

## Experts Academy – Free 68 minute introduction video

<http://www.expertsacademy.com/blog/>

### **My Personal Notes** (might not be entirely accurate):

- seminar – have insurance day of seminar and day before when everyone arrives
- must already have at least few clients and expertise
- choose mastery of one thing
- can anybody take their life story and become a master? Of course
- first seminar 40 people, now 400 people at \$5K
- nobody knew him, bankrupt, had a personal life story
- **wealth came from answering “how did you do that?” question with books, seminars, ...**
- 19 year old, college, girl friend cheated on him, car accident (slow-mo in his mind)
  
- 2<sup>nd</sup> chance, Message to communicate – message to humanity from Universe; or all the research you’ve done you can teach others (organize and systematize, synthesize (interview people, best do’s and don’t’s, what you learned)
- want to help people with that message
- not expert yet? Be the guy who interviews experts – be the reporter of the best practices
- be the “results maker” – in your own life, then in others’ lives
- collect testimonials from happy customers
- position yourself based on market’s current pain, current needs
  
- **share story of struggle** – “I too tried to lose weight, but failed. But one day I went for a solution search.” What was the turning point, What was the search and the path (interview, books, search), now I made it and here is the solution.
- Tony Robbins still tells his struggle in full (400 sq.ft apartment, dishes, ...)
- “no, you can’t have excuse, I was more pathetic and miserable when I started”
- My solution is the shortcut to the path
- Don’t try to win a deal, try to win a discussion (\$3 “innovation” ebook)
- Beginner Promo: super target 10-20 organizations and campaign them (strategic sequence of promotions); Goal: to add massive value to the organizations
  
- **Stop being the marketer, start being the trainer – see prospects as trainees!**
- Send cover letter that’s fun, include article on topic, refer to online video with a bit of humour and tease plus genuine expertise and value (valuable content)
- Seminars: instead of hook&sell, provide real and practical value (think trainees! Train them so they can do it after leaving!) – checklist, tools, how – call it “training event” – 7 sales pages with 7 content pages (campaigning with value); make advertising itself valuable
- True Value of content: research, patterns, achieved results
- Life Coaching: after 20 clients it becomes tedious, so do GROUP Coaching with occasional live event (2x per year) with massive training 1x per month; you let them run the group – be the magic spark
  
- Online strategy: Anti-member membership site; people have only time for 1 training (video) per month; subscribe to monthly mailings of links to single page with the video – viral training
- Screwing up and keeping on going differentiates those who make it
- Biggest Mistake that people make: not offering something for sale
- Actively promote to get more and more customers

**PRIVATE AND CONFIDENTIAL. DO NOT DISTRIBUTE.**

- Mental switch: who are those people to doubt me? I can be an expert, too. I can be authority as well.
- MUST HAVE UNIQUE CONTENT – synthesize content (research + life story),
- 7 Habits of Effective People book still on top bestseller: integrity and good guy, people’s pain – provide solution – frame it as something easy to process/learn 7 habits, then campaign
- **Campaign – start small, strategically network, big guys promote big guys; little guys deal with little guys - follow up with people you met at events.**
- Constantly new content, constantly new promo, just keep going
- Reframe \$5K events – put content online in 5 shots/modules over 5 weeks

## Brian Tracy on 10 Secrets to Lifetime Success

<http://www.expertsacademy.com/blog/brian>

**My Personal Notes** (might not be entirely accurate):

Law of Attraction is necessary, but not sufficient! Element was missing from The Secret was "Work."

Hard work is required, just a gimmick is not enough.

Successful people are willing to pay the price of success in advance.

You don't have the education, family wealth, connections – you must be willing to work harder than anyone else.

Recession/depression happens every 10 years. This one's the worst. 60% of people take out what 40% puts in.

The economy fluctuates. The up is coming.

Failing is one of the prices to pay. There are 9 fails for every 1 success. 1000 songs for 100 successful.

**Lesson:** Fail as much as you can. Try and fail every day. One day you have to hit it. No one knows exact number when.

**Contest:** In sales: who can get rejected the most in a day – that person wins the prize. Make it fun. If you wouldn't care, didn't have fear of failure, you would go for it all the way.

Talk to as many people as you can. Every time you learn something, you gain experience, etc.

Success is not a matter of LoA, luck, right place right time – it's a matter of probability – numbers! It's a probability theory – anything can happen.

Wining Edge principle: 1<sup>st</sup> place winning horse may win 10x prize just by a nose. It doesn't have to be 10x better than 2<sup>nd</sup> place horse.

Force Multiplier (military): small force can win against great force with the multiplier: speed, pinpoint focus...

### **10 Secrets to Lifetime Success:**

#### 1. Knowledge

Constant upgrade! Be the Pacman all the time – must run to stay even, must run 2x speed to get ahead.

Read Forbes – some single piece of information of massive amounts of knowledge might be the one!

Pick one subject and major in it – top recommendation: Marketing and Sales!

## 2. Skills = results

To get advanced in your fields, you have to be in top 10% - because that's where the money is.

Your weakest key skill sets the ceiling of your income. Gotta fix that skill.

Henry Ford: "You can't build a reputation based on what you're going to do."

Buffet analogy: gotta get in line, stay in the same line, keep learning knowledge and skills that can you help you the most, advance in the line.

Nobody is better than you, nobody is smarter than you.

## 3. Contacts

The key is networking – gotta know many people. Some people may not be receptive to you – they have something currently going in life (good or bad).

Key is knowing as many people as you can, and be positively known by as many people as possible – you never know when the ONE will take you to the next level.

Network with "what can I do for that person" and NOT "what can I get from that person" – look for opportunity to HELP other people – in exit ask: "**is there anything I can do for you**"

**Networking:** Hi, how are you, what do you do, is there anything I can do for you? .... Well I just read this and it might help you. Give with no expectation of getting anything back in return.

## 4. Money

LoA: if you have money, you attract more money.

Law of Repulsion: If you don't have any money – you drive away opportunities to make money.

Rich get richer, the poor get children.

You don't need a lot, but you do need some.

It's not what you achieve, it's what you become.

If you cannot save money, the seeds of greatness are not in you. Must have discipline not to spend.

Have a financial freedom money account to build a buffer between you and poverty. Put money in when have extra.

Put some money aside and never touch it – it will attract money. It will give you a sense of calm. Very Important.

People without money are haunted by it. Every morning they wake up, they worry they don't have enough money. They're are stressed out.

Money allows you to take advantage of opportunities.

## 5. Character

Integrity – accept responsibility, tell the truth.

Teach kids the above and allow them get in trouble, but as long as they tell the truth and say they're genuinely sorry, don't punish them.

90% of success in business; great product or service; and customer's spontaneous saying: "this is a great product!"

Most powerful way of selling - word of mouth and reputation. People come to you, come to you again, bring their friends. New movie - 1<sup>st</sup> week of advertising is the most budget, then it's word of mouth.

If self-image is one of integrity and character - self-confidence increases. You feel happy, you feel strong, hand shake is stronger. When you compromise your integrity, you don't get customer long-term, and you self-confidence suffers.

No matter what the financial temptation, never say anything that's not true, never do anything that's not correct.

## 6. Good work habits

Work hard, work well, get a lot done, manage your time, set priorities, concentrate on highest value task, start early, finish late. Best for reputation is being a hard-worker.

Biggest Problem in the World: Laziness

Politics: People vote for politicians who promise to take money from hard workers and give it to people who aren't working

## 7. Image

People are highly visual. Successful-looking people get the job. Lately there has been a fashion trend to look like a bum.

Successful people look successful.

The way we dress tells people who we are.

Even when you work from home, dress well, because it comes thru your voice. It really does!

## 8. Creativity

There is a direct relation between how creative you are and how successful you are.

Successful people are always looking for ideas: how to make it faster, cheaper, better, service people better.

## 9. Positive Mental Attitude

Be cheerful. Stores/restaurants with "Nice People" attract people. People like to be with happy/positive people.

Never criticize - people, competitors, anybody. Bend over backwards to be nice!

## 10. Luck

If you do #1-9, then you will automatically have LUCK. People will say you're lucky.

Today we have a NEED FOR SPEED.

Gotta try, gotta fail, gotta try something else (but in the same line).

Admire your very best competitors, learn from them, and do one better, but keep working, because they will do the same.

Numbers in business (sales, conversion, dinners, sittings) - you must be clear about which is your number.

Example: 90% of sales was from 2% of customers. It was the size of customer that counted. They focused on service for large customers.

Brian rags to riches thru:

- Brendon is the smartest, nicest, most creative marketer ever
- speaking, writing, training, creating a audio & video, building world-wide internet business, speaking to 5M people
- show steps and mis-steps from the struggle to solution

**See all 6 Brendon's videos free of charge and sign up for his newsletter to receive updates:**

<http://www.expertsacademy.com/blog>

**Want more great stuff?**

<http://www.brendonburchard.com/>

## Mark Joyner Interviews Brendon Burchard on how to become a highly-paid expert in any field – teleseminar

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**More great stuff:**

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## Experts Academy – Framework of an Expert Empire

<http://www.expertsacademy.com/blog/>

### **My Personal Notes** (might not be entirely accurate):

Way to represent my solution/system to people, so they know what to do.

What is the answer to the question that the consumer is asking and how do you present it, so that they understand it.

The solution should be based on questions that consumers are asking, then order it in a easy-to-follow step-by-step system.

Question: What habits do effective people practice?

Answer: The 7 Habits by Highly Effective People

Question: What moves a company from Good to Great?

Answer:

- what are you passionate about?
- What drives your economic engine?
- What can you be the best in the world at?

Question: Did I live? Did I love? Did I matter?

Answer: Life's golden ticket

### **6E Leadership:**

Envision, enlist, embody, empower, evaluate, encourage

### **Coaching:**

Clarity: competence, confidence, commitment, coaching

### **Emotions:**

- Manage Focus (what I focus on)
- Language/Meaning (that I give to my events)
- Physiology/State (certainty)

### **High-Performance:**

Profitability, longevity, consistency, growth, positioning for the future, competitiveness

### **Customer-centric:**

- strategy (priorities and allocations)
- operations (projects and accountabilities)
- stores/touchpoints (customers)

## **Million-dollar empire:**

How is my information organized in a framework so that others can teach it – POWER OF FRAMEWORK

“Broke kid who has a dream”

### **Phase 1 Framework to build the empire:**

#### - Work Stream 1 – Passion

Relate - who do you want to serve? Target your Customer. Understand their buying behaviour & Competition. Understand their key values levers.

Create - build relevant brand based on story of struggle and that you found solution, create product program or service, build infrastructure/system to operate and sell – shopping cart, crm, fulfillment, infusionSoft.

#### - Work Stream 2 – Persistence

Campaign - build your promotions, create squeeze pages, find partners and affiliates, send promotions out and measure responses, do follow-up promotions.

Monetize - fulfill with excellence and enjoy word-of-mouth promotion, sell “deeper” – sell ebooks, audio, books, workshops, seminars, coachings; sell broader – multiple topics.

### **5 More Strategies:**

Authors: amazon/online promotions: focus on true value and content – see what everybody is doing and do opposite – give away few big tickets items, eg. win free training with Jack Canfield

Speaking: be a great dork on stage, finish with a dynamic call to action – signature story that matches featured emotions – craft your stories strategically to communicate your call to action message

Better closer: more genuine, more content, more value, more struggle story (long videos, blog comments, etc) – in your last 20minutes help people, make them trust you

Seminars: 1<sup>st</sup> thing when starting out – share stage with other experts, sales (tickets and stuff, books, etc.), add value or nothing works!

Coaching: make sure your approach it as a business (charge the money, charge upfront to help them sustain willpower), get continued education

Online: offer something for sale on a website, have a free video (value-add, training, strategies, end with “enter your name for more free videos”, more videos in a blog, email more videos on a blog, last video: if you liked my videos, check out my program/product).

## Golden Tickets

### **5 Ways to promote own story as an Expert:**

1. Online Marketing
2. Coaching
3. Seminars
4. Speaking
5. Writing

### **Wealth comes from struggle – the struggle is your credibility**

Positioning (audience and how) is the success

Marketing is Power

Results are credibility

Campaigns makes you rich (product recommendations)

Solutions win over brand

Press, Promotion, Presentation, Personal Contact – free stuff

Books, Audio/Video, Membership – 500K book deals, 90K/mo online

Speeches, Training, Consulting – 50K per speech

Seminar, Event, Conference, Retreat – 500K per seminar

Certification, Coaching – 2K/mo/person

### **1. Authors**

Write knowledge/howto/research in 30 pages or less – licensing deals – “shotgun licensing”

Eg. Write an ebook on how to Be Innovative (hot keyword) or hire expert (elance, get testimonial from low-level folks, pitch to senior executives (vp of HR), thousands of their staff/clients read the ebook - \$3 per book like so:

“I see your vision, but I see problem, offer simple help/solution, give credibility/testimonial, how to promote (free download), contact”

### **2. Speaking**

Write 8 articles on your topic. Opt-in and one-sheet (who, what, how, about me). Mail it in big ugly envelope. Include playful/fun cover letter. Direct to video of training about the topic, etc...

### **3. Seminars**

Autoresponder with Value 9 times (Free Blog, videos, training) – then or interweave with Sales Page

### **4. Mastermind Life Coaching models**

1-1 (in person or coaching) sucks

Group Coaching ROCKS (25K per coaching group)

### **5. Anti-member Memberships**

Maintaining 1000 member site sucks! Public access site with training videos and Subscription Sales Letter \$97 to get the secret links every month

## Why People Buy or Don't Buy

### **1. People don't buy because they don't want to buy, unless they are made "wanting"**

Nobody wanted an iPod until they were persuaded with sales and marketing.

### **2. People don't want it NOW**

People need to know they need to take action now before the product is gone.

### **3. People BELIEVE they can't afford**

You have to persuade people (position, promotion, package) that I have what they need, and tell them what will happen if they don't buy it (the cost of not buying will be much greater than the cost of the product).

Keep blowing money and wasting time on different seminars, or I show you comprehensive way to do this – learn from me now.

### **4. People don't believe YOU.**

Must communicate authenticity, sincerity, open eyes and open ears, be a regular cool dude, don't focus on the sales.

Master telling the story of struggle and search for solution – most powerful concept for credibility.

Make people understand that I started form scratch, when I was broke, that I had a life message to share.

### **5. People don't buy because they got promoted to.**

Campaign – multi-step strategic way of providing value and slowly getting to sale.

### **6. Use Value Levers**

1. The "Extras" Lever – what bonuses could sweeten the deal?
2. The "Now" Lever – what can they have immediately?
3. The "Reward" Lever – if they succeed, what reward can you give them?
4. The "Delay" Lever – how can they have it now and pay later?
5. The "Social" Lever – what can their friends have or how can they be invoved?
6. The "Cool and Exclusive" Lever – what can they have that no one else can?
7. The "Try" Lever – if it doesn't work, what will happen to them?
8. The "Touch Me" Lever – who will tell them, "Yes, this is right for you"?
9. The "Narcissist" Lever – how will this make them better than everyone else?
10. The "Servant" Lever – how will this help them make a difference?

## 8 Things Millionaire Experts Do (And So Should You)

### 1. Choose mastery (1 or 2 things)

All experts teach you TOOLS, but not the topic.

### 2. Study your subject and interview other experts

Intensely look for **patterns** (what's going on) and **best-practices** (what's common that works).

Expert's most valuable asset: **perspective**

Know what works, what doesn't, what's important, what's not, what other people are doing, what am I doing.

Continue learning to keep up-to-date with innovation, evolve.

Interview experts in-depth:

Who they are, what they doing, what their journey has been, what can I do.

### 3. Create arguments on what to pay attention to

What things mean, what things work, and how things might turn out.

Experts on CNN do 4 things which demonstrate PERSPECTIVE:

- we need to pay attention to the price of oil because of those 4 reasons (what to focus on?)
- here is what the price of oil mean to economy when it hits \$120 (what's important?)
- here's how it works, it's not speculators, it's ... (explain things)
- if the price reaches \$150, then ... (how things will turn out in the end)

### 4. Simplify complex ideas by designing framework to simplify things for people

### 5. Write, speak, record, package your knowledge

Be a creator and entertainer. Put information together in a sellable package.

### 6. Campaign your expertise, not promote

Don't spam with brochures. Touch people multiple times with value then sell.

### 7. Charge expert fees

MORE than you think you should be getting paid.

Add value to your product instead of lowering the price!

### 8. Focus on distinction, excellence and service

Unique, new, innovation, excellent support, call on crappy performance, set level of high excellence for customers and people – then they get attached to the value your provide.

Family doesn't step in when you're falling and says "wow, you're so much more than this." I am worth it, I do believe!

Service people with value! Send valuable things.

## **Networking**

Meet people and get business cards. Next day call every single one of them.

"Hey, I met you at the conference yesterday. I met so many people I kinda lost track of some of them. But I am calling right now to follow up and learn what do you really do. Maybe you need some things to grow your business and maybe I can help out? Maybe we can do something together?"

- learn about their business
- look for mutual interest
- serve them in some way

Put up an opt-in page, give away some Report, get help of new contacts.

## **More Great Information in the original free videos:**

<http://www.expertsacademy.com/blog>

- Successful Anti-Member Membership sites
- Packaging Secrets: The "Expert's Create Anything Script"
- Promotion Secrets: 10 advanced value levers
- 12 Common Mood (and Career) Killers
- Where and How to begin
- Actions of Millionaire Experts (details)
- How to win over and over rules
- The Millionaire Expert's Blueprint
- and more...

**Brendon Burchard** <http://www.expertsacademy.com/blog>

**Highly valuable expert training videos with pure quality content and zero selling.**

Brendon shares his expert positioning strategies that took him from flat broke to \$4.6 million in 24 months, all with open-book detail.

You will learn how you can become a highly-paid expert by leveraging your life's story or providing advice on any topic through books, speeches, seminars, coaching and online programs.

Currently Brendon shares stages with Tony Robbins, John Gray, Brian Tracy, Harv T. Eker, Deepak Chopra, Sir Richard Branson and even Dalai Lama.

**Craig Garber** <http://blog.kingofcopy.com/>

**The author of "How To Make Maximum Money With Minimum Customers!"**

Craig has been called "America's Top Direct-Response Copywriter and Direct-Marketing Consultant" by his clients and industry peers.

His uncanny intuition and unique ability to explain exactly why and what works in truly motivating your prospects to action.

Craig's education and skills are from the street-wise survival times while living on the mean streets of the Bronx (in New York City). His practical understanding of human buying psychology translates into writing winning sales promotions.

**Joe Lavery** <http://www.musthavemarketing.com/free-internet-marketing-videos/>

**Joe can help turn your boring, unprofitable website into a "money making machine."**

Joe Lavery, also known as "The Testing Freak", is a highly skilled split tester of ultra advanced internet marketing, advertising and sales strategies. He can help you turn your unprofitable website into an income generating machine.

Joe Lavery has helped one affiliate master make 14,987 sales in just seven days. For many people, his strategies result with 95% of visitors signing up for a newsletter and an average of 6-24% sales conversation rate (industry average is 1-2%).

Must Have Marketing has a good reputation and overall positive feedback from users. The strategies are very helpful in increasing newsletter opt-ins and sales, and taking online business to a new level.