

Experts Academy – Foundation Notes

We're all trying to figure out how to get our content out to the world. This course is about helping you position yourself no matter where you are on your expert journey.

- * **You'll learn how to become highly paid speakers.**
- * **You'll learn how to become highly paid seminar leaders.**
- * **You'll learn how to become highly paid authors.**
- * **You'll learn how to become highly paid coaches.**
- * **You'll learn how to become highly paid online-marketers.**

We're going to tap into your potential. A lot of you will have new ideas of what's possible in your business. Big ideas you never imagined to try because now you have a plan.

My assumption is that you're already incredibly intelligent people, passionate and ready to go you just need a plan to figure out how to promote yourself.

1. This weekend is about teaching you about **positioning**.

- ✓ Then you must figure out what your position is in the marketplace.
- ✓ What is your expertise?
- ✓ What is it you're going to be known for?
- ✓ What is your content?
- ✓ What do you look like?
- ✓ What is your online presence?

That's positioning who you are, so when people look you up or look at whatever marketing materials you're putting out there, they **know who you are, why you're different and what value you can add to them**. We'll go through this in detail.

2. The second thing we'll talk about is promotion. Everybody in this room needs to learn a better **promotion strategy**.

Why is it that I get paid more than other experts? It's because I've learned to position my expertise and promote it in a way that serves more people and ultimately leads to more income for me.

Therefore, we have to figure out what your positioning secret is, but also what your promotional campaign is going to look like.

This will probably be the only seminar you need to go to in this industry this year if you just put it into play. Your job is to put it in play. Will you do that?

Get clear about what you want to say. The expert journey always begins with you believing that you have the potential to share your voice in a bigger way. You need to have a deep belief inside you that your message is extremely important and that it must be shared. When you have that belief and it's deep inside you, and you have a deep desire to share your message - when you have those pieces in place and you believe that fully, magic happens.

When you do share your voice you're not scared anymore because people will support and celebrate you, then you have true power. You just have to believe. Can you believe? Say I believe.

You've got to believe in yourself at a level that's so strong and powerful that it will shake this place, that it will shake the world when you leave here today. It's a different level of commitment and desire.

At the fundamental core of it, if you don't believe in yourself fully there is nothing I can do for you in terms of tactics. **It must be a deep desire that says my voice is important and I believe in it. I have something to share and it's so within me that I just have to get this out there.**

It's got to be your time now. If you're not going to share your voice now you won't share it in five years.

Everyone thinks I need to go to more seminars, I need to master this technique, this and this and everything in this industry and everyone thinks I need to master these 50 things. If I can do that, then whoosh, I'll go. No, **you must jump in. You must start and try things. You must jump in and trust that it will work out.**

You've got to be so present, so committed and deeply desirous of your journey to get it out there. You've got to be compelled and have so much interest in doing this. I want you to start right off the bat. Throughout this weekend I'll have you talk to people because at the end of the day, **the only way you get paid in this industry is by talking with lots of people** whether it's one-on-one or online. You don't have to be there physically with them but **you must express your passion.** The more passion and purpose you can put behind your message the more people will want to do something with you.

Why is it now in your life? Not five years ago, five years from now and definitely not two weeks from now, like now. **Why are you so committed to making this happen?** What is it for you? Why are you committed to doing it now? When I say doing it, I mean developing your expert positioning and promoting.

Here's what I found about why people want to do this industry.

- ✓ Why do you want to do it?
- ✓ What's compelling to you?
- ✓ Why do people jump into this so enthusiastically?
- ✓ Why have you spent thousands of dollars to learn how to do this?

It's all about lifestyle. They see a different vision for their life, a different lifestyle. I see me having more influence, impact, and income.

But before you can get this lifestyle you must be committed, I mean truly committed to achieving that lifestyle. You must take action and do the things that you need to do.

So how committed are you to this?

If you don't give, you can't get

I'm also going to teach you to give away a lot of your content for free to create rapport and relationships with your audiences. If you're so protective, you need to start hanging out with creators again instead of lawyers, because those lawyers are costing you relationships and reality.

The Expert Lifestyle

- Your work is based on your **Passion** and **Knowledge**
 - Your work is in “**Creating and Relating**”
 - You work anywhere and anytime, **Starting Now**
 - You work with **Who You Want**
 - Promotions are based on **Promotions**
 - Your pay equals the **Value** you deliver, not the hours you work.
 - You don't need a **Large Team**
 - The tools for success are simple and **Cheap**
 - Financial Income is **Disproportionate** to any other industry. (a very good thing!)
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Here's the lifestyle. Your work is completely based on your **passion** and **knowledge**. There are few other industries that match that. What's the economy we're in? The knowledge economy. Drucker told us, we're in the knowledge economy, the information age.

You've got all of these people out there in corporate America and some other organizations that are getting paid based on their knowledge. But have you ever noticed that they're not always paid for their passion? **In this industry you are paid for both pieces, your passion and knowledge, which is very cool. If you take one piece away you'll fail.**

You have to have passion.

Next, your work is based on two things and your income is completely dictated by these two things:

- ✓ **Creating**, and
- ✓ **Relating**

What you are creating is powerful and how you are relating with others dictates your success. When I say relating you must relate with an audience if you're a speaker but you also must relate to an audience if you're a book writer. **You have to relate to...**

- ✓ What are their needs?
- ✓ What are their ambitions?
- ✓ What do they think would improve their business?

You must know all of these things about them to relate.

The more you relate to them the more they say I want to be like that or I understand that or this person understands me. The more understanding you have of your clients and customers the more they'll pay you over and over again. You must create and relate.

So if you go home and you're not earning enough money it's one of these two pieces you're not doing right. You're not creating enough high value stuff (or campaigns). Or you're not relating with them, and they're saying I don't need this.

In this industry your promotions are based on your promotions, meaning you want to get paid more. All a promotion is, in any organization or job means that you now have **more influence, more income, more impact** and that's what we all want.

We want more influence with others, more impact and more income. I've asked people around the world, what do you really want? You can bust it down to other levels but that's what they usually tell you, in one way or another.

What's interesting about a promotion is that it's more income, influence and impact. In this industry it's based on how many promotions are you doing and how effective they are. How are you promoting what you're doing? The better you get at promoting the more income that comes in.

Some people get hooked on selling. In other industries you truly are selling. In this industry you're just activating your voice. **You're sharing your message with more people that is all a promotion is.** It's not selling, it's saying look, I have this thing for you that can change your life or business.

It's more compelling and easier.

Your pay equals the value that you deliver not the hours that you work.

You may not know what you're an expert in which is okay you don't have to know what you're an expert in. However, you must know what your customers need you to be an expert in. It's more important to **figure out who you're going to serve** than what you're going to be an expert in.

Isn't it true that we find ways to serve people when we know what their needs are?

When your information can change somebody's life or business for good it's valued higher. Think about that. People ask how can you charge thousands of dollars for a seminar? It's because I know the information will change their life for good.

At the end of the day none of this works if you don't believe in your voice but you also don't do it. Will you do it, yes? You've got to do it.



The Expert Money Funnel

Press, Promotion, Presentation or Personal Contact



Here is how it typically works. There are four traditional ways to bring people into your business. I'll teach you how to work through these.

1. **There's the press, meaning the media.**

You can get tons of media attention and people come into your business. Have you ever met someone who got lots of media and made no money?

I have a couple of clients who have been on Oprah and have made no money because they had no back-end, so we'll teach you about the back-end of your business and what you can offer.

2. **There are promotions** which I'll call a different word as you learn the techniques I use for promoting.

3. **There are presentations**, you presenting one-on-one, live or on the phone whatever it is.

4. **Then there's personal contact**, referrals, one-on-one conversation whatever it is.

These are the typical ways people come into your business.

I can go into any person's business in the world and ask, what are you doing to bring people in? What's happening there and we'll digest each piece.

We start from the beginning doing simple things like newsletters, eBooks or free reports, which all of you should do at some point. You should all have a newsletter that goes out regularly to your customers. It's base one, that way you're creating rapport and information with them.

You should be offering value added things, if not a book, then an eBook that they can just download. You should have an eBook or report, something you're touching people with, that they can download or look at. Therefore, what happens is the value you're providing them builds. There might be a free eBook, but then there's a book, something physical and tangible. Then there's an audio or video program that they can buy, like a home study course.

Then there's a membership program that your customers can sign up for to get information. These are your basics. What I'm showing you is the more you move down the funnel the more expensive things get.

At the top, newsletters, eBooks or reports you're giving those away for free that's the entrance into your funnel or business – just give away free valued content. **Your customers will like this content and say; show, tell and teach me more, then as you teach more they start paying more, so you move down funnel.**

The point of this slide is to bring people in by giving such good quality information so they love you and then start packaging and positioning things so that they pay you more for it.

People should pay more one-on-one to work with me than they should in a group setting. Agreed? Same thing for you guys. You should charge more for someone one-on-one than you ever would for a big group because you're giving them more personal attention that's why that is at the bottom.

Then it's like wait a second, I can do a \$50,000 seminar? Here's the challenge, many people don't believe they can do a \$50,000 seminar so they never do a seminar. Follow me. How many people do you need to get into a room paying \$500 to make \$50,000 on the front end?

How many people do you need in a room buying a ticket if the price is \$500 to make \$50,000? One hundred times 500 is \$50,000. **Is your information, life's work and research worth \$500? If you don't believe it, there's your answer. If you believe it, there's your answer.** When you decide, you just decide what you're worth.

Once they come to your seminar, there is always more value that you can add.

My seminar is only four days long... There is only an amount of information I can give in four days. You should have back-end products too that will further add to your customers' education.

That's where people say I do want to continue the journey, I still want to learn, develop and master these things. So they get interested and come further in the funnel of the business.

1 <u>Right Positioning</u>	2 <u>Right Packaging</u>	3 <u>Right Promotions</u>
<ul style="list-style-type: none"> * Focused Audience * Story of Struggle * Story of Finding the Solution * Solution Framework * Proven Results 	<ul style="list-style-type: none"> * Easily Consumable and Implementable Solution * High Quality * High \$\$ Margins * Awesome Fulfilment 	<ul style="list-style-type: none"> * Fresh Content-Driven Campaigns * Strategic Sequencing * Promo Partners * Shopping Cart & CMS

Let me tell you what you need to win in this industry. If you get these three pieces right you'll be great.

1. The first thing is right positioning.

You need to position yourself intelligently. What does that mean? There are a few core components you need to have to succeed at that.

You need a focused audience.

Most people never succeed because they think they're talking to everybody and that's why they can't make any money. I want to teach you to focus your audience and understand them, relate with them in a way where you can deliver high value content.

Then you must have a story of struggle that relates with that audience.

Story of Struggle

Your story of struggle is the most valuable thing you have with an audience. It's opposite than what most seminars will teach you in this industry. Most seminars will teach you, don't expose your faults or your weaknesses, brag about how awesome, intelligent and amazing you are.

Do you ever want to go to dinner with someone who's bragging about how awesome they are? It sucks.

Your story of struggle is what's valuable. Your story of struggle is the challenges you face in your life that brought you to where you are. It makes you real, relatable and shows that not only have you struggled but that you've figured your way out which is this next piece.

The story of finding a solution

It's relating to people and saying I'm like you, I've had a struggle too. It doesn't have to be the exact same struggle, but if you don't relate the challenges you've had and just say you're great, amazing, awesome, buy my stuff - they'll say no. You must show your path. Your expert path is saying I've struggle here just like you, you're probably struggling in the same areas that I did. You've been trying to figure out all of these things and it's been challenging you. I happened to figure out the answer.

In other words you're basically saying to your customers, "*I was struggling with that too, it was hard and boom I had a breakthrough, insight or I got this research. I found the solution. I found it guys. I figured it out for you and now I have the answer and because I have the answer, now I can give it to you. And, I've figured out a way to give it to you that you can immediately apply - a solution framework.*"

A Solution Framework

They need to say that you're like me and on the same struggle. You had the same problems and pain. You've figured out the answer, I don't want the pain anymore. I want the answer too. You've organized it in a way that I can apply and you've gotten proven results with that? Other people are saying this works.

Do you see the psychology here? It's positioning. It's having that audience, and positioning yourself in a way that they understand, you're sharing the same problems but you figured out the answer.

Then you put that answer in a compelling way that they can understand and do, and ultimately, that other people have done it too and then they look for their credit card - that's positioning. We'll be walking through each of these areas further in the course.

2. The second thing you need is the right packaging.

If you're offering advice, expertise and knowledge to people **it's got to be easily consumable**. You may say that you're just a speaker. Then it needs to be packaged in a way that you can explain it and show your whole thing on stage in 45 minutes, for example.

More importantly, if you're doing stuff online, you also have to make it **easy for them to access**, buy and download. And also it has to be **high quality**. I want you to provide **high value**. Don't do stuff that's cheap. Why? It's unnecessary. The value is not there. If the value is not there the trust can't be there either. When it's high quality, it makes it possible for word of mouth to spread. If cheap stuff shows up will people tell the story about you? Oh they will. What kind of story do you think they will share about you and your products?

I'm going to teach you that you must give stuff away for free to create rapport with any audience. I don't care if you're trying to reach a dental audience, give them some stuff for free.

Once you start charging people for something **make sure you're getting a high margin.** It takes just as much effort. Why do I say that? Because a lot of people in this industry don't charge anything, they don't make any money, they have a very important message to share, but that message never gets out to the world, because they never made any money so they had to go back and get a job.

Can you relate to this?

So I'd rather have you create a coaching program that you're charging \$1,000 a month for, and maybe only have three people in it, than charging only \$100 and you must spread yourself thin talking to 20 people.

I want you to be able to create a lifestyle so you can do this and get your message out. **The challenge is if your message has no money attached to it then your lifestyle can't sustain itself.** We have to get you in the high margin play, that's why we call it highly paid experts, I'm not teaching chintzy experts.

You need to deliver on what you promised in your packaging. And also your fulfilment must be fast, quick and awesome. We'll talk about this.

3. Then finally, you need the right promotions.

This weekend will be a lot about that. One of the first components of right promotions is very **fresh content driven campaigns.** It's why many of you are here.

You saw an awesome campaign that I did, a webinar or a series of teachings, and did you say - that's so good. If he's giving those away for free, what will be at the event? I gave you something new, fresh and content driven.

You need to give fresh and content driven campaigns. **A campaign is a sequence of promotions.** I'll teach you the sequencing that's important for you to succeed in what you're doing, that's why I say strategic sequencing.

There's a way to give people information in a way that enrolls them into your business further. Most people haven't figured this out. People don't sequence their materials or offers in the right way, so they lose tons of sales because they never figured out that there is a way that people need to digest this information.

They don't understand that there is a sequencing that needs to happen at that event as much as there is a sequence of things that need to happen when you're promoting something. There's a sequence that enrolls people and I'll teach you that.

You need people saying that your a great guy. He delivers; the value is there its awesome so you're going to get what you wanted plus more. You need people sending out emails for you saying this person is amazing buy their stuff, go to their website, sign up for their newsletter, or watch their webinar.

Ultimately, the only piece of technology you need is a shopping cart or a content management system. I'm going to show you how to do this.

Expert Myths

Myth

Myth Uncovered

Start Rich or “Get Lucky”	→	Wealth From Struggle
Fame = Success	→	Positioning = Success
Knowledge = Power	→	Marketing = Power
Years = Credibility	→	Results = Credibility
Media Makes You Rich	→	Campaigns Make You Rich
I Must Be A Brand	→	I Must Be A Solution

Let me break down some myths and part of this morning is making you understand the industry you’re getting into.

What ends up happening is there are all these myths in this industry that is preventing more people from trying it. There are so few people who are trying to be at the top level, really committed to it and trying. Many of the reasons they’re not trying is because of these myths.

Start Rich or “Get Lucky”

One of the myths is simple. The myth that we have as we begin, it’s so easy to say oh well, look at them they started rich already. They were so lucky when they began they had all these breaks and I can’t have that. You’ve heard that crap before, but the truth of it is, **your wealth is going to come from your struggle**. Wealth comes from struggle it doesn’t fall out of trees.

Unfortunately, people think it will and they think wealth is just going to happen for people, but it doesn’t work that way. Look at any of those top experts, they all get up and the first thing they do is talk about their story of struggle.

- **One is because it’s a rapport point.**
- **Two is because that’s a reality.**

I mean it’s easy to get beat up and attach your self-worth to your net-worth - that’s easy to do. It’s easy to say I don’t have any money so I must not be an expert. But that’s absolutely not true. **Your expertise isn’t based on your financial income right now, your expertise is based on what the value is you’re going to deliver for some people.**

Fame = Success

Here's another myth that sucks. Fame equals success. This is what they were teaching in the 80s and 90s in marketing. Get a bunch of media, get on Oprah and you'll be rich. I know so many people who were on Oprah and never made any money.

Another one of my clients, Paula Abdul, she's part of the American Idol TV show which I'm sure most of you are aware of. Her whole frustration, not only in her business but in her life is that all these kids come on the show and they knock it out. They're the front runners, the top 10 kids, so guess what happens to those kids after? They're famous so they think they're going to be wealthy. They think the world is going to change. They think something magical is going to happen and then what ends up happening?

They go home. They may be more famous in their high school, but nothing happens. It's the same thing for the person that gets on Oprah and isn't ready. **Fame does not equal success, positioning equals success.**

We talked about this earlier, having a focused audience, understanding their problems, delivering a solution and a framework – that's what positioning is.

There's nothing worse than getting the fame, then going home and having nothing behind it. That's empty and you don't feel like you've served your mission.

Knowledge = Power

Knowledge is power! So, what ends up happening in our industry is they go I'm not an expert on anything so I have no power so I can't start and therefore, can't make any money. **The reality is marketing is power.**

There are a lot of people who are way more intelligent than me, in this industry, yet they can't even get 300 people in a room if they were to come for free.

I have colleagues in the industry that can't fill a room and they've been here for 20 years. They can't charge \$1000 and get people in the room why? Is it because I'm more intelligent? Hell no. Do they have more knowledge base than me? Yes. However, the campaigns I'm using are so fresh and innovative that it works so it's not a challenge for me.

Years = Credibility

This is where many of you in the room are getting stung. I see many young faces in the crowd. This is where we think years equals credibility. I have to wait until I've gone through 10 years of this and then I can say I'm an expert, or the new lie - you have to have 10,000 hours of expertise in something before you're an expert. Are you kidding me? Do you know what that is, it's the

perpetuation of this myth that we have to wait to live our lives? You have to wait young man or young woman until you graduate high school and then you can do what you want to do.

...Wait until you go to college young man or young woman and then you'll have your degree so you can do what you want to do. Wait until you get out into the working world to get a little experience under your belt then you can do what you want to do. Wait until you make manager then you can do what you want to do. Wait until you're a VP or a CEO, wait until you own your own company then you can do what you want to do. Then the ultimate lie in our society is wait until you retire and then holy cow you can finally live your life!

It's all part of the same myth that we have to wait. No! What you need to do is get focused, you don't have to wait anymore you need to get focused and you have to figure out a way to add value to people that they're not currently being served in.

Boom! Waiting years no, because ultimately, **results is credibility**. It's where that phrase came from that tons of people use, 'I don't have a PhD in academics but I have a PhD in results.'

Media Makes You Rich

This is so wrong because here's what ends up happening in our industry and you've probably bought a product like this... "*Come to my thousands of dollars program, I'll teach you how to get media and you'll be rich*". That's just attention and attention is not wealth or impact, it's not income or influence, it's just attention, because what they need to be teaching is that **campaigning makes you rich**.

A one-time hit does not make anyone wealthy. You have to figure out what I call a customer or buyer trail, a way for bringing people into your business and walking them through the value you have so that they continue the relationship with you.

Most people believe in this myth, so they get the attention and then no money. We need to make sure you have both.

I Must Be A Brand

Here's another big lie...I must be a brand. It's prevented so many people from succeeding it's unbelievable in this industry. Let me explain what I mean. **The answer is I must be a solution.**

What is a brand? It's an image, association or experience. It's a promise, a perception and a reputation. Here's what is happens in our industry and why most people don't make money at it; they go, you must be a singular brand.

They say you're a motivation guy so you must do motivation, don't do these other things because everyone needs to understand you are the motivator. So what happens is we think I have to be this narrow thing.

If you can only be the brand then what ends up happening is that people aren't able to build their business out beyond themselves and a lot of people in this industry who have a brand, hate their life because they don't really have a business, because if they disappear the company is finished.

But you don't have to be the total brand. You just have to provide solutions to people whether it's you or somebody else providing it. I know people at the top of the industry that can't sell their companies and their legacy can't continue except maybe on audio or video because they never really built anything behind it.

8 Things Highly-Paid Experts Do

1. Choose **Mastery**.
2. **Study** their subjects and **Interview** other experts, intensely looking for **Patterns** and **Best-Practices**.
3. Create **Arguments** on what to pay attention to, what things mean, how things work, and how things might turn out.
4. Simplify complex ideas by building **Frameworks**.
5. Write, speak, record **Package** their knowledge.
6. **Campaign** (not promote) their expertise.
7. **Charge** expert fees (MORE than you would think).
8. Focus on **Distinction**, **Excellence** and **Service**.

I want to make sure you're focused on what it is you need to continually do in this industry. I've broken it down into 8 things that highly paid experts do, which they do repeatedly and they do it so well that their business perpetuates itself.

1. **First and foremost, this is really important - They choose mastery.**

As experts we're taught we have to be an expert at everything. Therefore, we think we have to master everything to get our businesses going. So we say I need to be good at this, this and this, when in reality, even one or two things, if done very well in this industry will make you a millionaire.

The challenge in this industry is this whole idea that you've got to master all these things. What I want to help you do is **master one thing first** and then go. Because what we end up doing is we go over here and invest a little in this, we put some money in there, we pay attention to it a little bit, but then we get sidetracked and go over here and do a webinar, have to do a sales letter and I have to do this here too, so we start doing all these things where we're putting money in all these different places and never watching to see if it grows.

When I first started, I decided that I was going to do one thing and I was going to do it really well. So I started digging down, was it enough when I first started? It wasn't as much as I thought it would be, but I kept digging and digging online, and in seminars with different tools but I kept digging until I succeeded there.

Once I succeeded there, I sat down and thought, what else do my clients need and what else they needed to learn. Many of them were asking about this or that, so I mastered it.

The point is, I mastered one thing and then the other. So think about it, a highly paid expert needs to master a specific area.

What I want you to master first and foremost, is a topic. Think about the topic that you want to own this year?

For most creators, the reason we never figure out what we're going to do is because you're going to all these seminars and events that are teaching you tools, but the tools mean nothing unless you have the topic, so let's begin there.

- a) What's the topic you want to master this year?
- b) What would you love to teach people about?
- c) What does your story say you should be teaching people about?
- d) What are the strategies you love to teach that you should begin teaching people about?

It all begins with a topic. You may find that this weekend or you may already know it, but let's start there and really master it.

2. The second thing experts do... is study their subject and interview other experts, intentionally looking for basically two things.

- **Patterns, what works and what people are doing, and**
- **Best practices, what commonly works?**

What's the leading edge, the cutting edge or what's most successful in this area?

Do you know what people pay for as experts? Do you want to know what the most valuable thing you have is? Its perspective, to know what works and what doesn't, what's important and what isn't. What other people are doing and what you're doing, it's the most valuable thing we have.

What happens in this industry is we get used to teaching one thing one way and we start losing perspective to what other people are doing.

That means if you're not reading six books on something in your topic area each year then you can't possibly have perspective, you don't know what's new out there. You don't know what other people are saying so if you don't know what's new, you don't know what other people are saying, then you can't possibly position yourself as the expert.

3. **You also need to interview other experts.**

How many people in the room have interviewed at least three experts in your area of expertise or your topic area? An in-depth interview to understand who they are, what they're doing, what their journey has been and what you can do yourself?

If I could give you a framework on how to nail every media interview, every press interview for the rest of your life would you be happy?

How to nail an interview...

First tell them what to pay attention to, and then explain what that means. Then show how things work and then you predict how things will turn out... And you do it in that order.

I get asked to work with experts all the time that are on TV or on some big stage, and I'll just listen. If they miss any of these four then they lost their expert positioning. These four things prove that you're an expert, because they prove that you have perspective.

They say hey guys all this crap is going on in the world so you need to pay attention here. Here's what this thing means, here's how it works and here's how it's going to be in the future. You must always communicate these four things. The second you don't communicate them is the second you just lost huge credibility and all of your positioning power

4. **Simplify complex ideas by building frameworks.**

There is so much information in the world that you need to offer people strategies and ideas that compartmentalizes it, that helps them follow it whether it's a system, a process or a way you're taking information and breaking it down or chunking it down in a way that people can follow.

There's so much out there that you need to create a framework that really works for people. We'll be spending a lot of time today right before lunch helping you figure out what your framework is or what your possible frameworks are going to be?

5. Write, speak, record Package your knowledge.

If you're going to be a highly paid expert then you have to write, speak, record and package your knowledge. Here's what's happening in this industry, people know lots of stuff, but they never put it in a format people can buy.

Many of you know lots of stuff but you're not making any money because you haven't put it in a way that people can buy. Hire you as a speaker, as a coach, as somebody who's developing a product and if that's not happening then guess what, you're not an expert.

If you're not creating new information and putting it out there to the world there's no way you'll ever be highly paid. You have to put information together and put it out to the world, that's how you become highly paid.

6. Campaign Don't Promote.

This is huge, campaign don't promote your expertise. This is why people aren't making money in this industry. There are so many people who have such powerful, important and wonderful content, yet they're broke.

It's all because they're following bad marketing advice which says just send this one thing out. How many times does it take for you to see something before you buy it? Everybody knows, marketing tells us that people need to see or have a touch point of at least seven times before they really believe. And yet, all these marketers are only saying one touch point.

If you want to get paid you must campaign your expertise. In other words, touch them multiple times with more and more increasing value and then ask for the sale. It's all about campaigning.

7. Charge expert fees.

This is more than you think you should be getting paid.

We have to get you to get paid more, so you have to start charging expert fees. You have to go outside your comfort range. I know you think that you're charging more than you should, why is that? It's not usually the market telling you that you're worth that much because you can find people in the market who will say your worth lots more money.

8. **Finally, here are three keys...focus on three keys in your business and your business will boom always.**

Distinction

The way to know you're distinct is to study and interview other people like we talked about. You're constantly studying and interviewing other people, so you have perspective on what's being offered to your current customers.

I'll teach you a technique for that this afternoon, so that you'll know exactly what your customers are being offered and once you know that, then you can position yourself. When people recognize that you're distinct and innovative they come. It's like wow this guy is different because it's distinct, it's new and innovative so boom they come.

Excellence

This is when we talked about not doing chintzy stuff, but also making sure everybody around you and everyone supporting you is excellent. It's about being brave enough that when someone isn't performing to call them out on it and expect something higher.

It's about setting the standard in your industry. It's about thinking what's wrong with this industry and being brave about it.

And, also requiring of your customers that they become excellent, which has been a huge distinction in my business. You require your customers to become excellent. You set a standard that they have not seen set before. What it helps tap into is not only their aspirations, but something higher than themselves.

As experts you always need to set a higher standard, a level of excellence that they're not achieving yet and you need to let them know that.

The more you challenge your customers the more they'll say, you know what I need to come along with you on a longer journey. I need to participate here because I need to hold myself more accountable.

The more you set accountabilities and excellence for people, the more they become attached to your work and the value you're providing because nobody else is doing that for them.

Isn't it true most of your family and friends, would let us fail? They'd feel bad, but the slide could start happening and sometimes they won't step in and say, *you are so much more than this.*

A magical thing happens in psychology when you start holding people to a higher standard and you tell them that. It's like look people you could be more,

you could be doing way more, and you could be making more with a higher level of excellence. Help them tap back into that to say they are worth it and think about the psychology of that.

If you could help more of your customer's say I am worth it. I do believe. Isn't that providing the greatest service you can offer? That is to help people feel like they are worth it and that they have potential.

Do everything with service

This whole expert thing isn't about you becoming some stodgy person who has all the answers. It's about you serving other people with new value.

Are you excellent in what you're doing and what service you're providing?

With distinction, excellence and service, I can completely dissect a company to see if they're successful.

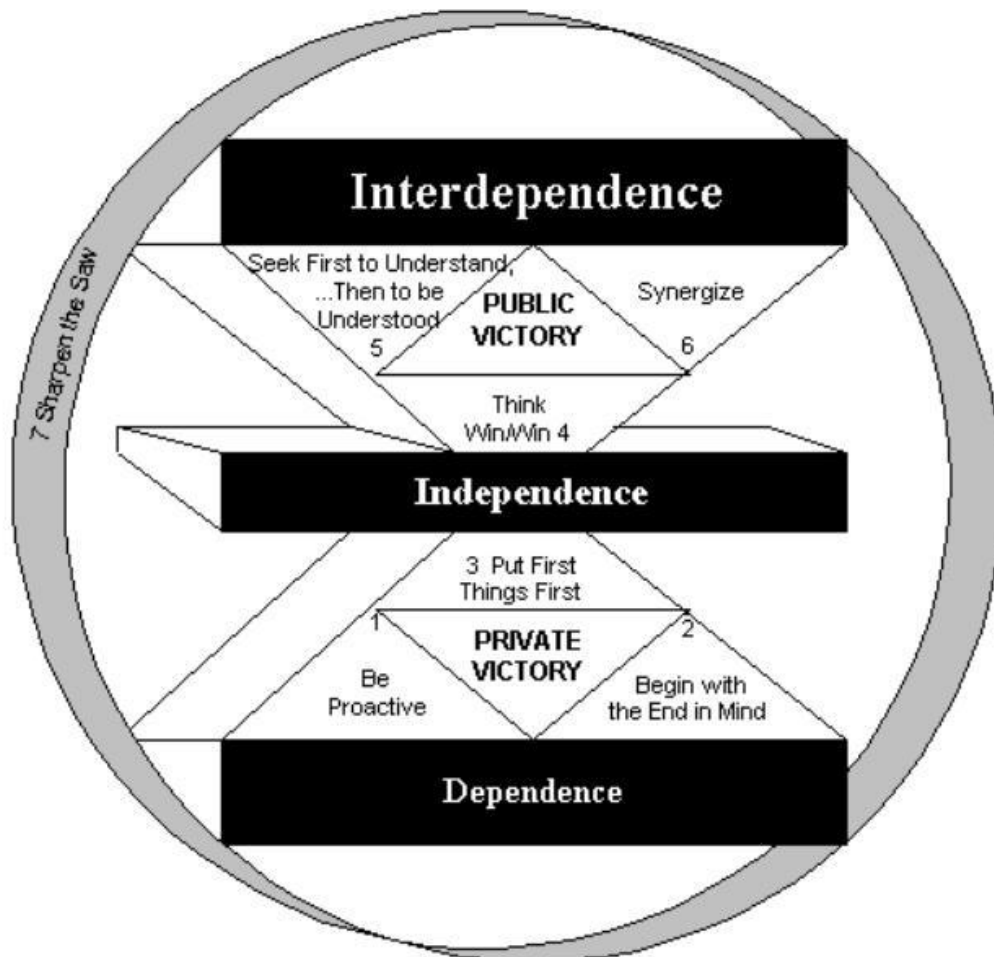
More on Frameworks

One of the keys we talked about was frameworks. I want to walk you through a couple of frameworks so you understand what frameworks are, because they're very important to your business.



Framework: Behavior-based

What habits to effective people practice?



If you ask Stephen Covey, why his book was so successful? The first thing he'll say is because its character based, which it is and that makes it very powerful. He brought integrity back into the business conversation, which is powerful. However, the reason this book is still there is the framework from the book.

The framework is why the book is so powerful. Here's what a framework is. A **framework is a way of organizing information that other people can follow and it always answers a question.** He heard his customers asking a question, how do we make people more effective? So he decided to answer

that. He did a ton of research which is in the beginning of the book. He also interviewed a ton of people and it seems like there are these seven things that effective people are doing or could do to become more effective.

He chunked all the things they could do, into seven little pieces called a framework. Here's the magic of your framework, the framework in what you're teaching ends up becoming the tool that other people teach your information beyond you.

The reality is that people need conceptual frameworks to follow, and to make things easier to understand.

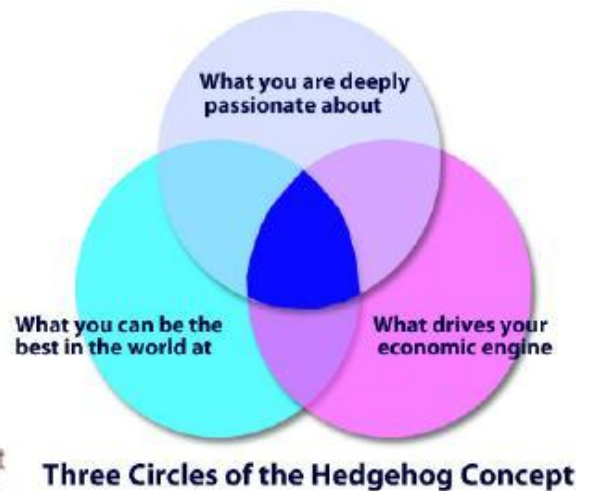


Framework: Trait-based

What moves a company from good to great?



Level 5 Hierarchy



Why did this book become huge? Why did Jim's company explode quadruple with the release of his book? Two frameworks in this book. By the way, **sometimes naming your framework is powerful**. He called this one '*the three circles of a hedgehog concept*'. The business community was like what the hell is that? He was teaching, you need a 'hedgehog concept'.

When people asked what it was, he would explain his framework to them. 'Hedgehog concept' just means you ask these three questions about your business and that was it. He created a nice little thing in it called 'Level 5 leadership'.

Naming something creates power. So 'Level 5 leadership' and all of a sudden people are like we need that 'Level 5 leadership' in our business. Imagine if he just started talking about leadership in general.

People would leave the speech and would be like - leadership is important. However, **by having a framework they go - we need to be able to do that.**

That's the power of a framework.



Framework: Question-based What questions should we ask about life?

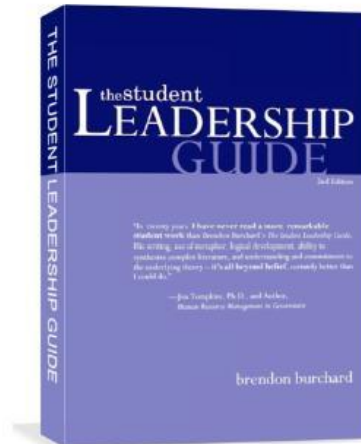


Another example, when you read *Life's Golden Ticket* you don't even know there's a psychological framework of the story that I'm taking you on, which essentially is asking three questions. It's the psychological arc that I put in there myself as a writer.

Frameworks are great for you sometimes, as writers, if you know what questions you're trying to answer it will give you the organizing principles you need.

E:  **Framework: Action-Based**
What do leader's actually do?

LEADERSHIP



These are best practices that seemed to work with all these leaders and slowly I started piecing them together noticing that there were common words amongst them. I had all these notes strewn out in my college dorm room and I was looking at them thinking wow, they're talking about vision and empowerment. They're talking about making sure you're doing the right thing and I started noticing some of the words started with (e) and then I was like wow if I did this and then boom I came up with this framework called E-6.

To really lead, the first thing you have to do is envision a more compelling future. The second thing you need to do is go enlist other people in supporting you to help create that vision, shape that vision and get committed to that vision.

Then you have to embody all the principles necessary to make that vision come true. Then you have to empower people with decision making authority and trust, so that they can go out and lead themselves. Then you have to make sure you're constantly evaluating your ethics and progress.

Then you have to continually encourage other people to stay on the journey, to have the heart and desire and the motivation. Does any of that sound like whiz-bang most life transforming information ever, yes or no? Not really, it's been out there.

However, this is now the bestselling student leadership text in the world, simply because **people were saying it before but I organized it**. So schools call and say we want to teach that E-6 to our students, so we created an instructors guide.



Framework: Trait-based What traits do successful people have?



What makes people successful? How do I know if they're going to be successful?

I started thinking about it and the first thing that makes a successful person... is clarity. They'll have to have clarity on who they are and on what they want. Clarity on what stands between them and that thing.

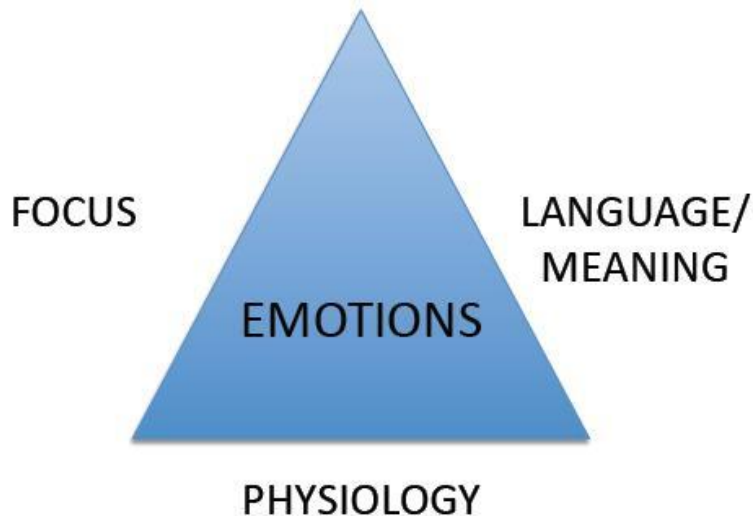
Then they have to have confidence in themselves and they have to believe. You have to believe, so I have to get them to a higher confidence level.

Then I have to teach them competence. If they know what to do, they will have more confidence, but most people don't know what to do. Then once they have all that and they're starting to succeed they need coaching to help them get to the next level. Whether it's coaching from friends, family or whatever it is and finally they have to have a full deep desire, full commitment for this and if I can put all these pieces together in my coaching clients, extraordinary things will happen.

It's a framework, not just for them, this is by my phone when I'm talking with coaching clients. I'm looking at it and listening for each of these pieces, so it's organizing not only for me but sometimes for clients, because I show it to them.



Framework: Concept-based How do I master my emotions?



This person said, “There are lots of psychologists teaching stuff that people don’t understand, that are in theory and concepts that I can’t understand.”

Therefore, this person says if all you do is learn what to focus on, focus on what you want, if you learn to focus in a positive way and you focus on this thing, you will learn how to attach different meaning and language to your experience and then learn to master your state.

Learn how to control your emotions and energy, engaging it in a way that supports you at accomplishing your dream, if you can just do that and finally get your focus right then you can attach new meanings to things and once you do, you can manage your state, and then success will come.

Who am I talking about? Tony Robbins. He’s one of the best teachers of our time and this was his framework at the beginning. He called it a ‘triad’, but that’s what he did. Now think about it, that’s not incredibly complex whiz bang stuff of course, but still that’s why thousands of people around the world come to his events.

It’s because he took all this perspective he had from his story and from his research, intelligently positioned it, so he could teach it over a series of days.



Framework: Measures-based What measures indicate high-performance?



Source: Accenture 2005

Here's the world's largest consulting company. When they brought us in for a multi-billion dollar project to help them achieve higher performance - they asked us what *higher performance* actually means.

Then the big question was how do you achieve higher performance? How do you know if you have high performance?

The world's largest consulting company came with this picture, so when we go to JC Penney, eBay or Best Buy and they say help us achieve higher performance, boom the partners pull out this picture and walk the client through it.

The picture basically says what we would have to do is measure and manage these six things. Let's measure and manage your profitability, your longevity, consistency in business, how you're positioning your business and your growth platforms. Make sure you're competitive across the peers and boom we'll make you a high performer.

“...Think about this for a moment, how do you make a business a high performer? How do you improve someone’s business? What I’m trying to show you is that the world’s number one person from a Tony Robbins, to the world’s largest consulting company is the same thing.

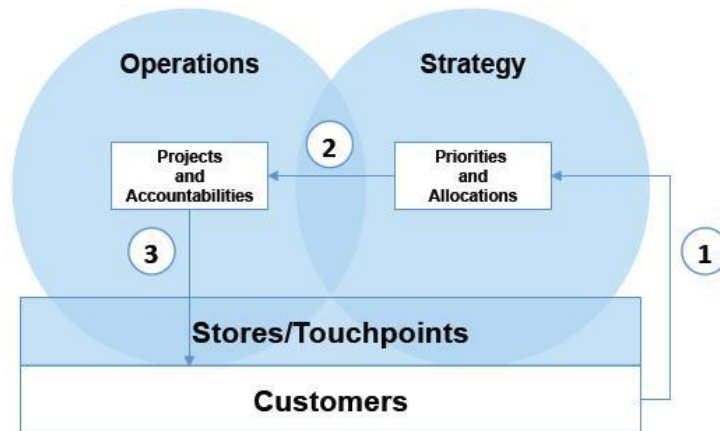
It’s a framework that they show to people which they break down to teach. That’s what highly paid experts do, which is why consultants are the highest paid experts in the world, it’s because they come in with a piece of picture. They set it down and walk you through. They manage to it and they succeed.”



Framework: Function-based

How does a consumer-centric organization work?

1. Customer insight drives our strategic priorities and our capital allocation decisions.
2. Our strategic priorities and capital funding drive our project pipelines and business unit accountabilities.
3. Our projects drive our strategies into the stores, front-and-center to our customers.



We were trying to figure out how we should explain to Best Buy that we’re building a customer-centric business and you should have seen. They had what they call in the consulting world ‘decks’. A deck is a PowerPoint 1000 slides long and they were trying to explain to people how to explain it. Then I came in and said you have to create a framework but they didn’t know what I was talking about.

So I told them to create a picture and then walk them through it, so what is a customer-centric organization? First, you take information from your customers by finding out what they want and need. Then you turn that into strategic priorities and all of your allocations.

That way you re-orient the business around strategically meeting those needs and you make sure your budget and your allocations match those needs in making that happen – that's your strategies. Then in operations we'll set up all your projects and every employee's personal accountabilities to make sure it's serving those strategies. Then we'll continually send that out through our stores repeatedly.

It was a billion dollar re-organization that **we explained with a slide, because we created a framework for it by breaking it down and making it simple.**

So, here's a question what's your framework?

- What are your seven habits in your area?
- What are your five people that you need to meet?
- What are the three keys to this?

“We're all talking about the same thing, and yet you all have different shit. It's all perspective isn't it? Isn't it true we all have different keys and different ordering of those keys? That's why there's always enough money out there for us. That's why you can always create something. Here's another question...could you teach those 5 things in a 45 minute presentation yes or no?”

Brendon mentions these topics:

- Leadership, motivation, Grow Your Business, Harmony.

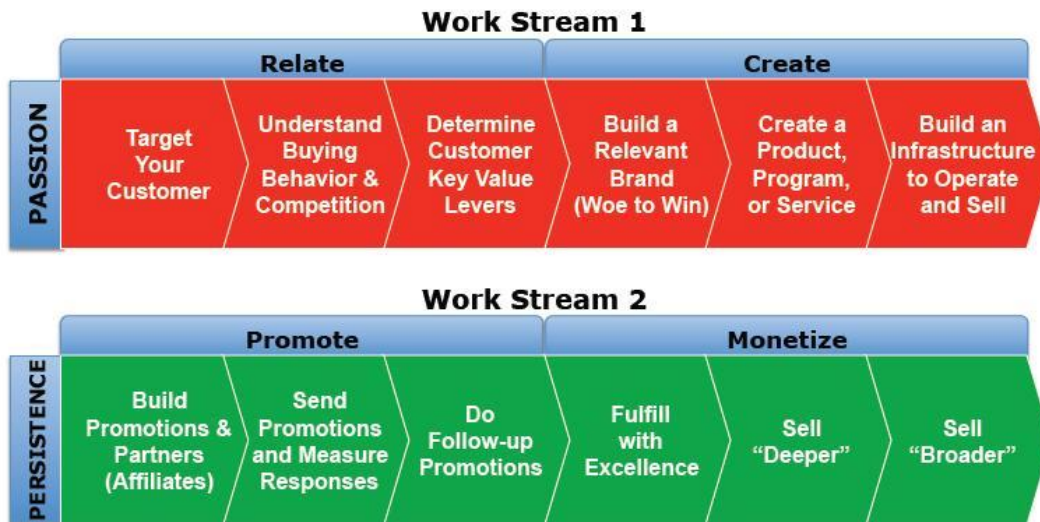
Now choose whatever topic you want to teach about. Maybe it's one of those or something else, but whatever it is what are the 5 keys to someone succeeding in your area? If you're teaching about dentistry, what are the 5 keys to succeeding in dentistry?

Absolutely, coming up with your content is a fun process. All you do with this process now is to go home and think about your topic. Do your research, study and interview your experts and then come across with your five or six things, maybe a little picture of how you're going to explain this or your process. Whatever it is, that framework is your book, your speech and your seminar and your coaching program. Think about it, most people never take the time to just sit down and create that or research it.

Five is just a random number I chose, there could be ten things, two things, seven or whatever it is for you that you'll come up with it.



The Millionaire Expert's Blueprint



Here is the framework. I'm going to teach you a couple of things here which are very simple and very basic.

Relate

First, I taught you that you have got to relate and create. So I'm going to teach you to relate with your audience differently, by targeting your customer, understanding their buyer behaviour, determining key value levers. That's the first piece. The first piece is teaching you to relate, because the expert journey is knowing your customer. It's, you having passion, you having the things you love, but most importantly you have to have a passion to serve somebody. Once you know who that somebody is, you can go and you say here's my customer I understand their buying behaviour and what they buy. I understand what I call their key value levers.

Create

Once we relate it to them in a way we understand them and their needs and their ambitions, now we know how to serve them. Once we understand how to serve them, we have to create something for them. In this industry we have to build a relevant brand, which I will re-define for most of you today, based on our *Woe to Win Story*, which I will describe.

We have to create something for them to buy; a product or a program, like a seminar or a workshop or a speech, or a coaching program. Then once we have created that, we have got to create an infrastructure, something that is a business, a way to operate and sell. Maybe you have done this process before

in some way, but it was ad hoc, and you didn't know how it was to be organized.

It's about, who we want to serve, and how we relate and understand them, and what we create for them.

Promote

Once we have done that, we enter work stream two. Now we have to campaign. If we have followed work stream one, than no doubt we have created something awesome. We know it will serve, now we have got to get it out to the world, we have to campaign.

So what do we do? We have got to build specific promotions. We have to get some partners behind us. We have got to send out all of that, see how it works and fine tune it. Then we have got to follow up to keep bringing them down into the funnel, into the business. That's the whole piece about campaigning.

Monetize

Then the last piece to all this is monetizing it and understanding how to build the business with the money that comes in. So it's making sure that we are doing specific things to help the industry understand your excellence points.

It's making sure that once they come into the funnel, we keep sailing deeper, but at some point, I have sailed as deep as I can, so then I need to broaden my services.

So that's what we are going to do. We are going to teach you how to find your customer, create something specific for them. Once you do that, we are going to teach you how to campaign, get your message out to the world, and we are going to show you how to monetize it over and over and over again.

How to Succeed This Weekend

- **“Level Up”** to learn.
- Know that statistically **“Streaks”** don’t exist.
- Be **Patient**.
- **Start Over**.
- Heed the **Lion-Tamer’s** secret
- Love **The One You’re With**.

“Level Up” to learn.

First key to learning this weekend and throughout your life is, what I call levelling up. Here's what ends up happening with levelling up. If you can ask just several times throughout your day, what level am I? Something very powerful happens.

When I say what level I am? What level of energy and presence and vibrancy am I in right now? Something very compelling starts happening to you.

Here's what it is, guilt. Your brain, when you say, what level am I, and you are not feeling good, and you are at level four or five, your brain, knowing that life is a gift, and that we live in abundance, your brain goes, hey dummy, life is great, if you want to live a good life, you should be seven, eight, nine or ten.

You are at a five, come on man, amp it up. Your brain does that, if you consciously ask.

Know that statistically “Streaks” don’t exist.

Second key to success, is to know that statistically streaks don't exist.

Here's what a streak is, let me use a metaphor from sports. In sports, you've heard this, *“wow! He is on a roll”, “Get him the ball”*.

We know that from sports. What ends up happening is we all think there's a streak, that you are going to have a winning streak or a losing streak, but statistically streaks don't happen. They have measured this in sports a million times before.

They went back decades, and they listened to anytime an announcer said, wow, that person has got hot hands, give them the ball, they are on a roll, they are on a streak, right?

They went back and they measured, that person was not on anymore of a streak, or didn't guarantee anymore of a streak, just because they said it, than anybody else. What does this mean? Well, part of winning and part of losing is random chance in the moment, right.

It's a part of winning and losing, there's a random chance in the moment. The universe is bigger than us, yes. So, there is random chance to it. Our *opportunity* to win is solely usually dictated by meeting that *opportunity* with presence. With presence, you can always see the guy who is going to win the game. You saw when Jordon walked on to the court.

He had a positive expectation, but he was so present, it was going to happen. So for us, yes its random chance, but with the more presence you show up with, the more you win. Same thing here this weekend, you want to succeed, it's not just levelling up for energy, it's you being so present that this stuff comes in, it happens. All creative artists know this.

Why do I tell you this particular lesson, it's because some of you may have arrived here this weekend on what you think is a losing streak. You have associated that your last couple of years has been lost, or frustration or challenge. That doesn't mean anything anymore, because as soon as you get to a point where you are more present, and you have a better plan or a strategy in place, the history of your wins and losses don't matter.

Statistically in life, there isn't a streak, just because you win today, doesn't mean you will win tomorrow. It doesn't mean it. People want to believe that, and it's easier to believe when you are winning, but it's not always true, because haven't you ever seen winners go, boom!

It's almost random chance, but it's the level of presence too.

Be Patient.

There is so much to show you this weekend. I know everybody wants this right now. But if I gave you this guide right now, you wouldn't understand what I'm doing in it. Here is what happens for this seminar by the way all the time. This happens probably 70- 80 times I do a seminar.

Someone calls and they say Brendon, can I just buy your resource guide, I heard about them. Just send me the resource guide, I'll take it, I'll do it, I'll pay you full price, I just can't get to your seminar. That would be an easy way for me to make some money, but it would be a lousy way to serve. Because I know I could send them this, and they could never do it, because they didn't know the stuff behind it, that is what I'm going to teach you this weekend.

I require that you just be patient and trust that you will get everything you need to get out a certain time, because you will notice one thing about me, I'm pretty strategic about my sequencing. I'm very strategic about how I'm giving you the information throughout the day and especially tomorrow when we really start getting into the fun stuff.

Start Over.

Next, in order for you to succeed this weekend, you need to be willing to start over with some of the knowledge you may have had from this industry or other teachers or other gurus.

You need to be willing and open to learn. You have to be willing to start over. You might find yourself in a situation where you leave here, and you are going to start your whole career over, your whole topic over, your entire approach over. Be open to that, because that's your second chance. When you feel that calling, it's time to respond to that, and sometimes it's hard to respond to your calling, because you are so attached to yesterday.

Sometimes I think a higher level of spirituality in life is being able to release things that weren't quite right, because the reality is, there are lots of things that can be good for you out there. You can be good at lots of things we all know that, as creators. We could be good at lots of things. Most of you can go in any job in the world and succeed at it. That's the just the type of people I attract. We know that, but just because it's good don't mean its right.

Some of you might be doing something that's good, and you are getting good income, but you might leave here and realize, it's not right for you though. I had to reinvent myself, even though I was doing really well financially, it wasn't right for me. It was good, but not right.

Many of you might have to start over, because you might realize, that what you were doing was good, but it wasn't right for you.

Heed the Lion-Tamer's secret

When you read Life's Golden Ticket, you might remember there is this chapter in which this guy is being going through an extraordinary amount of life change, and he's still unsure of his footing yet, and as he is visiting this museum park, something happens that forces him to find something meaningful.

What ends up happening is he is literally thrust into this lion cage. The guy has no idea how to tame lions. He is thrown into this lion cage, and all these lions start attacking him. He freaks out, then they start attacking him and he's like, let me out of here.

He is trying to get out of the cage, and they are running at him, he doesn't know what to do. He curls up in a ball, and they are coming towards him and the lions are smacking, swatting, smacking him, and swatting him. They're just attacking him, he is freaking out and screaming for help.

He is looking up to the lion tamer but the lion tamer is not helping him, he is just standing there. This guy is completely getting mauled by these lions and he is screaming for help. They're running over him and mauling him like lions do.

All of a sudden they jumped off of him and he hears some roar in a different direction. He picks up and he looks around, and all of a sudden they start moving over towards the other corner of the cage, and as he looks up around, he sees that they have just thrown his fiancée into the cage. This guy jumps up and he runs between his fiancée and the lions. He starts screaming, "*get back, get back, get back*". These lines are literally coming out. They're budding into his legs, they're swatting at him and he's screaming, "*get back, you sons of bitches, get back*".

He finds all this energy and all the strength and all this ferocity and boom. He freaks them out and they turn, and they trot away like lions do when they are scared.

He's freaking out. He looks at them, turns back and his fiancé is gone. He looks around the cage. He doesn't know where she went. They pulled her out there, the images disappeared, he looks up to the lion tamer, and the lion tamer just standing there says, "*something worth fighting for*".

It's funny how in our lives, that sometimes we're so fearful, and we're still frozen that nothing changes until we finally realize there's something worth fighting for, and we connect to that.

Find something worth fighting for, and you will find more strength, more boldness, and more power in you than you ever had before.

This weekend I want you to be thinking about what is that something for me. What is that something greater than myself I'm going to connect to? What's that thing I'm going to fight for again or for the first time? That would be more motivational than you ever need in your whole life when you reconnect to that.

Love the One You're With.

I want you to love the one you're with. What do I mean by that? There are people sitting in your row that may or may not be doing anything that's even related to what you're doing. But trust me, the connections you create out of this room, are really important.

You can help each other on your journey. You never know how the people you meet can really make a difference in your life.

Traits of Highly-Paid Experts

- **Clarity**-driven.
- Competent.
- Confident.
- **Creative**.
- Collaborative.
- Communicative.
- Courageous.
- **Conscientious**.
- Compassionate.
- **Consistent**.

Let me share with you what I think a highly successful person is in terms of a highly paid expert. These are just traits, because I always get asked the question, am I one of these? Can I be one of these people? Here's my answer. Here's the different categories. Here are traits that I have seen over and over and over again, that really highly paid experts have. I know this because I study them, most of them are now my friends and here are some of the things they have.

1. First, is they are clarity-driven

What does that mean? It means they're extremely clear about who they are and what they want to do in the world. There's a level of clarity that most highly paid experts have that the general public does not have.

What does that mean? It means they're extremely clear about who they are and what they want to do in the world. There's a level of clarity that most highly paid experts have that the general public does not have. And that trait to be clear on things really serves you when you have to figure out who your customers are.

It's just something that's very basic you can see it all the time. They are clarity driven. So you got to get clear.

“As we go down, on a scale of 1-10 I want you to write what level you are in terms of these traits, just for your own development. So when I say clarity driven, how clear are you, on who you are, and what you're trying to do? What level of clarity are you? From a scale of 1-10, 10 being super clear, 1 being not at all or somewhere in between.”

2. Second is competent.

Competent, highly-paid experts are really good at what they specifically do. I'm not good at a lot of things. I'm good at this; there are plenty of other things I'm not good at. Ask any of my friends, you ask my staff or my wife, there's plenty I'm not good at, but what I'm trying to succeed at, I'm competent at. I've mastered it, I've studied it I've interviewed it.

On a scale of 1 to 10, in terms of the topic area you're trying to succeed in, where are you? Are you really competent? Have you already built that expertise or you are just beginning?

3. Next is confident.

I've noticed over and over again, there's a level of confidence, even if you're speaking softly like I'm now, there's just a level of confidence that experts have. They have a confidence in who they are and what they're doing.

Why? One is because they have clarity. Two, because they have competence, it's easy. When you're clear on something and you have some competence in it, it's much easier to be confident.

Let's just say in general, on a general life scale from 0-10, how confident would you say you are generally, just generally. 0-10; 10 being super confident; when I say confident I don't mean obnoxious, a titan or a dictator. I just mean confident, like a level of assuredness about your level of ability and intelligence in the world.

4. Creative.

You can be creative. I know this is going to be off the charts in this room. But I've noticed that highly paid experts, they are so creative. The more they're doing what they are creative at, the more their business grows. The less they're doing what they're creative at, the less their business grows.

So creative, I want you to measure this way, not are you creative, I already know you are creative. So on a scale of 1-10, I want to know how much are you being creative, meaning how much are you doing creative.

I know you're creative, but I mean this is a part of your work. Meaning, on a consistent level that you are being creative in what you are doing, which means if you suck at technology, and you are focusing eight out of ten hours a day doing technology, that's not really being creative. Yes, you are creative, but you are not being creative, in other words, doing creative. On a scale of 1 to 10, 10 being doing lots of creative things. Where are you?

5. Collaborative.

This is where lots of experts fall down, but the great ones really succeed. Collaborative, how open are you to adjusting your content? How open are you to working with other people? How open are you to asking for help? How open are you to interviewing other experts and realizing that they might have more expertise than you?

Collaborative, how willing are you to work with other people to develop yourself, your business, or your content? How collaborative are you? 1 out of 10?

6. Communicative.

Communicative, this is important, because I know lots of experts who are incredibly, incredibly confident, incredibly competent, but they're not communicative. In other words, they won't share their real thoughts, feelings, and desires.

Out of curiosity, in your general life how often are you sharing your real thoughts, real feelings and real desires, three separate things? What you're thinking, what you are feeling, and what you want to do? That's feelings and desires.

How often do you generally share that, like all the time? That's a 10. Or -1- being, I don't do that I keep it in, because in this industry you can't keep it in.

Could you imagine if I got up here and tried to do today without being communicative about my emotions? It wouldn't work and by day-3 you'd be throwing stuff at me. You might be doing that anyway, but I don't know. You got to be communicative. 1-10, where are you?

7. Courageous.

You have to be willing to set up tents and take risks some time. You have to be courageous and in say nobody has tried this before, but I'm going to go and do it anyway. So on a level of courage, think about how courageous you generally are, 1-10, 10 being extremely courageous, 1 being not much.

8. Conscientious.

I mean this in several different ways, but the way we're focused on today is when I say conscientious, I want you to think about, how caring are you about doing the right thing? In your general life, what shows up in the embodiment of who you are, how conscientious are you about caring, about doing the right

thing? Not just about caring, but it shows, like people would say, wow! This might be a good way to do it.

If I polled all of the people who are around you, not just your friends and family, but all the people who are around you in your daily life, and I said how caring is this person, what would they give you? -- what would they give you on a 1-10, Ten being totally caring, one being not attentive, not caring.

Where would you be?

Here's what I found. Really highly paid experts, they care more than almost anybody, and it's extraordinary that their hearts are so big, they want people to succeed so badly, and that comes into their journey, that comes into their story, that comes in the way they serve, and everybody benefits from them.

9. Compassionate.

When I say compassionate, what I mean is also, how do you display compassion? Do you display lots of compassion, like actually you display it? Would someone say, wow, super-compassionate?

10. Consistent.

Zero to ten, how consistent are you in taking the actions you need to take to develop your business? One to ten- how consistent are you in taking the actions you need to take in order to develop your business?

Now tally up all your numbers. If you're not finding those numbers add up to 60-70 or above then it should be clear on that piece of paper what you need to work on. Here's what I mean by this, if you're not at 60-70 or above, it's time for you to reengage something within yourself.

Are any of those driven by the external world? Isn't that amazing? None of those are driven by the external world. Those are all choices we make every day. If you're like damn man, I'm just not courageous you can't blame that on anybody else. It's time for you to be more courageous.

These are something to work on, because the more you get good at these, the more this becomes easier.

Where Experts Fail

- Wrong **Mindset**.
- Wrong Mentors.
- Wrong **Market**.
- Wrong Branding.
- Wrong **Business Model**.
- Wrong Staff and Structure.
- Wrong **Campaigns**.
- Wrong Cash Use.
- Wrong Customer Service.
- Wrong Partners and **Peers**.

So let me show you where experts fail, so that as we go through the process, I can say, hey guys, watch out for this, remember I told you about that?

1. Wrong Mindset.

We have talked a lot about the myths this morning of where things get broken. Here's one mindset that I think this industry really gets stuck on, and I've shared that with you earlier, trying to hold in the baby, hold the content.

The number one mindset I need you to adopt is a very open mindset to sharing your stuff, in a new way. The energy and the expectation of your customers have changed in the last five years. They are used to getting more stuff for free. They are used to it. So you have to deliver that and that is the best way to create rapport.

The right mindset to have is a giving mindset. Here's the old mindset, ask and you shall have and everyone operated off of that, right. That's ultimately one of the flaws of the Law of Attraction, or some of these other programs where it's just ask, ask, ask, and you shall receive. I think a more appropriate response to this world that we live in now is give, and you shall -- totally different mindset.

It used to be ask and you shall receive, meaning ask them to buy your stuff ask- ask- ask-. I believe you don't even have to ask. I'll just give you a bunch of free stuff until you are like, wow! If this is what he is giving away, then the one time I do ask, everyone says, yes.

Give and you shall receive is a whole different business model that works today.

2. Wrong Mentors.

When experts start failing, it's because they stop getting mentors, or they hook onto a mentor who is just about making a ton of money, but there is no spirit behind it, because that spirit is gone, the sustainability isn't there.

3. Wrong Market.

Another piece where people mess up on is the wrong market. You think your message and what you're trying to communicate would be best for youth. But youth really don't want what you are offering. So they don't buy, so you go broke. It happens all the time people have the wrong market.

4. Wrong Branding.

Are they identifying with who you are and what you are offering?

5. Wrong Business Model.

Maybe you ought to be doing 80% of your business online and only 20% live, but you are trying to do 80% live and going broke at it. It's that 80% / 20% rule that will come into play.

6. Wrong Staff and Structure.

We have got to teach you how to do your work intelligently with maybe one or two contractors. Those of you with five or more employees, I think you're going to learn some cool stuff here, too.

7. Wrong Campaigns.

Either 1) you're making a mistake of doing a promotion instead of a campaign, or 2) you're not sequencing the campaign intelligently, or 3) you haven't thought about where that campaign leads in terms of the next campaign.

8. Wrong Cash Use.

Most people are allocating their funds into the wrong areas of their business. We needed to make sure that you are investing in the right things, and we need to make sure you're paying very close attention to whether or not it's growing for you. Most of us don't do that, especially in this industry.

We need to make sure that, if you're going to put your cash in to something that you are going to get your cash back.

9. Wrong Customer Service.

Wrong customer service, probably kills 70% of the people who start this business. They create great stuff, because you are so passionate about what you are doing, and you just create it, sell it, and leave it, and then they forget to ask the customer hey, is that okay for you, is that working for you, how's it going?

Or you stop replying to emails, you get so busy and so self-involved or so important or so successful, you stop answering emails, you stop taking up the calls, and start doing all the things that always leads to failure. You have to be attentive to your customers.

Your customers provide your lifestyle, love them and you'll love your lifestyle. Make sense? One leads to the other.

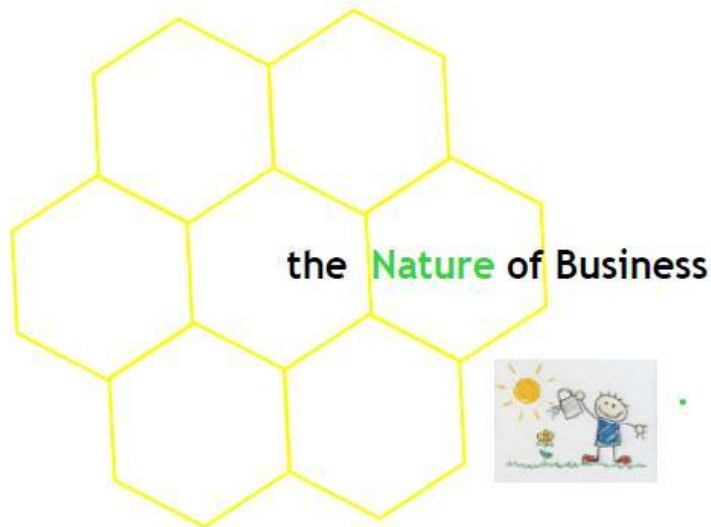
10. Wrong Partners and Peers.

When you're starting out you don't have enough people promoting you, you don't have the right partners, or the people you're hanging around are dragging you to the lowest levels.

The Ultimate Secret

Let me give you the ultimate secret and then I'm going to teach you how to do it, and I'll teach you it in story form.

Read the simple story and by reading the story, I hope we connect to something that we all need to do in a profound way, and then we'll show you how to do it with a process, as we go through today.



• **a simple mind's view**
by brennon burchard



Lessons from Nature on Strategy



In nature, there are bees and there are flowers and they like each other. Bees need the nectar from flowers for honey and flowers need the bees to pollinate them so they can grow.

In the nature of business, we are **bees**. We go from flower to flower trying to get what we need. We buzz around with great excitement, expending lots of energy and making lots of noise.

Buzz. Buzz. We go.



Any of you ever felt like you're doing lots of activity, but it wasn't leading anywhere?



Lessons from Nature on Decay



But there are only so many flowers.

And buzzing bees can only go so far.






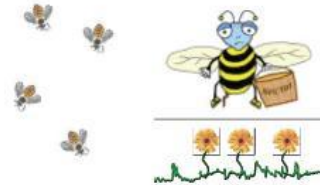
Lessons on the Nature of Change



The bees try hard anyway because they are bees. They go as far as they can and still frequent their favorite flowers often.

Sometimes there are other bees to compete with. They zip and they zap around them trying to get to the same flowers. **Buzz. Buzz.** 

Soon, though, bees get very very tired always buzzing around looking for new flowers – the zipping and zapping, too, is wearing on their wings. There are just SO many other bees and only so much nectar to go around...soon all the buzzing doesn't sound so exciting anymore.



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This is about the third year in most people's expert journey. All the buzzing, all the fanatic excitement. It's not so exciting anymore, because they are not getting their results.



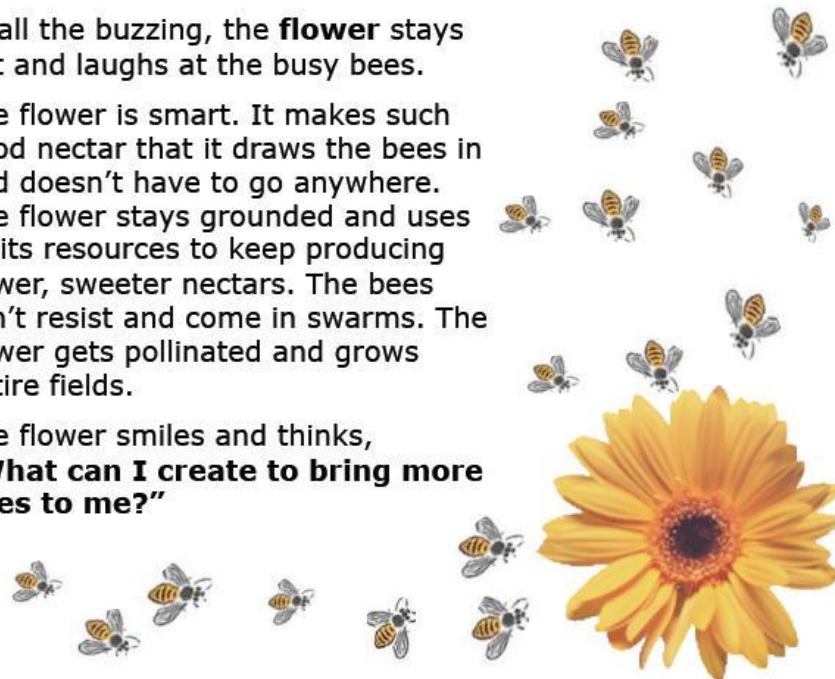
Lessons on the Nature of Innovation



In all the buzzing, the **flower** stays put and laughs at the busy bees.

The flower is smart. It makes such good nectar that it draws the bees in and doesn't have to go anywhere. The flower stays grounded and uses all its resources to keep producing newer, sweeter nectars. The bees can't resist and come in swarms. The flower gets pollinated and grows entire fields.

The flower smiles and thinks, "**What can I create to bring more bees to me?**"



How many people get the lesson behind the story? Your business will explode the day you understand that the more quality, awesome value-added content that you develop, the more people will just come to you.

Now, you don't have to spend a ton of energy always marketing. In the marketing world they like to say, always be marketing, always be marketing, always be marketing.

The more that you create this high quality information, that markets itself, and customers start coming to you in droves, and you will be like, where's all this business coming from?

I had to shut down my coaching program, because I had so many people who were trying to get in, and I couldn't serve it all. So I had to shut it down, and this was a very lucrative program, it was \$25,000. I couldn't serve it all so I had to shut it down, because the word of mouth spread.

That's what we want to do for you. We want you to create such compelling content that customers come to you, not the other way around.