decided to make a new choice? To go from victim to victor. Where you went from, I'm no longer going to let chance direct my life, but now I'm going to take control of my destiny.

It's a compelling story, isn't it? So you all have the same story, but you just have never been taught to use it well. When is that? When was the time that you switched from chance to choice? Meaning, you took control of your destiny.

Has there ever been a time in your life when it was really tough? Tell the story, because this is the kind of stories that people relate with. Because have we all had a suck-ass moment in our life? Yes or no?

It makes you incredibly human as much as the woe to win story does. People need to hear that. Sometimes its part and parcel of the same story isn't it. You have your woe times and then you won, and then somewhere in between you finally decided, no more changes now.

The switch from victim to victor

The switch as we talked about, I use it metaphorically, a victim to victor. When you felt like at some point in your life you could blame other people or blame other circumstances for your reality and finally said no, this is me. I'm going to take control of this.

This is my accountable life. I'm going to make sure I succeed. This has to be in the elements of what you are speaking about, just as much as chance and choice.

The switch from self-absorbed to Service-Minded

The switch from self absorbed to service minded is probably the most powerful character plot. It's the Odyssey story. It's every great story you have read in fiction.

There is always a switch in great fiction, just as there is in every great speaker's story, where they finally said you know what, it's no longer about me. I decided to make a difference in the world.

We all go through this part where we get really absorbed in who we are, and we lose that connection with reminding the audience that we found the magic in our life when we have found the magic of service.

The family play

This may or may not be a part of your story, I don't know what choices you made for your family, but all of us who have gone through that situation where we realize we are working too damn hard, and we forgot about some of our loved ones or we got pulled away from them, and we decided no longer.

I'm going to re-orient my life and my lifestyle, my job or my career, so that I can be with my family more. That is a huge connection point with an audience that may or may not be a part of your story.

Many of you might have a story where you decided one day that you just weren't the present parent and you needed to make a different decision. That decision is incredibly compelling and incredibly powerful.

The Humble human

You have got to have the humble human story, especially the more successful you get. The more successful you get, the more people say, I can't do that. I can't be like you.

I can't buy from you or learn from you, because you had special privileges, because you are so successful

I get this all the time in my partnership seminars. People think, oh, you got to do all this because you are Brendon. I'm like what, I was living in an apartment and bankrupt when I figured out the partnership model.

Everyone sees, Wal-Mart, Coco Cola, Toyota, U.S. Bank, all these huge organizations sponsoring me now. Then in the past, then they go, oh well, you could do that naturally. But the reality is, no, I started from nothing.

That's why you got to share your story, what is the story that you have in your life that shows your humble beginnings and your humility now? What are those stories?

What's the story that shows that you had a humble beginning, that you think is powerful and that people can connect with you, because we all started from nothing at some point.

Even if you were blessed to start life with a silver spoon, there is a point in your life when you realized the power and importance of humility and that became important to you. So what is our humble story? What was that time in your life when you realized, maybe your shit isn't all of that golden.

We have all had that, haven't we? Where you thought you were so great, and you were humbled by somebody. That's a great story to tell.

Sometimes a person in your life said something you needed to hear, and it kind of hurt your ego. That's a great story to tell because that shows your audience that you're not so interested in just being superman, but you realize you have something to learn.

If they feel that you have something to learn along with them, there is more of a connection point, because they're learning from you anyway.

See, most of you have forgotten to share these stories and yet these are why people relate with you. These are why ultimately they buy from you.

The shitster story

The *Shitster* story, everybody has that prankster, teaser, playful person in them. I call it the Shitster story. The time when you were doing something silly or crazy and maybe you shouldn't have done it, that's the shitster story. It's pulling the prank.

It's doing something that you weren't supposed to do, but you did it. It's playful, it shows a real side of you in which you're willing to tease and play. This is really important by the way in the corporate market.

When you come along and you're playful, and you tease, and you're engaging in that way, they love that. Big audience particularly love it when you share the story of when you messed with somebody, or somebody messed with you, that's your shitster story, they laugh and laugh and laugh. It's a great play. It's a great power plot. What's your shitster story?

Strategically, I want you to build this in from now on. Not accidentally, I want you to go back to this and go, well, how can I include this story? I don't care what your teaching is going to do. Because people don't always remember what you teach, but they remember the funny stories that you tell.

The “no one believed” and “told you so”

Nobody believed I could do this, but I did. Or someone said, I told you, you couldn't do this, and you decided to overcome that.

Really powerful plots, because how many of you have ever been told, you can't do this? How many of you just wished you could put a thumb in the eye of the person who said that? All of us. So when you hear a story of someone sticking the thumb in someone's eyes, do you relate with that, yes or no? Audiences love that.

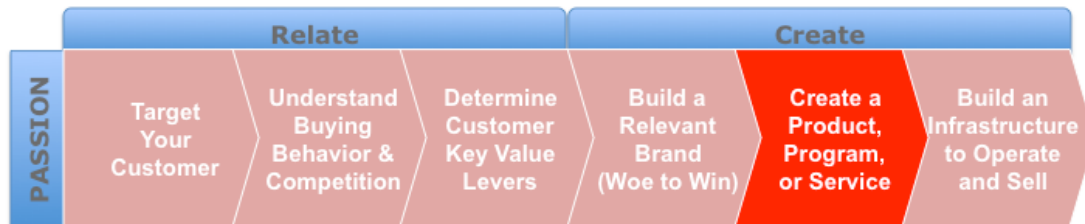
The Experience epic

People create a whole brand or whole essence of, well, I went on a mountain climbing expedition, and it went wrong. Here is the epic story of me struggling through that. Here is the epic story of me going to India, finding my guru, and realizing that I was a guru, and I didn't need anybody else.

Those are epics. It's a long journey you've been on. This might apply to some of you, might not apply to others. For me, I don't have this yet. I don't have that thing, that long drawn out experience that I've gone on. Other people do. Other people say Brendon, I meditated for 32 years, and I learned a lot about meditation, but I didn't learn anything about myself. I was like, well, that's a good story. Tell me about that.

So some people go on these long journeys, and sometimes it leads to success, and sometimes it doesn't, but those are interesting stories, aren't they?

Create Something to Sell: 10 Rules



- **Rule 1:** Your solution must solve a distinct problem and be easy to consume, understand and take action on.
- **Rule 2:** Your solutions should be “**Total**”.
- **Rule 3:** Your solution should have been tested, with results/testimonials as PART of the **Product**.
- **Rule 4:** **Bundles** drive more value and earn more money, so mix print, audio, video.
- **Rule 5:** Your solution needs to be **Differentiated**.
- **Rule 6:** Your solution should include other experts.
- **Rule 7:** Your solution should have a “quick start guide”.
- **Rule 8:** Your solution should have **Ridiculous** margins
- **Rule 9:** For experts:
Products = \$ Programs = \$\$ Services = \$\$\$
- **Rule 10:** You should create your solution in 1-2 **Months** tops (or you never will)
- **Million Dollar Secret:**
 - Whatever is created is just STEP ONE for the customer – what’s their “**Buyer Trail**”?

Create something to sell, ten rules for creating something to sell. Now you should be in the place where you now understand what your customer wants.

Now what do you need to do to create a product? I want to share some ideas with you.

Rule 1: Your solution must solve a distinct problem and be easy to consume, understand and take action on.

Rule 1, your solution has to solve a distinct problem, be easy to understand for a consumer to take action on. I think we covered that.

Rule 2: Your solutions should be “Total”.

Your solution should be total, meaning, don't just offer a little -- here's what people mistakenly misrepresent when they hear the word, niche.

They hear the word niche and they say great, I'll just offer this group of people one little piece – that is not a niche. A niche is a demographic of people you're serving. But your solution should be as total as you can make it for them.

Let me give you an example. Let's say, you're going to offer a DVD on leadership, that's one program, right. Well, you want to cover the total solution of leadership. What do I mean by that? Well, you want to think of, what must they do? You want to go the whole gamut for them, and teach them the whole picture, not just one little piece, but the whole thing.

Let me use a more tangible example for some of you who work for Corporate America. When you're teaching hiring do you just teach about the interview? Yes or no? Hell no? Is there more that happens in the process, yes or no?

What most people do is, they say, niche means I'm just going to teach people interviewing. No, niche means you're talking to organizational development people who have to figure this stuff out. If they go to your competitor's site, and they see, well, you teach just interviewing, but this person teaches not just interviewing, they're teaching, hiring, training, developing, firing and building a succession plan.

Which one is more valuable to them? The big solution. The reason I'm telling you this, is because I want you to create high margin opportunities for yourself.

High margin stuff means total solutions. If you want to just focus on interviews, that's okay. Just understand that it's going to limit you in that niche. So it's going to limit the value that someone places on your stuff. We want you to get paid high margins. So offer the big picture.

Rule 3: Your solution should have been tested, with results/testimonials as PART of the Product.

Your solution should have been tested with results and testimonials as a part of the product. Let me break that down, what that means. It means if you're going to offer a product you should have tested and gotten testimonials and results, and included those in the product.

For example, if you are going to do a 30 day audio program don't create the 30 day training and then just send it out to people, or start marketing and teasing and telling people about it. First, give it to 15 people for free, get their testimonials, their results and put it, not only in the marketing of the product, but also in the final product itself.

Why would you do it that way? Creditability, referrals and feedback. Feedback to create a better product, which means fewer returns.

Very, very bizarre study we did. We found out that if you send out a product and there were no testimonials or results in it. What ended up happening people started to say, oh, I can't do this, this doesn't apply to me, and if you listen to the whole thing, it's easy to send it home, isn't it?

It's like, okay. But when you get that product, here are all these testimonials of other people who have done it, social proof. So you listen to that program or you see all these testimonials and you think they have all done it, why can't I? You are more likely to hang on to that product. Isn't that bizarre?

Part of the reason I want you to do it, is because you get the feedback, so you can create a better product. Another reason I want you to do it, is because it shows social proof that your stuff works, despite some people who might get it and say, this can't work for me.

Rule 4: Bundles drive more value and earn more money, so mix print, audio, video.

Let's say you are going to create a product. There are only three modalities in which people basically learn. They either hear it; they see it, or they read it – hear it on audio, see it on video, or read it.

Let's say you create a 10-day audio program. That 10-day audio program will always cap out at a certain price point. Now you throw in a special DVD of you doing some presentation. Now you throw in the transcripts and a guide book, that bundle is worth more. Yes, I would rather you create a bundle than a singular product any day of the week, because you get high margins. So create bundles.

If you can do it in a way that is mixed; audio, visual and print; it's so much more worthwhile. The DVDs are going to be worth a certain amount but if I say, you buy the DVDs, plus you get all of the audios included, so you can listen to it in your car on your mp3; plus you get all of the transcripts, plus you get an audio. It doesn't take any more work to do that. I just send my DVDs to an audio person, they upload it, boom. I got CDs.

I send the DVDs to a transcriptionist, they type it up, boom! I've got the booklets. It doesn't take that much more of work, but the value I receive from that, and the value the customer receives from that is extraordinary. So, as we're talking about what you are going to create, think about how are you going to bundle something so your customers can get more value from it.

Rule 5: Your solution needs to be Differentiated.

Your solution needs to be differentiated and you need to explain to people, why it's differentiated. Your solution needs to be differentiated. How is it different? You need to know this. So you can create it that way. Everything I put out is so different, that obviously the value is going to come back to me.

Rule 6: Your solution should include other experts.

Your solution should include other experts, this is huge beginners. Your solution should include other experts, always, not sometimes. I could teach experts academy and what I know buy myself. I could probably do that.

I bring in other experts, who have other products and services and programs that are beyond what I teach, to add value.

I know that the other experts can help you do things that I can't help you do and that's their expertise, I get that. Also when I have other experts on the stage, where does it position me? Right with them.

Does it change my credibility when Tony Robbins is here, yes or no? It always changes your credibility to be associated with other experts and they don't have to be famous.

Let's say you sell pills. If you are selling pills, could you absolutely increase the value of selling those pills, if along with those pills came a program on how to increase your overall health by the number one health expert Dr. Ross, would that improve the value of those pills? Yes or no.

Absolutely. So I don't care what you are selling. It doesn't matter what widget, what product, what program, if you include other experts in it, the price goes up

Rule 7: Your solution should have a “quick start guide”.

Your solution should have a quick start guide, very basic, I know, but you should have a quick start guide. So if you are offering a product, when they open up that product, there should be a little letter or a little guide that says, here's how to use this product. Here's where to start. Here's what to watch out for. Here's what to do and don't do. You always want to have that, like, here is where to start. If you miss this, you are missing the ability to help people understand what to do first.

Rule 8: Your solution should have Ridiculous margins

Your solution should have ridiculous margins, which we've talked about, you want high margins. For experts, some people get these numbers completely backwards, I don't know why, it should be basic.

Provide “High Value” & charge “High Margins”.

Rule 9: For experts: Products = \$ Programs = \$\$ Services = \$\$\$

Some people are so hungry for business, they give away their services for nothing, and then try and charge a lot for products, it doesn't make sense, it doesn't work that way. So these are the price-points, and always follow this.

Rule 10: You should create your solution in 1-2 Months tops (or you never will)

From this day, if by the end of two months time, you have not created your solution, whether it's your perfect speech, or outline your perfect seminar, or you finally write that book or you create that audio program, if you can't do it, and you don't do it in 60 days, you won't do it at all.

How many of you have already been putting off creating stuff? Most people, and you'll find more and more excuses. So every time I try to figure out something, I'm going to say, I'm going to create this product, 10 days, 30 days and never anything over 60 days.

There is no topic that anybody in this room could not master enough to teach from, to create a product from, program from, or service from, in 60 days, if you focused.

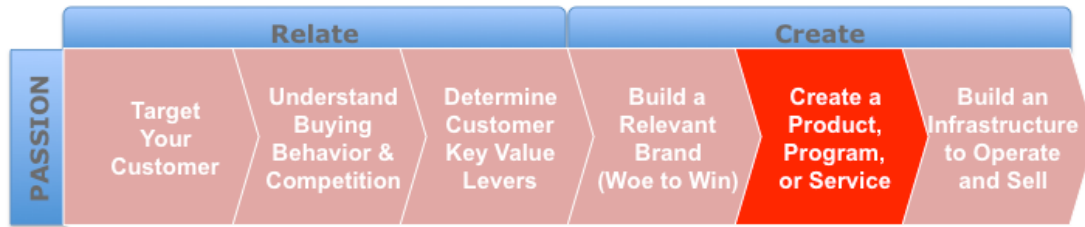
Million Dollar Secret: Whatever is created is just STEP ONE for the customer – what's their Buyer Trail”?

Million dollar secret here. Whatever you create in the next 60 days, that's just step one for a customer. What I want you to start thinking about is what's the buyer trail? What's the experience they have with you once they have purchased something from you?

If you already have a product, you have to think about strategically which product they should receive at what time in the relationship with you. Most people are trying to sell everything at every customer they get, all at once. Wrong answer. Begin with them somewhere and progress them through an experience in which they develop personally and professionally.

Always have that progress path, the buyer trail.

Brendon's Create Anything Framework



- **What is it? (Define it)**
- **Why is it important? (Justify it with Results)**
 - **Who am I? (Story and credibility)**
 - **Who else has done it? (Testimonials)**
- **How to do/master it? (System or step-by-step)**
- **How to succeed / not fail? (Do's and don'ts)**
- **What do I do first, now? (Next steps)**

Now I'm going to teach you how to create products, in any area, and on any topic. But before you present your product or solutions I'm going to assume that you have already shared your character story with your audience. I'm going to assume your brand essence is there. I'm going to assume you can put your personality out there, I'm going to assume that you are already explaining your woe to win story.

Remember, woe to win - I was struggling with these problems just like you, I went on a solution search, I finally figured it out, and now I have the solution.

What is it? (Define it)

Let's define what it is that's important.

If I'm doing a webinar, I have to just define what a webinar is. For example, here's what a webinar is, and describe that. This is also important to do for soft topics. Soft topics being, hey, here is what leadership is, here is how I define it. Here's what sales is. Here's what a great marriage is.

You have to define it for people. Always do this. Most people forget this over and over and over in their careers. They forget to define what they are talking about. This is hugely important to your positioning, but also the ability in which your audience can hear you.

Why is it important? (Justify it with Results)

Second, why is it important? They need to understand, why is a webinar important to my business? Most people might not even know what a webinar is, and now you taught them what a webinar is, and now they need to know why it's important to their business.

Who am I? (Story and credibility)

Next, I'm going to say, well, who am I? This is where I'm really going to go into what I talked about earlier, my story, my woe to win, my credibility piece.

In another words, first I'm going to begin with, what is this thing? Why is it important to you? What's in it for you? Then I'm going to say here is why I'm the guy to teach this to you. There is my woe to win. There are my stories.

Who else has done it? (Testimonials)

Next, I say who else has done it? It's not just I did this webinar. It's I have got these five clients, and here's the webinar topic they did and how they succeeded in it.

You need to do all this no matter what your topic is.

How to do/master it? (System or step-by-step)

Your customers now know that this subject, product or solution is important for them, they now know that I can teach it, they know other people have achieved results, and by the way, this order is incredibly important. Because if you show your customers your solution before even telling them who else has achieved results with your solution, it becomes easy for them to go... "I can't do this" or "I don't know enough about this".

If you already show all the results upfront that you have achieved and other people have achieved, your customers are going to be more accepting of your solution.

How do you do it? How do you master it? What's the step-by-step? What's the framework? This is the bulk of your product. So for example, if you wrote down your leadership thing, these are your five things now.

The bulk of your product is your framework or your system. Your how to.

How to succeed / not fail? (Do's and don'ts)

Once you teach your system or your framework, you then say by the way now you know the system, here are the dos and the don'ts. In other words, here are the pitfalls to watch out for.

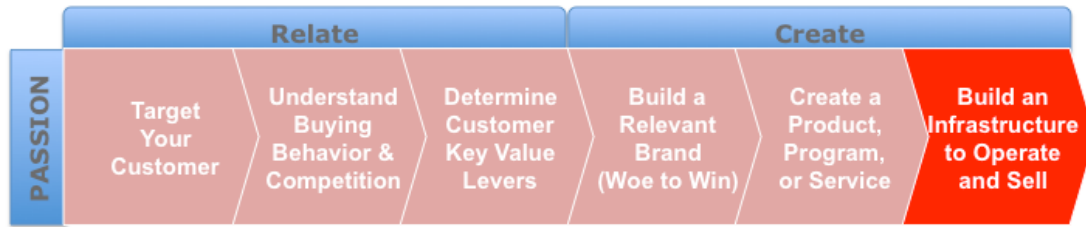
That always comes next. You teach the system, now you say, here are the common mistakes people make. So don't do these, but do these.

What do I do first or what do I do now? (Next steps)

Last piece... what do I do first, right now or what's my next step? Give them action steps, or a step-by-step plan to succeed.

Now, no one has an excuse of, I don't know what to teach. I will go, really, what's your topic. It's leadership. Okay. Fill that in with your voice and answer those things. Can you all do this?

Build an Infrastructure – Sales Machine



- Here's what all experts (who get paid) need at BARE MINIMUM:
 - **Merchant Account** (rec. Powerpay)
 - Shopping cart (rec. Infusionsoft)
 - Website (rec. elance)
 - **Fulfilment** strategy
 - Customer service
 - Assistant
 - **Mentors** and motivators

Now, where are you in the process? Well, you have related. You know what your market wants. You built a relevant brand by knowing to share your story of what you are doing, and you have created something to sell. You also know how to sell it, because you know all the value levers, and you know all the things you need to include in your marketing; from your customers' pain points, to their frustration, to telling them, you know what they have tried and haven't tried.

Now, we need to build an infrastructure. We need to make sure you can sell stuff, take orders, and make money. So let me start with this. Here is what you need at a bare minimum in this business.

Merchant Account (rec. Powerpay)

Number one, you need a merchant account. What does that mean? A merchant account is your ability to take credit cards – that's all it is. It's your relationship with the banker or provider that allows you to take someone's credit card, enter it somewhere and money shows up in your bank. That's a merchant account.

Shopping cart (rec. Infusionsoft)

Second, you need a shopping cart. What's a shopping cart? A shopping cart is just a checkout process online. Meaning, when you go online, it's kind of what you see, it's the back-end. It's like, you enter your information and it captures all that data, and of course that shopping cart talks to your merchant account system to put the money there, but you have got to have both of those. Everybody should have both of these.

Website (rec. elance)

Everybody should have a website. If you don't have a website in your topic area? You need to get a website. Whom do you get for that? You can just go to Elance. In our industry Elance is like a saviour. Yes, I love Elance.

Fulfilment strategy

You need to have a fulfilment strategy. Meaning, if someone orders your stuff, who ships it? Guess what, it shouldn't be you. How many of you have stuff in your house that you need to ship, you were supposed to ship or that you are the person in charge of shipping? We need to make sure you don't do that anymore.

I know a lot of people didn't want to raise their hands on that, because I know *you have* got shelves of your stuff at home. Yes? I do. Everybody starts that way. You need to work with a fulfilment provider so you never even have to think about it.

You want to take YOU out of the equation so you can create, because your income, your influence and your impact is based on how much you are creating and marketing. Let someone else fulfil it.

Assistant

You all need an assistant in some way or another. If *you are* not creating and marketing, *you are* not making any money, so we need to make sure as experts you are doing that.

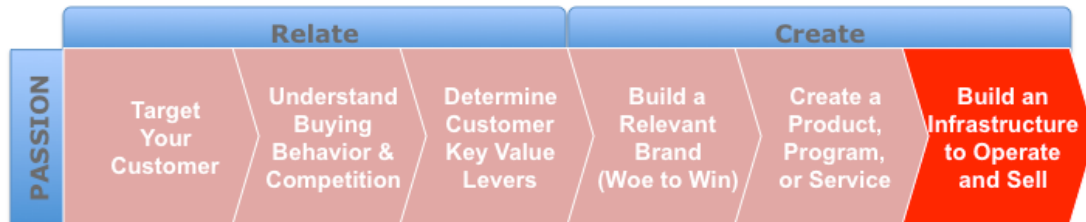
Who do you hire becomes a question. Here is my trick. With every person that you hire, you want to make sure that, that person can manage up to five contractors. That's what I did when I hired my first assistant.

In other words, you are hiring an assistant, but they are really a manager. *You are* looking for somebody who can manage for you. Does this make sense? Every person you hire, you want to say, could this person manage four or five contractors? That's the rule in this industry, and it will save you so much time and effort.

Mentors and motivators

You need mentors and motivators.

Build an Infrastructure – To Live Your Life!



- Outsource as a “**Proud incompetent**”
- Brendon Burchard’s 5-15-80 Rule =
5% _____
15% _____
80% _____
- Friday Fifty Club (less than 50 emails in **Inbox**)
- 3 strikes rule in strong effect
- Secret Formula:
 - **TERMS < ROI + FB + PD + L**

Outsource as a “Proud incompetent”

One, I want you to start outsourcing a lot. As what I call a proud incompetent, I’m so proud of what I don’t know. I know what I don’t know, so I outsource that.

I know I’m no good at event coordination with hotels, so *I have* an event manager. I know I’m not the world’s greatest affiliate guy. I know I’m not the world’s greatest billing person. I outsource that and I say, I’m not good at this, but *you are*, play your strings, run wild.

You have got to outsource things so *you have* more time to create and relate. Are you with me?

Brendon Burchard’s 5-15-80 Rule =

Maybe this is per day or per week or per month for you, but here are the percentages.

Five percent of your time should be focused on strategy. That might for example include the first hour of your day.

Meaning, how are you going to build your business and share your message with more people? How are you going to earn more income, influence, and

impact? That's what you want anyway. So strategize – how am I going to do that. Most people are haphazard when it comes to this.

Fifteen percent of your time is focused on either delegating or doing. In other words it's the operations.

If you can't achieve 15%, that means you haven't outsourced or you haven't hired an assistant yet. Because guess what 80% is focused on- ladies and gentlemen...

Creating and Relating

- Understanding your consumers.
- Discussing with your consumers.
- Researching.
- Interviewing other experts.
- Creating new things like the flower does.

You create so many new things, the bees swarm to you. The more you create, the more you earn. That's just the reality of how it goes. The more you create and relate, the more you earn.

Think about your day right now. How many of you are honestly focusing 80% of your time creating and relating right now? But guess who is? The big guys in the industry.

Friday Fifty Club (less than 50 emails in Inbox)

Friday 50 Club. Every Friday; I want you to have your Inbox down to 50 emails or less. In other words, before you begin your weekend.

Wouldn't your weekend be much better if you knew that there were less than 50 things in there each and every single week when you begin?

Here is how most people are running their business. You are so focused on responding to other people's agendas, which is a fancy way for email Inbox. An email inbox is a very organized way to force you to organize your day around someone else's agenda. That's all an Inbox is.

You go to your Inbox in the morning, you open it up, guess what? Do you have lots of stuff to do, yes or no? Your inbox is almost always other people's priorities.

Here is how you get to Friday 50 Club. Here is what I want you to do when you get to your Inbox, you are going to make very simple decisions.

1. **First one is delete it.**

The first decision you are going to make when you open that inbox or open any email – do I delete it? There are only four actions you can take whenever you open an email.

The first one for most people should be delete it, especially in this day and age, where so much crap is sent to you that you don't need, and you are like, oh, I will look at that later. No, you won't – delete it. Most of you are holding on to crap. Many of you have coupons in your Inbox. How many of you have a coupon in your Inbox? Get rid of that shit. It's taking up mental clutter and space.

Now you ask why this is important? Because of this I am so much more productive than my peers, that's why I'm going to dwarf them in size of the scale of my business, because I know what they are doing. They are going into their Inboxes in the morning.

Can you really be effective if that's how you start your day, yes or no? No way. So I open and delete it.

2. **Second one is delegating it.**

Who can I send this to right now that they can handle it for me? That's where your assistant or your staff comes into play.

3. **Third question is filing it.**

Do I file it? In other words, it might be important information, so you might file it. You might file it in a folder that says, handle today or handle tomorrow, or you might file it in just some category that you can reference later on. But listen, delete it, delegate it, file it. Then what's the last one?

4. **Reply.**

Now, this sounds horrible. What you are saying, the last thing I should do is reply? Yes. For probably 95% of your emails. This is true. Especially when you get staff. You should be focused on getting the email out to the people who can manage it, so you can be creating and doing the things that are going to bring business in. That's how you are going to sustain in this journey.

It will change so much for you. One piece of it is the Friday 50 Club, getting to the point where you say, I'm not going to have more than 50 emails.

For me, I usually get it down to 10 or 20.

3 strikes rule in strong effect

Let me move to a couple of things that are really important in dealing with other people, especially as you hire people to help you. The three strikes rule is really in strong effect for my company.

Let's say you hire an event planner, or you hire a web person, or somebody; they have three strikes and their out. So if they mess up three times in a row, you have to let them go. You deserve a better level of service. If you're going to be an expert in what you are doing, other people need to see that you have that level of service.

Secret Formula: $TERMS < ROI + FB + PD + L$

Here is a secret formula. This is my favourite formula in productivity.

Terms of any deal has to be less than $ROI+FB+PD+L$.

The TERMS of any opportunity that you face has to be less than what you are getting out of it, $ROI+FB+PD+L$. Let me explain what this means to you.

Here is what **TERMS** stands for:

- T is **Time**.
Any time you invest, must be less than the things you are going to get out.
- E is **Energy**.
The energy which you are going to have to put into it to accomplish something.
- R is **Resources**.
The resources you are going to have to put into it to make it happen.
- M is **Money**.
How much money you have to put in?
- S is **Satisfaction- sure- success sanity**.
This is the piece that most experts and entrepreneurs stink at. Most entrepreneurs think well, if I can do this and get a Return On Investment then it makes sense, of course I will do it. No, it doesn't make sense. You have got to think about, how much insanity will this involve? I have got major speakers who want to get on my stage. We won't even deal with them, because we know they are going to drive us insane. It's not worth it.

You have to think about how big of a pain in the ass is this going to be for me? Is this going to be a really big pain in the ass to make it happen, or not much of one? If it's a really big pain, you better make sure on the other side of this equation that there is a return.

Let me walk you through the other side of the equation.

Your time, energy, resources, money, and sanity going into something must be less than the other part of the equation.

- **Return on Investment;** you know what that means.
Return on investment means, you are going to make your money back at least that much. You put \$1,000 bucks in you're going to get \$1,000 out. More importantly though, if you are going to put all this time, energy, resources, money, and sanity in it, you want to make sure that what you are going to get out of it is going to be more than what you invested. So here are some other things you might want to take into consideration.
- **FB stands for? Future Business**
Will this opportunity, not only return on investment for you, will it lead to future business down the line. Personally, if it does not lead to future business down the line, I say no every single time. I won't even think about a business deal anymore without going, will this lead to future business for me? If it doesn't lead to any future business and you can't strategize how it will lead to future business for you, walk away.
- **PD stands for? Public, Personal or Professional Development.**
I might do a deal sometimes because I think that it is going to stretch me and challenge me so much – that I should do it.

I do a lot of things that I'm very passionate about, it might not lead to a full return on investment or some big future business, but I'm passionate about it, so I'll go and do it.

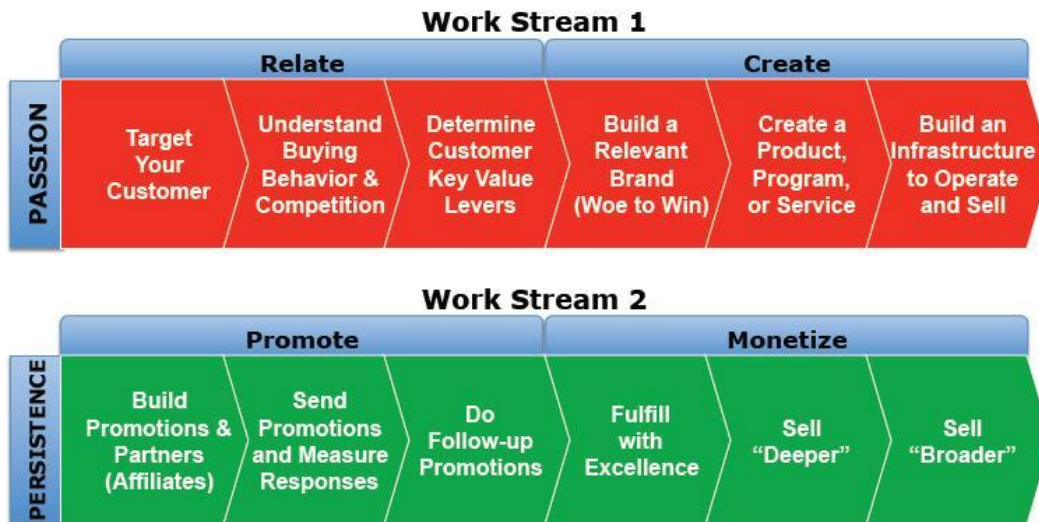
- **L stands for? Lifestyle**
If, what you are creating (the new program, the new product, the new something, the new promotion or whatever it is that you are creating) if it doesn't lead to a better lifestyle for you, walk away.

You have got to learn to say no. Especially the higher up you go. You need to make sure that it's serving your lifestyle.

The time, energy, resource, money, and sanity that you put into anything, must be less than the return on investment, plus the future business, plus an increase in lifestyle.



The Millionaire Expert's Blueprint



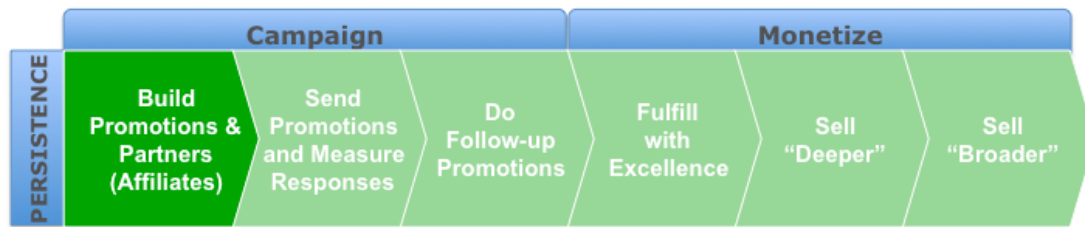
So we talked about relating, understanding the consumer, understanding what they want, what drives them, what their ambitions are, what they think would need to double their business. What they have tried, what they haven't tried. We understand different buying levels in their sales psychology and we understood that sometimes you put that sales psychology in your marketing.

Then you understood the competition. What are they offering? What are the benefits that they are talking about, what are the bonuses they are offering out, what are the price points that you are seeing? Then we talked about, how to create something. You learned a very simple framework for creating something. By defining it, by explaining what your story is, why are you credible, explaining your framework or your system in detail. Talking about what to do, the dos and the don'ts, and talking about the next steps.

Then it's well, now we know we need to create something. Next we move on to Work Stream 2. Work Stream 1 is really about the research and the creation.

Now we need to get down to the point where we have created something, let's get this baby out to the world.

Build Promotions



- Promotions vs. Campaigns
 - A promotion is a singular incident, a campaign is a **Strategic Event**
 - A promotion gets interest, a campaign **Closes**
 - A promotion is a “push” a campaign is a “pull”
 - A promotion ends at a sale a campaign leads down the **“Buyer Trail”**

Let me share with you what a promotion is, versus a campaign, because I really want everybody be clear on this, because I don't want you to do promotions anymore.

I'm going to start switching the word and stop using the word promotions, and just say campaign, over and over again. So let's talk about the distinction here.

A promotion is a singular incident VS a campaign is a Strategic Event

First, a promotion is a singular incident. It's something you send out once. A campaign is actually a strategic event. Two very different things. Let me give you an example.

A promotion might be a postcard that's a promotion. A promotion might also be a postcard followed by another postcard that's still a promotion. A campaign is strategically where you stand back and you say okay, I'm going to send a longer series of things that are higher value to my customers, with a strategic intent to move towards the buy at the end.

In other words, it's a promotional series, but just more elaborate.

A promotion gets interest VS a campaign Closes

Promotions are good, because they get interest.

When you send out a postcard that might get interest, but then a campaign closes. A postcard might generate interest and it might make me say who is this person, but it doesn't compel me to buy, or call, or order.

A campaign you'll learn actually closes. It accomplishes your end goal which is to get the prospect to buy.

A promotion is a “push” VS a campaign is a “pull”

A promotion is essentially a push out to people. A push saying, look at me, and that's what the traditional speaker model was, right? Look at me. We're going to teach you a couple of different models, where it's more of a pull. Where it's generating so much interest on the side of the buyers, so much attention and so much value.

If I can get all of this here free, this over here must be worth so much. Whether this free thing is a product that you give away, it's just information, an eBook, a teleseminar series that are free or a webinar that's free it doesn't matter. But it's a different level of value, because there is a pull now. In other words, this is the bees versus the flower. Remember the story?

The pull is, you are creating such great stuff, and they just elect to sign up. It's a natural buy for them. It's no longer, hey, look at this, look at this, and look at this.

People don't sign up for a seminar based on who is coming. The marketing world still thinks that, but that's why the marketing world continues to fail and people who are still promoting that way, saying, look who is coming, doesn't work.

Ask anybody who has ever done their event the first time they got a big name speaker, and they thought that was going to be a pull. It's not a pull. The celebrity is never the pull. What the pull into the event is, the results, the outcomes that the client believes that they will receive by attending.

You got to invert that model. You've to say here are all the things you're going to get by coming here. Here's who is training you on this, it's completely different and the reason I bring this up is because at the beginning their campaign was a push, the emails were- look at all these celebrities, look at how great this event is, look how great we are.

No one wants to sit down at the dinner with someone who is like, look how great I am. Isn't it true? So, you've to bring this in your marketing and understand, no it's not about pushing out them; it's pulling them in by making your results and you outcomes so attractive to them.

By offering them something where they say wow, this is amazing. And they are automatically convinced how great you are. They're convinced because how great the value of the information is that they already received. Are you with me?

The biggest names in the industry can't get a room for 300 people for four days, for \$1000 or more, why? It's very simple. They're still on the push model, in which they're trying to say, look at me versus – serving first.

A promotion ends at a sale VS a campaign leads down the “Buyer Trail”

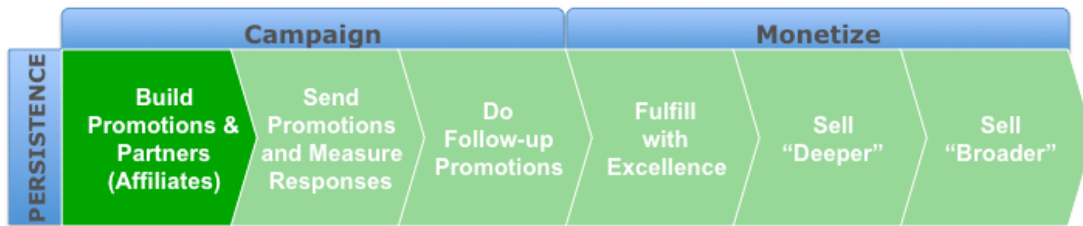
A promotion ends at the sale - you send out the postcard and hopefully get the sale and then it's done. The campaign leads down the buyer trail. Again, it's a strategic event, what does that mean? It means, when you campaign something and you get that sale, more comes after the sale. The up-sells, in other words, *“you can also right now get this”*

Let's say they bought your product but they didn't buy the up-sell. Your shopping cart will let you know that they didn't buy that. So, anyone who doesn't buy that, boom! This email goes out to them leading them into another campaign or another up-sell. Do you follow?

Yes of course, it stops at some point, I'm just saying that a campaign is strategic enough to say, *“Look, some people are going to buy, some people are not”*, what do you do with the people who buy in order to continue the relationship or the sale? What do you do with the people who don't buy to continue the relationship or the sale? I say, continue the relationship or the sale because it doesn't always have to be an up-sell, it might just be more information.

If they didn't buy, you don't have to up-sell them into something cheaper, you might just then send them some more free stuff to continue that relationship because they'll buy at some point.

Build Promotions: The Revolution



Push	---	Pull
Hook and Sell	---	Sample to wow and win
Black hat	---	Transparency
Solo	---	“Peer Punisher”
I said so	---	Prove it
Celebrity	---	Everyday spokesperson
Text	---	Video
Customization	---	Creation
Commercial	---	Conspicuous
Community	---	Connections
A little help	---	Done – For – You

Here is the revolution, I want to show you a little differentiation, so you can look at your marketing in a different way from what the old school was and that will be on the left hand side of the slides and the new school on the right hand side.

Push ---> Pull

The old school, obviously we talked about was a Push. I want you to understand the feeling from a consumer’s point of view – the push model just doesn't work.

Hook and Sell ---> Sample to wow and win

The other model is the Hook and Sell, the hook and sell was to give them just enough interest and then sell them something instead of serve them with content and if they're happy with that, they'll naturally enroll.

You know what I'm talking about. So, you might go to a seminar, someone just does something where it's like, “These are the benefits, if you had these, there's all the benefits”, and the whole talk is about the benefits. Then they say buy this.

That's the hook and sell model which is not a bad model for some people because based on what they're doing maybe that makes sense. If they're selling like a technology system, sometimes that makes sense, because it's difficult to explain.

Sometimes the hook and sell model is appropriate. Most of the time, especially in the information world, you have to deliver content. Instead of just here are all the benefits, buy it. That's a no-no, let me give you some information, let me train you; let me give you some content. Then the enrolment will naturally happen.

Example:

The push versus a pull we talked about – instead of moving for the hook and sell, the approach is sample to Wow and Win. What does that mean? Sample...

Let them sample your information, let them sample your product, let them sample what it is they'll be buying by giving them a little piece of it upfront free, they'll be so impressed by what you gave them for free, that they'll say I want the rest or I want that, that's very different than hook and sell, hook and sell is just benefit, benefit, benefit, buy it. This is saying, "Look, here's who I am and what I offer," if you find value in this, you'll naturally enrol, the wow to win.

Black hat ---> Transparency

Black hat is trying to do things under the radar, behind the back or not in a transparent way of doing business. I don't know about you, but as a consumer, I don't want someone woo-wooing the black hat, doing some weird stuff to get me to buy. Anyone agree? I rather have you come from an authentic place, where you just serve me with such great content, and then the enrolment was natural.

What's funny is every time I go anywhere, I'm the number one or number two guy, who gets the most sign-ups from the audience and everyone is like, "How do you do that?" and everyone wants to know my secret, I'm like, "Watch the video." They watch the video, and they're like, "I can't understand what you're doing to them." That's the secret, I'm not doing anything. "No, you must be" I'm like "I don't know any of the stuff that I'm doing." It frustrates them so much,

I've had people watch my videos 50, 60 times trying to figure out what the, woo-woo is, there's no woo-woo, I gave them good content, and they liked it. I said, "*This will really help you in your career, here's all the cool stuff that you get. If it's natural for you, you should sign up. We made it easy for you to buy, I have an awesome guarantee, and we'd love to see you there.*" That's the trick. Why does that piss off the hypnosis people who I spank on stage, they get so mad. Make it stupid clear, that's transparency and that's where our industry needs to be.

Solo ---> “Peer Punisher”

A lot of promotions in the industry were solo promotions. A solo promotion is like a postcard solo. It's one time, one event.

With a solo promotion you send out one thing, but also by the solo I meant it's just you sending out something to somebody, makes sense? So, let's say on October 20th, I'm going to send out an email to my list. Here's what the peer punisher is. The peer punisher which is not a great terminology, but the peer punisher means that you're hit by lots of different people promoting that promotion set of one.

Let's say, I'm going to send a campaign to my list, ten other Internet marketers will also send to their lists, and your prospects start seeing your campaign everywhere. That's the goal when you do a promotion, people start seeing it everywhere, you've got all these other people promoting at the same exact strategic time.

When it is coming from everywhere you start paying attention.

I said so ---> Prove it

A lot of promotions say “Buy this because I said so, I'm the expert in this. Buy this because I said so.

I said so it's important, buy this because I said so, the other model is prove it, show them the testimonials, show them a video of someone saying that this is great, show them the results that you've received, it's very different.

Celebrity ---> Everyday spokesperson

Another challenge is the celebrity. That's the Challenge that we talked about with “*Look we've got celebrities involved*”. No one cares about the celebrities involved.

We used to say look at all these celebrities involved or look at these celebrities in what they accomplished. You've got to get everyday regular people saying how great your stuff is. It's not that you can't have this celebrity. However, when you have this celebrity they don't believe that they can do it. So, you need lots of everyday people just looking into the camera saying, “I did this,” because the more of that you have, the more powerful your testimonials become.

Text ---> Video

A lot of promotions are still text based. Text email and text postcards, that's beginning to change, as you see online videos. Its one reason I bring my buddy Mike Koenigs here who is speaking with you later this afternoon, which is the number one online Internet marketer using video today.

He'll teach you how to use video, you're going to be like, "What?" because everybody in this room needs to be using video, not some, everybody.

It doesn't matter what you look like, it's about your content. Trust me. It's not about what you look like, it's about what you sound like, but it's also about ultimately the use of video to create rapport.

Customization ---> Creation

Another one, customization, a lot of stuff was driven by customization.

People want to create their own stuff. If you can create a campaign where people are contributing or creating, that can happen through a blog or it can happen through submissions like a contest, where you'd let people create videos and send it in. So, they can win something or be part of a sweepstakes, that's incredibly powerful stuff, and we'll talk about those.

Commercial ---> Conspicuous

Commercial, meaning commercial everything looked snazzy, pretty, and perfect. Commercial is smooth, flashy, great-looking stuff. Conspicuous means it stands out, it's almost weird. Weird is a very powerful pull, that's conspicuous – make it stand out. Conspicuous is very powerful.

People want to see things which are conspicuous natural, raw and real.

Community ---> Connections

The old world are getting community message boards, the new world connections, MySpace, Facebook, LinkedIn, people love to be connected.

You can create a social networking site as part of your campaign or if anything, the connections that come from just doing a video with a blog below it. So, people can interact and talk about the video. YouTube is built on this, by the way. YouTube is built on the creation and connection piece. So, you can watch a video or you can create the video, and then you can connect with all the people on what is basically, a blog underneath where they can post replies and comments about the video, that's very powerful stuff.

What does that mean? Well, you can do campaigns where you post your video and when you post your video, you can say, "*what do you guys think of this*". It creates a community of people who are all reading each other's comments and talking about that video, it gives a rallying point.

A little help ---> Done – For – You

It used to be, here's a little help, here's a little piece of the puzzle. But a lot of programs and a lot of campaigns now are leading to Done For You model.

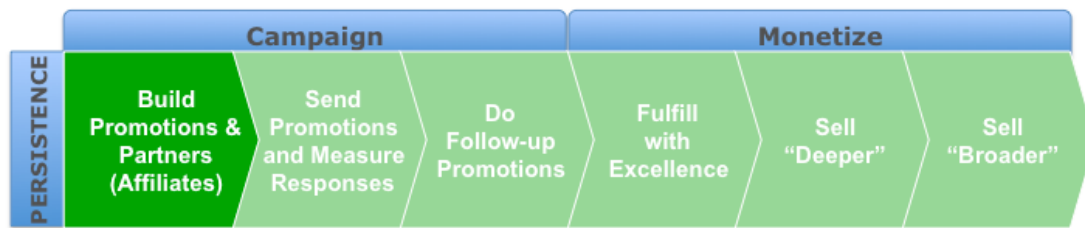
What does that mean? In the terms of the sell, at the end of the campaign, its like, “Let me help you with this” like the campaign ultimately ends with you one-on-one helping somebody do something.

A lot of campaigns end with, “Here's a little help, buy this DVD.” The people who are strategic go, “You know what, a lot of those people who get that, but they're not going want to do it themselves, they are going to want a service to provide it for them,” what we call, the Done For You model.

When they are campaigning, yes, they might buy that and sell that. But they know, at the end of that campaign they're ultimately going to up-sell that person saying hey let us create that for you. A lot of the campaigns which are more strategic end in the model, “Let me do this for you,” which is really powerful. What could you do for your customer that they probably don't want to do?

It's a very powerful question. What could you do for your customers as a service that they would prefer not to do themselves?

Brendon's Secret Promo Strategies



- Authors
“The Solo Sweep” and “The Truckload Trifecta”
- Speakers
“The Campaign Cannon”
- Seminar Leaders
“The Event Planner Heart Attack”
- Online Marketers
“The Montana Method (aka The Sequencer)”
- Coaches
“The Full Frontal” (I need help, I’m alone and naked)

So let me go into some strategy, I want to share today just at the high level. Let me just share them with you one-by-one, of what we are going to go through today, so you can see the types of campaigns at a high level.

Authors

Authors, I’m going to teach you, how to do a solo sweep. What does that mean? It means I’m going to teach you to do a sweepstakes campaign, a multifaceted sweepstakes campaign.

Authors, this is one of the most effective ways I have figured out, how to campaign to sell books. I’m also going to teach you the truckload trifactor, which is a little piece of my partnership seminar. So, you can see how you get major organizations to buy tons of your books.

Speakers

The Campaign Cannon: This is the campaign I've been telling you about, that will just revolutionize this industry and since you guys are learning this before anybody else knows it, hello. It's going to be awesome for you.

Seminar Leaders

I'm going to teach you how to give the event planner a heart attack, like I did with my crew with this event. We sold out the event. I put too many people in the room," that's a good problem for me to have, not the event planner. Let them figure that out, that's their profession.

Online Marketers

All my marketers, I'm going to teach you the sequencer. I called it the Montana method, because it's a different way about caring about the people you are serving. If you have ever met Montanans, every Montanan I have ever known deeply cares about their neighbour they deeply care about people.

I call it the Montana method, but that wasn't as catchy as the sequencer. So I'll teach you the sequencer method on online marketing.

Coaches

Then finally for coaches, I'm going to teach you a technique which I call the full frontal. What did he say? I'm going to teach you, how do you do two things.

One, how do you get more coaching clients by helping them understand that they are in a position in which they need your help, specifically on something and that they realize that they are alone and they are unsure of what to do in an ethical way, not some weird way like, "I need you Brendon."

Not that crap, but like, "I need your assistance with this thing." I'm going to show you a very specific way to that and also more importantly with the full frontal, you are going to learn how to get information from your clients, so you can serve them better.

Most people who are coaches are not collecting enough information from their clients, that's perspective and you will see how with my coaching clients, they get and you'll get it, you will see it and you will be like, "Holy crap!" I'm flicking them now.

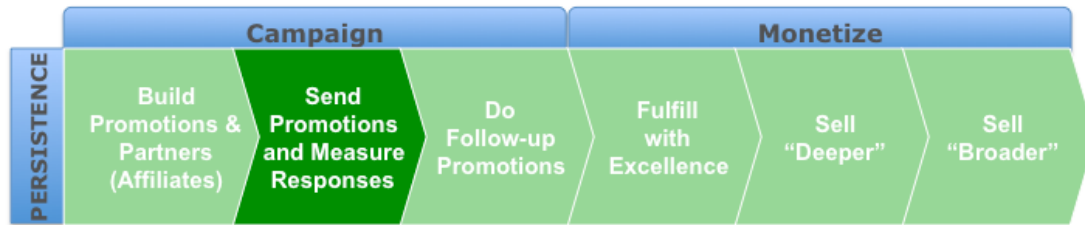
One of my coaching clients said in one of my seminars and he was talking about my coaching program. It's amazing and life-changing and extraordinary, but damn that questionnaire it's like pulling teeth, because it's a 65 question psychological profile and it gives me all the information I need to really serve this person including questions like, who in your life is preventing you from succeeding right now?

Who in your life is not supporting you? Because you know what happens coaches, you might give them all the techniques and the tools and every time you get off the phone with them, they are so motivated, they are so ready to go, this is awesome, but they never do shit. You're like, "Why didn't they do anything?" Well, because they might have somebody in their life that is

blocking them from achieving their potential and you need to learn who that person is.

So, you can teach them to communicate to that person in a different way, so that they can achieve their potential. You can only do that if you have the full frontal in which you make your clients expose and admit everything to you, so you can better serve them. Makes sense?

Super Simple but Overlooked Basics



- **Launch it**
- **Monitor it**
- **Maintain it**
- **Measure it**
- **Measure it again**
- **Support it (be available)**
- **Crush it by Doubling – Down**

Let me talk about some very simple but overlooked basics in promotions

Launch it

Number one mistake most people make in promotions is that they never do one. Anyone guilty?

The second thing is they don't make it an event. They just send out or write an email that says, "Buy my stuff," that's not a launch. A launch is a big deal, it's an event people had anticipation for. They were excited for, they knew it was coming, so it's a real launch that they anticipate.

The secret to a launch is the anticipation. They have gotten some information, they know something is coming, they know it's special for them; they know it's really amazing and boom. Then it's announced and it's like "Wow! This thing is here" and then it's not only an announcement, it's like we announced it with special bonuses and this new thing we never told you about that this is happening too.

It's like, it's creating a continuing dialog and story of surprise, you might write that down too.

Ultimately, a great campaign is a story of surprise you never knew what is coming. Surprise is one of the great unused elements in all the marketing; people don't do it well, you want to do it well, okay. So once you launched it, the basic obviously is, you monitored it, you pay attention.

Monitor it

Well, people say “Yeah, so what? But most people never monitor their promotions whatsoever because we are creators, we created it, we sent it, next.”

It's like no, don't even think about going here until you analyze what happened over here; pay attention to it, but also when I say monitored, I mean like when you launch something, you need to be there 24 hours a day, focus on what people are saying.

If you launch something, there's a video, and there is a blog underneath, you are going to be watching those blog comments, replying to those blog comments you need to be there. Follow me?

Maintain it

Obviously, you need to maintain it. When you launch something, something might go wrong, something might break and when it breaks, you need to be there, trust me.

Sometimes just something breaks, something doesn't work, a URL link doesn't work. It will always happen. What I'm saying is when you do send something out, be available that day because what's easy to do is set it up and then go travelling and I made that mistake several times. And when I got back, I got tons of emails, “*This link isn't working, this isn't happening.*” I mean this has happened to me as recently as last month and sometimes it's just like if you are not there to maintain and pay attention, you can't fix that problem.

Measure it

Measure it, obviously, how many people opened it? How many people bought it? How many people called in? Do you measure these? Most people never do.

In direct marketing, that's like the ultimate sin. In any marketing that's the ultimate sin. What was the effect of that campaign, what was the actual effect? You want to understand that in detail. That's why every new campaign -- and listen to this, I want you to really catch this. Every new campaign I do earns more money than the last one. Why? I learn from it. That's it; you'll never become an expert marketer if you don't know what's happening when you are doing what you are already doing. Make sense?

Measure it again

Cool, measure it again. Once you did it, you might have some up-sells or other piece of the campaign, you want to measure the entire sequence, you want to know everything that has happened and not only do you want to measure the one time launch and let's say people bought, then measure it again after they bought it, 30 days from now.

Were they happy? Thirty days from now, how many people returned it? Because maybe a lot of people have a great successful sale rate, but returns and they never measure the returns, it just happens and they're not part of it because their fulfillment house does it or their assistant does it and they are not part of it. They don't measure it and they think they had a successful campaign, but 20% return. If they measured it, they would see those 20% returns, ask them, "Why did you return that?" and the next time you release something, make sure you handled the reason for why they returned.

This is how your business gets better and bigger.

Support it (be available)

Be available, you personally need to be available. I had someone say, "I cannot possibly attend this webinar but I would like to talk to you personally about your coaching program," which is \$25,000 program and I was there to take the call.

When you launch something, you want to be there because things might happen that you never imagine, but also, when I say support it, you need to have customer service people available; even if you're not there, you need to make sure as soon as you send it out, that you are able to support it.

Tony goes, what he ended up doing was, he said, "I realize that a lot of companies didn't want to talk to their customers. At the top of every single one of our web pages is our 800 number. Everywhere is our 800 number and while I was telling people, call us if you have questions, because we want to talk to our customers."

What an unbelievable concept? When you send out an email, invite people to reply, invite people to call. Why? Because you want to talk to them, because they are going to reveal lots of stuff about your promotion that maybe you didn't know. They're going to say I wish I could do this because then this will happen for me.

All of our emails that we send out, they always come immediately back to me or back to Jenny, so that we can actually see them. I want to see them, I'm a learner, and I want to know what people are saying.

Every reply comes back. You want the same thing, but you must be there. If you are going to send out a big promotion, be there to watch and see what people are replying to and let them reply to you, not some "no name Inbox".

Everyone can follow. You want to talk to your customers because you want them to buy from you, so allow that rapport to happen.

Crush it by Doubling – Down

Last, crush it by doubling down, crush it by doubling down, here is what that means; everybody should want to double their business.

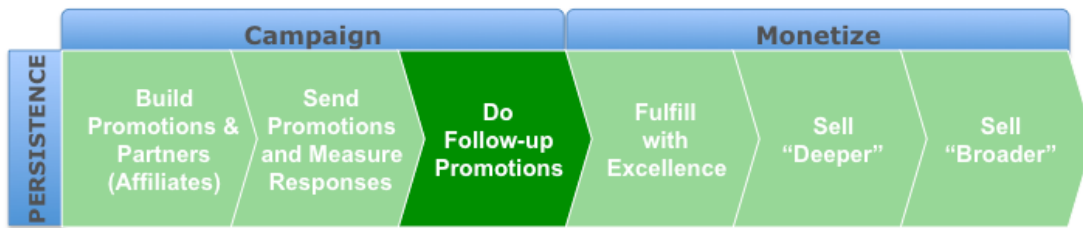
Most people aren't strategic about it, they are just like “I hope my business doubles someday,” that's what everybody does, especially entrepreneurs, I'm going to keep doing what I'm doing, I hope I get some money with this. I hope more business comes in. When you measure, and you monitor and you have rapport with customers, you should strategically think, okay based on what I've learned, “How can my next promotion double in results?”

Double in sales, double in responses, double in excitement. I do this in every area of my business. Next year, when I launch another book I'm going to ask myself, how can I double the amount of partners I had involved. How can I double my sponsors? How can I double the amount of sales? How can I double the speaking gigs? How can I double this? Why?

Just because strategically it gives you something to aim for and it gives you the intent to build your business, which most of us need.

Most of our intent is really focused on creation which is great, but what I need you to do is make some money from that too, and so if you're strategic about going how can I double this every time? It just starts happening, “How can I double the amount of people in that seminar? How can I double the amount of people who opted in? It makes you think more intelligently and strategically about your business, which everybody needs to do.

Follow-Up Promotions



- Buy / Don't buy **Up-Sell**
- Missed it lower-price upsell
- **Free Content** followup
- "Report Out" promos (you/media/affiliates)
- Ask promo for why buy / don't buy
- Back to cycle: **Free-Free-Sell-Repeat**

Buy / Don't buy Up-Sell

So they bought something, and now the question is what happens next to them. If they didn't buy it, what happens? Authors, there's huge distinction for you if you're selling a book.

If they buy that book, great, what happens for them then? If they don't buy the book, okay great, what happens for them then? There has to be something that happens for all and I don't care what you're selling. If you are selling pills or you're selling services, or you're selling medical treatment, I don't care what you're selling, there has to be the buyer trail involved.

What's going to be the buy / don't buy up-sells. If they buy it, we'll up-sell them to this, if they don't buy it, we'll up-sell them this, or if you just don't want to sell them anymore, you still have to have the buy / don't buy thing.

If they bought it you're either, going to up-sell them something or give them something more for free. So, if you are like I can't up-sell people forever continuously. Okay cool, you don't need to make money, you could just create more rapport there.

True, I'm serious I'm not being facetious. I mean, it's not always about making money it's about serving the client. So maybe it's not about some other new sell, it's just about giving them new information.

This is how I perpetuate book sales; this is how I perpetuate everything that I do. It's like, once they get something, they get more. Even when I get a speaking booking, I do the same thing.

It's just adding more value.

Missed it lower-price upsell

Let's say you send something out and you have this whole list of people who didn't buy something. Well, one of the reasons they likely didn't buy is because they didn't believe that they could afford it.

Now, they couldn't afford it, it's either they didn't want it or they didn't believe they could. So what you might send out to this group immediately after, if you have a group that did not buy something, you send out to them, immediately after a lower-priced up-sell, like a really lower price.

Let's say you are selling something for 5,000, or let me make it more reasonable for many of us beginning, let's say \$495 product that you are creating or \$197 product, and they don't buy. A great way just to condition them into knowing that you are adding values is to say I know that didn't work for you. I also have this other little piece, it's not as big as that thing, it's just this little snippet, if you want it," and that little snippet of that big product or that little piece of that big product, you might offer at \$50 bucks, \$29 bucks, or \$17 bucks, better yet you might offer a continuity to them.

I know you didn't want the \$495 program. So I have created this other program, this is much more accessible to people, accessible is a big word by the way. I know that's the way of saying it's cheaper.

Accessible is a way of saying cheaper. It's a magic phrase in marketing so, I know that didn't work for you, but I have this other program that's more accessible, and it's only \$9 bucks a month, \$19 bucks a month or \$97 bucks a month so it's more accessible now to them.

Maybe they don't have the 2,000 to put down on their credit card, but everyone's got \$97 bucks to put on the credit card a month, so you can ask for that. That's really powerful, but notice, the strategy here. You made the offer they didn't take it.

Now you say I have got this other thing, but its lower-price and more accessible and that is a great way to double the results of every sell you ever do.

Free Content followup

The free content follow up, which I referenced in, if they bought it or didn't buy. Sending them more free stuff. I love to do that, more free stuff thing. You all are getting more free stuff when you go home, like my productivity session. Like you will get free stuff after the event which is really cool. I have started doing that more and more, because I'm realizing it says yes, thank you, it's like everyone loves free stuff.

I love when it's free I love free stuff. Free stuff is good.

“Report Out” promos (you/media/affiliates)

Report out promos, once you do a promotion, now you report out on the promotion to your list or that same group or to the media, or to your affiliates, here is what I mean by that.

Let's say you do a big launch, after your launch, just send an email saying, “Holy cow! Thanks everyone I can't believe how valuable it was to you. We had 500 people purchase this program, we had 600 blog comments or we had \$700,000 in sales.

I'm so happy you found this content valuable. Here is another free thing, just to say thanks.” It's like creating unbelievable rapport, with your group, with your list, with your database, whatever the word is, I'll just use the word group and that's all right. With the people that you're contacting, it's unbelievably powerful. Why do you report out?

It shows one, that you're adding value. Two, it shows that you are good at what you are doing and it shows momentum and it shows completion to the campaign. It's really powerful stuff and you must do this for your affiliates.

If your affiliates launch something big for you, a specific launch for you, you've got to tell the affiliates, “Hey guys,” -- this is like, let's say 10 people email, their list for you for that launch. You email your 10 affiliates and say wow! Thanks for sending that out, that was supersuccessful – here are the numbers we moved on that. Thank you so much for contributing, obviously people really liked it.

Then your affiliates go wow! This person is really affective. This person follows up and this person has got results. I want him involved in my next campaign too. They will never know, if you are effective, if you don't report out, being effective, makes sense, yes?

I'm telling you, this stuff it might sound basic to some of you, or it might sound advanced to some of you. This is the stuff that doubles your business. This is it. This is the stuff that doubles your business, every single time.

Ask promo for why buy / don't buy

Third, ask -- doing ask promotions, that's what an ask promo is. Doing ask promotion, asking the people why they didn't buy, so if a bunch of people didn't buy and you don't decided to do a free content follow up, or a lower-priced up-sell.

Just ask them, “Hey I notice you didn't buy this, was it not right for you? Tell me why I'm curious. If you'll tell me, I'll send you this free report and so on, but ask them or send them to a survey. Will, everybody fill that out, yes or no? Will the ones that come in be valuable to you, yes or no?”

Completely, I don't care if five people respond to me and tell me why they didn't buy it. Five people is information, it's valuable to me.

Back to cycle: Free-Free-Sell-Repeat

Then back into the cycle. Once you've finished a launch and anyway I don't care what you are promoting, whatever the campaign is, then you go back in. Basically, the campaign is always, free stuff, free stuff, make an offer and repeat. Free stuff- free stuff - make an offer and repeat, now you might do a little more. Some people do free stuff, free stuff, free stuff, free stuff and then sell.

It doesn't matter as long as they get some free stuff and that free stuff is enough to incentivize them to realize wow! This is valuable information, I must go to the next level with this person, I must buy this thing from them.” Sometimes I have done that with one video, one free video, one free webinar, like the sales campaign for this, the basic one. I don't know which one we used, we have a couple of different ones that run for this program, for Experts Academy.

The basic one is you go to an Opt-in page where there's a webinar, a video and you watch a 90 minute video, right. It's free. You can just go there, you watch the video and then you opt-in, you enter your information, and it takes you to Sales page, as an example. The free content is right up front, which is very innovative in space, I didn't even know how big this was until these Internet marketers are like that's brilliant, you need to make an opt-in and you just gave them the free training upfront, because usually what happens is opt-in, then you get the free training.

I know my stuff is so good, I said, “Here is the free training and if you like this, I will give you another free training just like it” and then they opt-in. People are like wow! It's a different model it works. Guess who opted in the right people or the wrong people?

The right people, that's why my list gets the best responses, because they're so right. I'm not just going for names I want the right people.

Big failure guys listen and listen close. People do a launch and then they don't do these other pieces. They do a launch, they get their money and then they forget these other pieces, which is where the money and the rapport is.

When I say back into the cycle, I mean the second you do a launch, or the next day, you do a buy or don't buy up-sell; you do the lower price up-sell in the continuity. You do the free content follow up – and yet only a few people do the free content follow up.

Big guys miss this. If you just sold to your list, if you just did a campaign, I don't care if it's a continuity program, or a product launch, or a seminar launch, whatever the launch is. The next day at minimum, if you don't do any of these other things, at minimum, give them something new for free. They just got sold, now they want something for free.

Be Excellent in Serving Customers



- **Fulfil** like dinner depended on it
- Answer questions within **The Day**
- Have a live person option
- Provide FAQs
- Over-deliver with **Four** surprises
- Handle returns **Immediately**
- Say **Thank You**

This is very basic stuff, but everybody forgets it. Again, I hope you realize this, if you think about what I have shown with this framework, this is business building. You go back through this, you look at this as business building, knowing your customer, creating something for them, marketing to them and fulfilling with excellence.

This is business building. This is a big picture that you have to do as experts and I'm obviously orientating it to our industry..

Now, this is really an important piece, the fulfilment piece, because our industry traditionally has not been so good at this, because our industry is full of creators. Not always implementers.

Fulfil like dinner depended on it

I want you to make sure that when you fulfil anything, you fulfil like dinner depended on it, like when you are going to send something out, I don't care what you are sending out or you are having your staff send out. It's got to look good, feel good, and be awesome.

To have any staying power in this industry, you've got to over deliver, and the best thing is, if you just barely deliver you'll have staying power in this industry, because most people are not delivering. They are not – they're over promising and under delivering. We want you to do the opposite.

Answer questions within The Day

I want you to get to a point on your fulfillment side with your customer relations, that you always answer questions, within the day. I don't mean necessarily if email is coming to you. If someone replies, sends something to me personally, it's very unlikely, it will get answered in the day.

On the customer service side, when there's a launch or there's something going on, you want it to be responded to within a day. Just aim for that, it's not always easy sometimes to crush and it's crazy, but it's important that you are trying to get it within 24 hours for that person.

Now, of course, you have the insane clients who think they need to reply within an hour. Those people should have left corporate America a long time ago. Those people need to get something to do during their day.

Maybe go out for a coffee, I don't know, get a life, I don't know. It's not about replying within hour, people want that and they will demand that of you and it's unfair and you need to manage and maintain the boundaries in your life and your workforce's life.

What we try and set is within a day, try and get to it within in a day. It's not horrible if you don't get it within a day, but in this industry, if you get it to within a day you are going to stand out big time.

Have a live person option

Have a live person option to everything that you do. Live person option, doesn't mean that you have to get a live person immediately, but what I mean is like if you see all our sales pages at bottom, it says, questions, email this website, or email this person or call this 800 number.

People want to talk to someone because why, tell me -- by the way, whenever you're selling something, what's the number one reason they want to talk to you. Make sure you're real; make sure it's a valid company.

If they need to return it, they know it's real. The number one customer service question you should always have in your FAQs, whether it's online or you trained your customer service reps for this. The number one question that they will ask is; is this right for me. It's the number one customer service question across all industries.

They want to know, is this right, does it apply to me. Even if you say it on your website, even if you say it in the materials, they still want to know, especially, when you are talking about a higher-end purchase, right, a higher-end purchase.

When you're over the \$1,000 mark, then they really want to know, is this right for me and of course, what's usually the answer?

Do they usually know the answer is, yes? Yeah, they usually -- they just need somebody to touch them. They just need somebody to say, yes this is cool for you.

Provide FAQs

Provide FAQs in what you're doing, especially with a product, especially with a service.

In events like this, you don't need FAQs because most people understand events. You go somewhere, you show up, here is the hotel information, be in the room. It starts at this time. There are things you can cover in an email; you don't do a separate FAQ for. But if you have like, let's say, for example, like a technology that you're offering or in-depth service, the more expense, the more time involved the more they are going to want to know.

There are more options for an FAQ that you can post. If you don't post the FAQ, at minimum, create an FAQ for you and for your staff and it will save you time like you cannot believe. My entire staff for Experts Academy has an FAQ, for Partnership Seminar has an FAQ. It's great because 90% of the questions are the same anyway; cut, paste, respond, cut, paste, respond. 90% of the time, cut, paste, respond, cut, paste, respond. That's what you need to understand is, make it for you, just to save your time.

Over-deliver with Four surprises

Over delivery with four surprises, I'd like to make sure everything that I do, I always strategically think how can I include four surprises. Like you are going to get a little surprise later on today but you didn't even know it's coming which is delightful.

Everyone likes to be surprised. Surprising is a part of over delivering. What does over delivering mean? They get more than they thought they would get.

If you surprise your customers, you are over delivering unless – it's a bad surprise.

Handle returns Immediately

Okay, handle any returns immediately. Once you get a return, handle it immediately. What does that mean? It doesn't mean refund it immediately. Here is what I'd like to tell people to do.

If you or your company gets a return, call that person. Even if they sent a letter, call that person. Say hey, we saw that you returned this. Can I ask why you returned it? Oh, I said it in my letter. I know, I read about it. I wanted to hear

from you because I want to make sure I'd provide better service to you in the future.

That's called world-class customer service. I got this return and I just want to know, I want to hear from you, why you returned it. I'm not trying to up-sell you. I want to know so I can provide better service to you in the future

You know, I was just going to send you some free stuff. I really appreciate it. It'll show up to you. You don't have to worry about it. I just want to send you this free stuff, check your inbox later on today.

Just want to thank you for this feedback, it will really help me and you're like that's it. Have a great day. No, really have a great day that's it. They are like what the fuck has happened, because nobody does this stuff. Succeeding is so easy when you care about your customer. It's so easy. You just have to surprise them.

Say Thank You

Next, say thank you. When someone does something, when magic happens, when someone buys from you -- it's like what I said yesterday, right? When your customers love you, you will love your lifestyle. So one of the best things to do is say thank you. Many of you have heard me talk about this at Partnership Seminar.

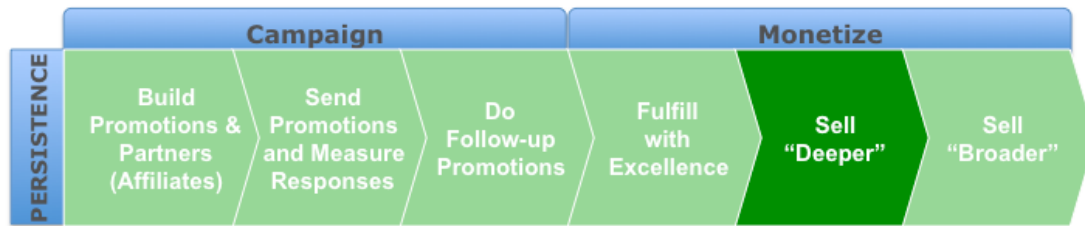
We do one thing, we move to next thing without thinking about that thing, plus when you're busy, you forget to say, thank you.

When you thank your customers, when they purchase something, this is why earlier I was talking about that strategy in the follow-up promotion.

When they buy something to send them a thank you, maybe it's a free webinar or a free training or a free video or something they didn't know that they were getting that doesn't cost you anything, it doesn't cost you anything to put a three-page report together and send it out to them for free.

That creates rapport with them that's unbreakable and it's something nobody else is doing in the industry so you stand out exceptionally well.

Deepen Your Relationship (and Sales)



- This is about current customers
- Always be leading to a **Higher-Priced**, similar topic sale
- Offer solutions from other experts and take a **Commission**
- Million Dollar Secret
 - Offer solutions strategically so that you are **Building** their business throughout the year!

Now, we've created something, we've campaigned, now it's like okay, we did the up-sells and everything, now it's time to sell deeper. Sell deeper, what do I mean by sell deeper?

This is about current customers

Selling deeper means, what you're going to do with your current customer's not new campaigns, but with the people now that you have recruited into your business by an opt-in or by purchase.

This is about your current customers, this is about, okay, well how do you get your current customers to go deeper with you.

Always be leading to a Higher-Priced, similar topic sale

I always want you to be leading at some point to higher price similar topic sells. This is part of your up-sell this is part of your campaign strategy. You would start, I always think, okay, once they buy that at some point then I'm going to do a campaign on to the next level up. It doesn't have to be immediately after but you have to be thinking where are they going to go with me. You must be thinking, selling deeper means within this topic category, where do they go.

For example, you've come to the seminar. At some point, I'm going to say, hey, you know what, you should think about continuing your journey with me and my business and that's knowing that some of you will say I want to go to the next level.

They want more information from you, they want more attention from you, they want something from you, and they usually want it in the topic that you just talked about. So selling deeper means, it's like that funnel we talked about at

the beginning. Maybe you get some free stuff, then you had a home study course, you had a seminar on that and now maybe they want coaching or they want to mastermind, they want something deeper in that topic area. Then you might want an advanced course on something.

It's in the same topic area but its higher price and more focused.

Offer solutions from other experts and take a Commission

Next, to sell deeper to your group, there is a point that you are going to hit in which you can't provide any more services to your group. They need them, and it would benefit their business, but maybe you don't know what that looks like, maybe you don't know what that sounds like, because you only know what you know.

What I want you to do is go out in your industry, in your topic area, and say, well, who else out there is providing value in the similar industry, but teaching stuff that I can't teach or I don't know or it's not my expertise.

Then offer your group that person's expertise, whether it's an email or it's a stage or it's something else. It's like giving access to your group. They already know they love this topic, but maybe you can't serve them in that way. It's not your area of expertise.

You need to figure out, well, how can I provide that for them, because everyone wants to go deeper, but maybe your depth in your business is only here, but you've found other content providers who can go here.

Find those people and promote those people and their services to your group. It builds your business and it serves your customer.

Million Dollar Secret

The million-dollar secret! Offer solutions strategically to your customers so that you're building their business or improving their life strategically throughout the year. Here's what I mean by that. This industry is horrible about annualizing a sale.

Let me explain what that means. If you often think about January to December, 12 months, if you're going to offer something each and every single month, it should be building towards the more complex one at the end. Let me say that again.

If you're going to offer something to a list, every single month, it should be building to something that's the biggest thing towards the end. It doesn't mean that this has to be from January to December. This can be as part of a campaign, doesn't matter to me.

What I want you to start thinking about is what could you provide to your customers throughout the year that builds their business strategically or improves their life throughout the year.

That way their life is getting better throughout the year by having information from you. So their business is getting better throughout the year, so they can learn from you.

For example, I just worked with a guy who is pretty famous in the online marketing world. I sat him down and we were talking, and I said, wouldn't it be cool if you started with the basics, and you build to the more complex over the course of the year in what you're offering for free?

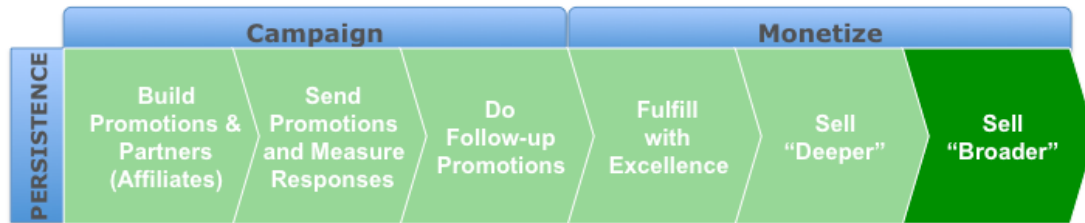
In other words, like his newsletters, like you might all have a newsletter, if you thought more strategically about your newsletter, and you thought, let's start them here and help them build to here throughout 12 months, what happens in the 12 months?

What do they get? Growth, results. Now it's not a bunch of ad hoc stuff, you're strategically thinking, what would it take for them to improve their life over a course of 12 months, strategically that I could give them for free or offer them for sale?

That singular question is so powerful because nobody thinks about that. Fortune 500 companies do. So what could you offer your clients over the course of a year to help them for their business? Whether it's something you're selling to them or giving away for free.

Think about, how do I take them there throughout the year, based on either the stuff I'm selling them, or the stuff I'm just giving away for free? It will be a differentiator for you that nobody else is doing.

Get a Bigger, Broader Market with New Topics



- **Expand** your market AND your message
- Increase your number of solutions
- Get more **Media**
- Get more affiliates
- Move to **Lifestyle** advice
- But don't stray too far...

Sell deeper, go deeper with your customers, then sell broader. Here's what I mean by this.

Expand your market AND your message

You start expanding your market and your message. Hey, do you remember yesterday when I talked about digging in the field of opportunity, and I used the example of -- at first, I was doing Partnership Seminar, and I dig deep, built the million dollars, successful here. Then it was like wow, these folks want something more. I expanded it, and dug deeper here and expanded it.

Let me give you another example. Let's say, you start talking about diet. Your topic is diet. You nail that. You build a great business on diet. Well then the next thing for you as a guru is to broaden from diet to lifestyle, or broaden from specific, a diet to health, then lifestyle. Notice all the gurus do this. Notice that Tony goes from talking about personal development and peak performance to talking about financial wealth, another area of business.

Everybody broadens at some point. Don't broaden though, here's my thoughts, don't broaden till you make a million dollars in your topic area of expertise. Nail that, master it, deliver it, own it, and be known for it.

Focus creators. Really focus, build a million dollar business. Now everyone say, oh my god, that's out of my reach. No, it's not. It might be out of your story that you have in your mind about who you are and what you can earn currently, but it's not out of anyone's reach. Everybody can build a million-dollar business, if they focus, position, promote and campaign they will get paid. So focus, nail this. Once you've done that, then I'm like, you know what, cool, because here's why I say this.

I know, to have a million-dollar business, that means you must have set up at least somewhat of an intelligent infrastructure of a staff, of support, of customer service, I know that you've tried and tested it. What happens is, if you haven't tried and tested it, haven't proved it, haven't made it work here, and you're trying to expand over here, you're going to get distracted, you're going to get dissipated, you're going to not be effective, because now you're trying to make sure that you build the back end for this, and that, and life is going to suck. Trust me; I know a lot of people who do this.

Increase your number of solutions

Next, increase your number of solutions. So as you build, you increase your number of solutions. What I mean by that? It's like well, maybe before you only did a DVD Home Study Course. Now as you're expanding and going broader, you've got the seminars, you've got the coaching programs, you've got the masterminds. In other words, now you're going to have more of a full suite, and you should think about that word carefully, by the way. I'd like to call a full suite of services; authors miss this all the time. They think they're launching a book business. That's why most authors are broke, because what's a book sell for? How much? What's your cut of it?

So you are not building a book business. What you are doing is you are doing a full suite of service surrounding that book– speaking, seminars, online, webinars, and home study courses or coaching. You are building a suite around that book.

It's the same thing with any product even if you're doing a webinar. When you start talking about selling broader, it's about creating a suite, selling deeper is about creating a suite around a product.

Let's say your book is on leadership. Selling deeper means creating a suite of solutions around that particular product, around that particular book on leadership, maybe a leadership coaching program, a leadership speech, a leadership seminar, a leadership webinar or a leadership home-study course.

That's a full suite around that product. That's selling deeper.

Selling broader means now we go from leadership, now we are going to start talking about personal development because a lot of leadership people like personal development. You create a product over here and now you've got that, now you create the full suite around that. I don't want you to create a product over here and a full suite around that until we've got you to million dollars over here, because that will teach you discipline, it will teach you focus.

Get more Media

Get more media, as you broaden down, you want to start broadening your base in the media world. By the way, as I say more media it's like, you will see I'm not a huge focus on media guy. I think media is important but I know very few people who built their business from media.

So what I want to teach you more importantly is the campaigning because even if you get the attention from the media, they're still going to come to a website, what happens from there, that's what's important. If you look into a media or you are really good at media, cool, but the point here is when you start selling broader, you need to get more attention from one area to the new area.

As you sell broader and you develop this full suite, you need to start getting known too in this area.

Get more affiliates

You need to get more affiliates to sell broader, you don't have to expand beyond the current affiliates that you have. Meaning, you need to get more partners to promote your stuff. The bigger that you get, the more you get into the lifestyle space, the more partners you should assume.

Move to Lifestyle advice

You need to move to a lifestyle which you talked about. At some point, everybody in this room will probably move to lifestyle, if you build your million dollar businesses, because follow any trail.

Well, I'm a leadership guy great or let's say I'm a business development guy. I teach people to grow their businesses, great. Then what's next for you? Leadership, okay cool. Sales, okay well, these leadership and these sales guys want to learn to be more productive. Productivity that's lifestyle, to be more productive now they're more productive, they want to understand more clarity about who they are so what they are doing? That's personal development.

At some point, we are all in the line at helping people improve their lives. Even if we start, we are teaching them how do you online marketing? At some point, it always ends up -- look at Eben Pagan, one of the best online marketers, but actually best marketers in the world, a good friend. Eben, who is amazing, incredibly disciplined and teaches online marketing. His last big product launch was a productivity product. Everybody moves no matter how technical.

Everybody when they broaden get to lifestyle.

So you've got to think about what your path is. What's that one thing you are going to be known as you are going to build your million dollars? Build a suite around it of solutions.

But don't stray too far...

Don't stray too far from your core. Meaning we all have a core message, we all have something we are trying to develop, we are all at that point I believe that we all have a specific area of expertise, never lose that. Don't get too far from that because that thing is that million dollar thing. That is ultimately your bread and butter, that thing is what you are known for, that thing is where you've provided real service and value.

You can leave it at some point maybe, but don't stray too far, who you really are and what you're going to ought to teach because it's really easy to get pulled in teaching other things that you might be naturally good at. Remember good is not always right. Just because you can teach it, doesn't mean it's really part of who you are and the essence of what you want to get in the world. Maybe it's not really your passion. We want to make sure you are coming from a place of passion, something you really care about. I could teach tons of things, but not all of them make sense to me. You follow, yes.