

A man in a dark suit and tie, smiling broadly with his hands clasped in front of him. He is standing in front of a low-angle view of several tall skyscrapers against a grey sky.

**ONE
MILLION
DOLLARS**

Michael Worthington

*How Anyone Can get Rich
Using Podcasts*

MICHAEL WORTHINGTON

One Million Dollars
How Anyone Can Get Rich Using Podcasts

By Michael Worthington

The creator of the podcast to book method

Let me say thank you for purchasing this book, I really do appreciate it and look forward to your comments.

I can be emailed on admin@101mediagroup.com.au

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Michael Worthington

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Table of Contents

Introduction	7
How To Get Rich Once and Keep It	11
The Maths That Millionaire Make Work For Them....	21
The Business Model That Makes The Most Money ..	29
Core Products That Bring Customer To You	35
The Rapid Core Product Creation System	47
The Podcast To Book Method Anyone Can Do	53
The Podcast To Book Method	59
How To Increase Your Perceived Value	85
Putting It All Together To Make A Million Dollars	99
BONUS SECTION	109
The Final 1% Factors	109
Something Unique	121
Do you value, value?	133

Introduction

Creating wealth is easy and so is losing it, I should know, I've done both.

The purpose of this book is not only to teach you how to make your wealth quickly; by leveraging the online media through podcasts, but it is also to teach you some basic skills in how to keep your money once you've got it.

What I'm about to talk to you about is the most important topic that anyone can talk to you about in business, in my opinion, and that is how to cash in on your knowledge, what we in the business would call content. And how to take that content and create products (digital assets) that continually make you money.

What I am going to share with you, are the content creation and monetisation secrets I teach my clients, that creates them wealth so they can be financially independent, and that is my goal for you.

I can tell you the quality of your life will be in direct proportion to the quality of your content and when I say the quality of your content, I know what you're thinking. You're thinking Michaels' talking about my social media post, he's talking about my YouTube channel, he's talking about my Instagram and my Twitter and my, you get the picture. There are so many more levels of content than that, and levels where it is so much easier to make money.

When I show you what they are, and how to use them, your life is about to get so much more fulfilling.

So, why don't most people make a million dollars online? That's a good question. Why don't more people make a million dollars, and a lot of people say, oh, it's too hard. Or I was born on the wrong side of the tracks. Or I was born to a poor family. Whatever. But I have found that there are three reasons that you don't make millions.

They are you have the wrong message. You have the wrong model, and I am now referring to you offer model, not your business model. Or you have the wrong market.

In this book, I'm going to show you messages, models, and markets that make millions for others and can very easily make you at least one million if not more, if you are willing to do them.

I can tell you when I say a million, I don't really mean a million, I mean millions. I just say a million because if I say millions, people don't believe me and then don't even try, It's really interesting.

The principle of momentum and inertia is what causes it to happen, almost by itself. An inertia is an object at rest and will remain at rest until unless it's acted upon by an outside force. So when you don't have any financial momentum, making money feels very, very difficult, sometimes impossible, like making a fortune, feels impossible if you don't have financial momentum, but if you do have financial momentum, not making money feels impossible.

I'm going to say this in a way that's going to be kind of shocking. For me, not making millions feels impossible.

It's so interesting because as I think about my belief around this, I reflect on when I lost everything. By the way, that is why we are going to discuss how to keep your money when you get it, so what happened to me doesn't happen to you.

Basically, I had made my money, was very comfortable, when I was approached to go into a business venture that just about seemed fool proof. Big warning sign, nothing is fool proof.

Anyway the business went sideways real fast, and after five years of fighting in the courts all my money was gone,

literally gone. I lost the houses, the boats, my planes, holiday homes, everything.

I was actually living in the back bedroom of my daughter's place by the time it all ended. Not good. But as they say, they can take your toys off you, so to speak, but not your knowledge or your skills. It's why millionaires who lose it all, get it all back faster than the first time round and usually more than they had before they lost it all.

You see, when you know how to make the money, making it is not a question. Within six months, I had bought a \$500,000 block of land, then I built a house that cost close on \$1,000,000 and within three years, I had it all back, plus some.

So why am I telling you that, I'm telling that because when you get your momentum, it's hard to not make money.

So one of the things that I am going to help you to do is to get your business, your online content business to the place where you've got so much momentum, that it would be hard for you not to make money.

So, if you are ready, let's begin.

Michael Worthington

How To Get Rich Once and Keep It

Lots of people make lots of money, but few keep the money they have earned. We all know someone who earns really good money yet is still broke. Or have heard the stories of those people who have won the lottery just to find themselves in a matter of 12 months or two years, not only broke, but worse off than they were before the win.

We do not want that happening to us, so before we learn how to get our money, our wealth that will give us financial independence, let us look at a very simple formula for keeping it.

In the words of Warren Buffett “Make your wealth once and keep it”.

Now, I have found that people who find making money hard, or keeping their money are just trying too hard. I know that sounds crazy, but it is true. They make this

money earning and keeping things so complex, that it basically stops the money flowing and if it does flow, it keeps it going right out of the door, or window or what-ever.

I want to share with you the point in my life that had a profound impact on how I approach this wealth creation. After all it can't be that hard. You know people, not as smart as you, who are rich, and they did it by seeming to not even try.

It's what I call the 1% shift.

When I was twenty years old, I and a couple of friends arranged to have a game of golf. It was going to be pretty special because the club pro was going to join us.

Now, I've always been a bit competitive (to say the least), so I was out to impress. At 6am on a Wednesday morning we all met at the driving range for a quick warm up, doing our stretches, pretending we weren't sizing each other up.

I was first, and I carefully pushed my tee into the ground, rolled my shoulders as I lined up. I arched the club back over my shoulders and with a beautiful swing, gave it all I had.

That ball sailed beautifully high down the fairway and made a lovely arc to the right, disappearing over the trees.

Well, it was my first swing of the day, shrug that off and have a second go. Up it sailed and happily as if it had a

mind of its own, it sailed once again off to the right and over the trees.

Frustrated, I jammed the next ball onto the tee, gave a mighty swing, I was determined to drive that ball down the centre of the fairway. But no sailing this time. This time the things

barely went two feet, dribbling along the ground. I had ‘topped’ it.

The club pro, casually walked up to me. “You know you are trying too hard, and the ball knows it” he said smiling. “Just relax and I can tell you, you are only 1% off a good straight shot, a little adjustment and a relaxed approach and it will go down the middle every time.”

He held up his hand to stop my protest, and pointed out that when my club head was contacting the ball, it was only one degree off being straight.

He explained that I was lifting my head just a fraction early, causing me to ‘top’ the ball. He told me to stop trying to hit the ball so hard and instead just focus on these couple of things, these 1% changes. “Small things make the biggest difference” he said as he walked away.

You know he was right. I ended up not trying to drive the ball as far as I could and instead focused on his advice. I hit the ball further and straighter that day than I had ever done before.

Making and keeping money is not about trying to make the most you can, it is about focusing on the things that create momentum and you’ll earn and keep more than you have ever done before.

These differences are as little as 1%

A 1% change in approach

A 1% change in attitude

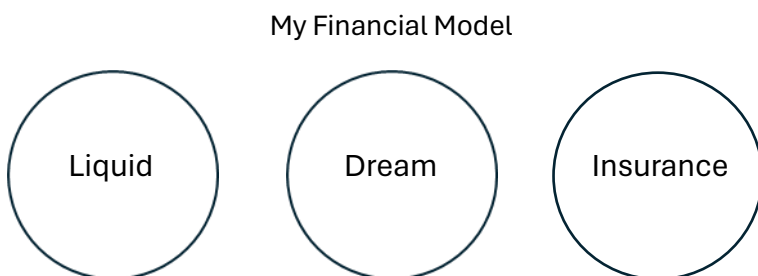
The reason most people don’t make money online is because they are looking for the big win.

Now, let's begin.

Money momentum begins with money retention. That's right, the more you keep, the more you will get. I know it sounds strange, but knowing how to keep your wealth is the first step we are going to cover.

Now it is nothing to elaborate and this is only my strategy. I'm not a financial planner, so please feel free to consult a professional.

That said, here is my basic plan that I was taught and use.



The financial model I was taught years ago, served me well, until I broke its rules, then it broke me. Now my rule is, no exceptions to the rule.

I do know when I start going through this, people start jumping to the objections, how I am ever going to get the money to do this. What I want you to do, is not to do that. Let's just lay out the plan so we know what to do when we do get the money.

Ok. The first circle is what we call in finance our liquidity. It is the first circle we fill before we do anything else as it gives us financial strength even in a crisis, and it works like this.

This is the money we have in the bank, and yes, I know, money in the bank doesn't make you money, but take it from me, it makes you confident and that is what we want. We want the confidence to do things.

Also having money in the bank is that thing that most people who need money don't have, and those that don't need money do have. Let's be the second group.

First, we are going to decide how much money we want to live on per year. Now you aren't a millionaire just yet, so be real. So many people put down numbers of how they dream they could be before getting there. The old 'live like a millionaire instead of being one'.

We are not going to do that. What I want you to do is work out how much money per year you need and then ask yourself how much you realistically would like to live on.

Once you decide we are going to put a three-year wage freeze on that figure. This will stop you raising your standard of living to match your new income and end up being what we call a high earner and a non-investor.

A quick note, as I write this book it is 2024, just to put some context to the numbers I am about to use as an example.

Let's say we said we want, in our hand, to earn \$60,000 per year. That is in our hand after tax. It is the money we actually have to spend.

Liquidly, the first circle we are going to fill is a three-stage plan and as you would suspect is broken into three parts:

3 months savings account

3 months rolling term deposits

6 months rolling term deposits

Goal number one is to accumulate and have in a savings account (separate from your everyday spending account) three months' worth of your twelve-month desired income.

So for our example, our target is to accumulate \$15,000 into that savings account. This gives you, in the event of a downturn, a three-month cash protective buffer.

The second goal, once we have our first goal accomplished, is to accumulate enough cash to buy three-month term deposits. This will again be \$15,000.

We use term deposits because they give us a slightly higher interest rate on our money, yet they are very secure, and we have a maturity date on them.

By having rolling three-month term deposits, we know if in the case of a server downturn, we will be able to access our money as our cash in our savings account runs out.

We now have a six-month cash buffer.

The third stage is to accumulate a further \$30,000, and yes you guessed it, we use this money to buy six-month rolling term deposits.

We now have twelve months of cash reserves. Three months always on hand immediately, three months that we can access after three months if needed and six months of cash reserves that we can access after six months if needed.

Financially speaking, we are very secure, very confident and now can move onto circle number two, investing for our dream life.

Investing for your dream life is interesting. I'm not going to talk about specific investments, that is up to you to invest in what you feel secure in.

I will say this, the thing you choose to invest in, should just be, at the beginning of your investment journey, one thing. Don't diversify.

Investing takes knowledge and knowledge in the thing you invest in takes time to acquire so you get better at investing in that thing.

Say you chose real estate. Real estate has so many different aspects to it, from investing in developments, stand-alone homes, apartment blocks, subdivisions, the list goes on. My point is there is a lot to learn and the longer you do it, the more you will learn, the better you will become and the more money you will make.

Ok, having said that, back to our dream circle. What do I mean by 'dream'.

To put it simply, you need to decide when is enough, enough?

When will you have enough to, if you decide to (you don't have to) say I don't need anymore, I don't need to do this anymore, I can go off and do whatever I want. Check out as it were.

The 'when is enough, enough' statement is not an exit strategy, it's not a retirement number. When you decide to retire is up to you. 'when is enough, enough' is a I get to

choose what I do, when I do it and who I do it with or chose not to do it at all. By that I mean, you may be doing speaking gigs all over the country and this weekend is your grandchild's birthday party. When you know you have enough, this speaking gig, even if they offer \$100,000 does not matter, you don't need it. Your grandchild's birthday party is more important, and you chose not to go, even under the threat of 'we will never hire you again'.

This number is the value of your assets that would give you the lifestyle you want if you never worked again.

Now these assets are secure assets, to the best of your ability. You don't have this money in wild speculative things that promise massive upsides, because those things, as I can attest to, have massive downsides and this

is your secure retirement money. You can play speculative after you have this money.

So for the second circle, design you the life you want. How much income each week, new car every so many years, holidays, expenses. You can download a simple budget planner off the internet to guide you in this process.

When I do this (I review it every year, things do change) once I have my grand total, I add 20% buffer to it.

For example, I say I want my 'enough is enough' money in real-estate, rental properties. (I personally like rental properties because the rent collected usually goes up each year, and while I don't need the money from the rent, it can go towards paying the mortgage off, so I get to own the property faster.

I fix my target income at say \$250,000 per annum. I calculate the average rent I will collect off each property will be around \$25,000 per annum.

To reach my target I now know I need to own ten properties. I add my 20% buffer for contingencies, so my target is twelve properties in this example.

That is circle number two, the dream circle or as I like to call it my 'enough is enough' figure.

Now we have circle number three our insurance circle. This is not the income protection insurance or the life

insurance or any of those insurance products, this is the 'your insurance' circle. The, if catastrophe struck and you lost it all this is the I can get it all back again circle.

I know people say, it will never happen to me, I'm smarter than that. Well it's happened to people smarter than me and you, and to me personally, so let's be real and not live in fantasy land.

This insurance circle is your knowledge and skill circle, the best insurance there is. As we have discussed before, they might take all your toys off you, but they can't take your knowledge and skills off you, and this always ensures that you can get back what you lost, plus some.

The insurance circle is your plan to keep your knowledge fresh, up to date, and in some cases ahead of the majority of people.

What you will learn as we go through this book, is you don't have to be the best in the world at this online business, you just have to be good enough. It is such a huge pool of

prospects that not being the best will not stop you from amassing wealth, you just have to do it.

So for this circle, write down how you will keep up your knowledge, the books you will read, the podcasts you will listen to, the YouTube videos you will watch and the mentors you will keep around.

This is your insurance.

As I said, this is my financial model for making sure I keep what I earn. I get rich once and keep it. I broke my rule and lost it all and I'll never do it again.

This model I have shared with you, works for me and many of my friends, but as I said, I'm not a financial planner and you should consult one, to make sure you get the right plan for you.

If my model works for you, great, the secret is doing it and sticking to it and not being distracted by the next shiny object.

Having said that and having covered the very important topic of how to keep our money, let's begin the doing part, the fun part.

The Maths That Millionaire Make Work For Them

I believe the number one reason people don't make millions. The main reason business owners: whether they are online or offline, don't make millions. Number one, they don't do the math to get to the 1,000,000.

That's number one. They don't do the math. So the 1,000,000, the word \$1,000,000 just feels like a nothing, nothing tangible. It has no context or reality. You might as well write any amount because it has no real meaning, because they have never done the maths of how to get there. They have no path.

It is like any other journey. No use someone telling you a destination and forget to tell the directions, the steps needed to reach it, it's pointless.

In this case, getting to your first million dollars, people don't achieve it because they don't know the maths to get there. The maths is the path.

The maths is the first step on the path. What does that mean?

Online, we have what we call our core product, and we are going to talk about this later and how to create your own core product. We are going to do this step by step.

Now usually the simplest core product we can have is a book. We build out from there. We will do this later and you will be amazed at how easy this is. But for now let's just do the maths.

Ok, so you have a \$20 book like Rescued Profits or this book Your First \$1,000,000 Online. Now, if you have a \$20 book and you sell 50,000 of them, that's \$1,000,000. But if you now take that very same book and you turn it into an audio or video program (and with my system that you will learn in this book 'The Podcast to Book Method' you will already have this 90% done) and sell that for \$200 guess what happens to the volume you need to sell.

You now have a \$200 audio or video programme you sell for \$200, right? You sell 5000 of them and make \$1,000,000.

You basically shrink the amount of work you need to do to make the same amount of money, the same \$1,000,000.

You now expand that out, add a few more audios, videos, worksheets etc and you have a \$2000 home study course. A \$2,000 home study course that has videos and audios

and workbooks and now you only have to sell 500 of those. That's one 100th of the original work to make the same money.

Now if you are like me and build that out into a full blown 3-day masterclass and you sell that for \$20,000, You now only need to sell 50. 50 that's \$1,000,000.

Now I know what stops people. They ask, 'how will I ever sell a \$20,000 master class'? Or they say things like 'I have no idea how I will ever sell 50,000 books' They say these things, they start there, and they haven't even written a book. This is what stops them from even beginning.

So instead of keeping it simple, they overcomplicate it from the beginning instead of just following the path. It would be like looking at a long trip and saying, 'that will take forever to get there, we will never make it, it's too far'. You hear people all the time say stuff like this. You've heard them. Well guess what, if you start with the 'how will I sell \$20,000 masterminds', 'how will I sell 50,000 books', you are doing what those people did about their trip. A trip of a lifetime they never took because they let the size of the trip overwhelm them instead of breaking down (as you would if you were going to take a big trip, maybe an overseas trip) they just saw all the difficulties so gave up before they began.

This sounds like an oversimplification, but it's not an oversimplification. It's just simple first steps. First steps

that cause movement, that cause momentum that we can build on. But to get the thing moving we have to do something, not just get overwhelmed and allow inertia to prevent us getting started.

Because something is simple doesn't make it easy, I know that, and I'm not saying that, but at least if something is simple it makes it doable.

It's not easy to make, or so you might think. I can tell you the first \$50,000 is going to be the hardest, why? Because you are starting with no momentum.

Let's say you have a \$200,000 VIP 12 month coaching program, exclusive access to you, you only have to sell 5 to get your \$1,000,000.

So which one of the things we have talked about should you do? All of them, right, but we start at the beginning. It's like our trip analogy, we know the fastest way to an overseas destination is by plane, but we may need a boat as well, and to get to the boat we need to drive or take the bus. So we know the fastest way is by plane, private coaching, but we need to get to the plane first. That is what this path is all about.

So what happens is we do the maths. Then what do we start thinking about after we do the maths? We now start thinking about the money. So now when I'm talking to a potential client, I'm talking to them about the thing I want

them to buy so I can make some money. But what I don't realise is you can lie with your words, but your energy always tells the truth.

And so if I'm thinking about how much money I'm going to get paid when you buy this thing from me, you can read my energy even if you don't know you're reading my energy something in you is saying don't buy this from them. They need it.

Some people call that 'Commission Breath', right. They can sense it on you, they can sense you are more interested in their money than them.

Well, my recommendation is when you're making offers (and we are going to unpack the secret of making offers people can't say no to later in this book) when you're designing an offer, when you're developing an offer, think about all the ways that it can the person, even give them stuff that can help them even before they buy, or even if they don't buy.

When you talk to the client; either physically or in writing, only talk to them about the things that matter to them.

Once you get the maths right, you have to get the message right. If the message is not right. If you're talking to them about your product, the things in your product instead of the things your product will do for them, they won't buy.

Nobody ever buys your product. They only buy your offer.

What is your offer? The words that you say that describe to them the number one benefit they will get when they say yes to your offer, the result they will get, the thing they will get that is important to them.

They're buying your description of the result they will achieve. And the result that you're describing is you give me your money and I give you my product so you will get that result that you want.

They are not buying our product or service because our product or service is what we love. As Warren Buffett said 'the stuff you love to do is your hobby, the stuff the market loves to buy is your business'.

Our stuff is what we care about talking about, but our stuff is not the stuff they care about hearing about, so they don't care about your product or service. They don't care how long my books are or how many pieces they get if they buy one of my programs. They don't care.

What are pieces, how many workbooks my program has, how many audios, how many videos, how many modules. They don't care. They don't care how much of my pieces they get. They only care about the result and how fast they will get it. There is a saying about making money online, wealth has a need for speed.

If you are making coaching calls every week, you say you get one hour a week, one on one coaching. Nobody cares. They don't want your time. You want your time.

People don't pay me because they want my time. They pay me because they want their time and they will give me more money if I can give them their time and make them wealthier faster, than they will if I just offer more of my time to them.

So you get to get your message right. It can't be about your product and how many pieces it has. It can't be about your product, can't be about your person. It can't be about your process. Here's my process is the kiss of death.

You show them your process before they buy, they are not buying. You just turned a buyer into a shopper.

Here's what people want. They want the result your offer promises. And it may not be a money offer. You may have a weight loss offer. They want to lose weight easily.

You may teach relationships. Now you are offering a system for them to get a great relationship.

So you show them how the thing that you have makes the thing that they want to happen. That's all they care about. That's your offer. That is when you get your messaging right.

Most business messages are wrong. They are talking about all the wrong stuff and wonder why people are not buying. It is not that what you have is not a good product, no. You just don't have a good message.

No, they don't know if it's a good product or not until after they buy it. Think about that, nobody, including us when we buy something, knows whether product is good, until we take it home and start to use it. Your customer does not know if your product or service is any good until after they buy it.

People don't know how good your offer is until after they buy it. They only know how good your offer is.

The better you get at describing your offer the more likely people are to say yes. To that offer. Period.

The message needs to match the result the person you're talking to is desiring.

OK, so we know what our number one goal of our business is, its purpose, the number one benefit you want your business to deliver or give to the customer. For me, for my business, it is to help people create enough wealth to become financially independent. Everything I do, every product I create is aimed at this goal.

When someone asks you what your purpose of your business is, you should be able to articulate it concisely in twenty-five words or less.

Note, your purpose is not how you do it. For me it is to help people create enough wealth to become financially independent. Now there are lots of ways to do that, I'm sure you, reading this, could think of quite a few. I, because of my skill set of knowing how to leverage the online media to create wealth is to teach people how to do exactly that. But it's not the only way, it's just my way.

The point here, is your purpose is the result you want to deliver, not the way you deliver it.

So, now you have your purpose and you have got the maths. Now we need the right business model.

The Business Model That Makes The Most Money

What are the business models?

Well, online we see two main models and variants of these in between.

We have the HV times LP model. This is the high-volume low profit model. For example you may sell a product that gives you \$1.00 for everyone you sell. So to make a million dollars you need to sell a million of them, and this is a viable model on the internet. There are a lot of entrepreneurs using this model, it's just not the model I use.

The second model is the HV times LV model. This model is the high value times low volume model.

So let's say you have a high profit product. You have \$500 offer. You do a webinar every week. You sell five of them a week. There's four weeks in a month you're making five. You're making \$2,500 a week. You're making \$10,000 a

month. You are a real entrepreneur. You're not getting rich at ten thousand a month. But you aren't going broke either.

If you are, you have probably got some bad habits. You bringing in \$10,000 a month and you are broke? You got some bad habits. Somewhere.

For example as we have discussed, I have a video or audio program that sells for \$200. Now instead of in the HV times LP model where I would need to sell a million products to make a million dollars, now I just have to sell 5,000 products to make my million dollars. And if I take that program, which would be what I call a core product program (more on core product programs later) and expand it out to a \$2,000 program, I now only have to sell 500 of them to make my million dollars.

But my favourite business model is the HP times HV, which is the high profit times high volume. That's when you got a \$10,000 offer, \$20,000 offer \$30,00 offer and you sell lots of them.

This is the wealth entrepreneur business model, This is taking the private jet on that trip we talked about, instead of a commercial airline. You get on this model, and you create your wealth in record time.

Now you can see why millionaires who lose it all get it all back faster than the first time they earned it. It's because

they understand the models and understand one is no more difficult than the other, it's just an attitude and structure issue.

High profit times high volume is the goal, and know this, there's not one person who could not do this.

OK, so now let's look at the business markets, because now we know we our choice of business models, we need to know what markets they will work in, so we can select the right market for us.

We have done the maths, and we have got our message. We have got our preferred model, either high value times low volume, or high value times high volume (hopefully you are with me and are going to do both) now we need the right business market.

So it does not matter if you are online or offline, there are three business markets we need to understand.

Business market number one is the commodity market.

Stay away from the commodity market. This is the market where businesses make 3 to 15% margins. That is hard work, tough selling, and it is because the products and services in this market are seen by the consumer to have limited value and no perceived value. All of the value in these products or services are clear and limited, like a can of soup for a dollar, with these types of products or services none of the values perceived. What does that

mean in common language? It's the ultimate loser's race. It's a race to the bottom in terms of price and how much you can charge.

You have a convenience store, and you sell tins of soup. Your soup is \$2.00 per tin. There's another store just down the street. You see they are selling their soup for \$1.50 per tin. You go and mark yours down to \$1.50 per tin to compete. The next day you notice they now have their soup at \$1.30 and you are just racing to the bottom. A little simplistic, but I'm sure you have seen this happen in your local shop.

In this example both of you are making less money.

This is what I don't like about commodity markets. The value of the offer is determined by your competition. I don't want to sell that way. I want to sell something that has more value than just its use.

So that's the commodity market. I don't like the commodity market. I mean, I don't want to sell anything that's a commodity.

People often say, well aren't books a commodity. No they are not commodities, they're low price. But like this book is not a commodity. You know why? Because the value that's in these pages can only be found in these pages.

You know, the beauty of selling my book on my website? The only book that's for sale on that website is this book. It doesn't have to compete with any other titles. That's why I can sell this book for \$30 plus.

People who understand that the value is the content and it's not the packaging. Commodity markets, stay away from them.

The next market is mass main markets. What is that? That's the market where everyone has to buy the stuff like houses, cars, and yes there's some profit involved. It might be 15%, it might be 30%, it might be 40% profit, and everybody buys it. So that's a mass market that's not bad.

The issue is, with mass market stuff, people can judge how much your product or service is worth based on the general market price, and if it is a product, the cost making the product determines the price. How much does it cost to

make? I think, based on the mass market I can mark it up 15 to 30%. That's how much I can make.

I don't like that either. I don't want the cost of goods determining the price I sell my books for. I don't want to make money based on the cost of goods. If I did that then I would probably sell the paperback version of this book for, let me say I'm going to market up 30%. I'd sell it for \$9.90 instead of \$30 plus. So I don't want to. I don't want to sell it as a mass market product.

I think you see where I'm going with this, even my books are premium value offers. I'll talk about those in a moment).

The other thing about mass markets that I don't like is people do all of their research, check out the competition, see what a similar item or service is selling for and then after they do their research they come and tell you how much they willing to pay for your product or service.

So for a house for example, they're going to figure out how much the house is worth, then they'll come make you an offer. The estate agent tells you how much you can expect for your house, why, because they have the market research that tells them, that is what people are willing to pay, despite all the work and extras you put into it. And so you don't have anything to do with the price. Now I don't know about you, but I'm not going to have a business where anybody other than me sets my price.

There's no place to go to look up my prices and compare them to anything because what I do doesn't compare to anything. So I sell everything I sell in a vacuum. This is a \$1,000,000 market. What market is it? It is called the premium value market because what you sell here has a high perceived value. In this market all of the communication,

90% of the communication happens before you ever make a sale.

Think about it. Somebody reads this book. It takes them two hours 3 hours to read the book. They read the book. They just spent three hours listening to me. They watch my free masterclass video, and then they do my 'Podcast to Book To Published Author Challenge (all core products for my business, more on that coming up). That's more than 10 spent with me.

Then we have a conversation about what I have to offer. And now you see, that's why it works like it works. So if you will do the. \$1,000,000 maths. And you'll develop \$1,000,000 message, you will have a \$1,000,000 business model and you go speak to the \$1,000,000 market. You can make a fortune too. That is the secret sauce of messages, models and markets that make millions.

Core Products That Bring Customer To You

In this chapter I am going to talk about the very import topic of core product and core product conversions.

So what is a core product? What does it even mean?

A lot of people who are in business don't even really understand what business they're in or I should say the purpose of the different products that they have.

Now, if you are in business, you have different types of products in that business that you own and or the business create and a key product every business should create and / or own is at least one core product.

So in this chapter I'm going to talk to you about creating your core product. A core product is the primary product that you sell based on the business you're in.

Now just to be clear, for the purpose of this book and our goal of making our first million dollars online, when I talk about

core product creation, I'm talking about people who want to create an information product that either informs people or educates people so that they become a better client.

I will say that even if you have an offline business, like insurance, sell houses, finance, cars etc. It would benefit you greatly for you to create a core educational product for that business. An information product and / or education product that people can buy so that they can become better educated about the outcome that they can get when they buy the type of product or service from you.

Now different businesses have different core products core products that they've created. For me in my business, one of my core products is my Your First One Million Dollars – How anyone can get rich using podcasts. Why? Because my target audience are speakers, authors, coaches, agency owners, high level entrepreneurs, people who are experts in the marketplace, and I teach those people how to scale their business.

If they're stuck at, say, 10,000 a month, 20,000 a month, we show them how to take that to \$100,000 per month by leveraging the power of podcasts. And I put my complete system in this book, and it becomes one of my core products. Another core product is my Podcast To Book To Published Author challenge. It takes people who never thought they could write a book, through my Podcast To Book method, how to publish that book and turn that book into a core product for their business. It allows someone to follow the step-by-step system (an almost done for you program) and prove to themselves that this is not hard, and just about anyone can do it.

So when you think about a core product, think about something, you want to create as your core product. For me and those who follow my program, it starts you're your first book, because number one is easy to create or, simple to create. It doesn't have a lot of complex, moving parts, and it is a product that is not only simple to create, but it has a very high perceived value.

But the most important thing about your core product (your book) is it must solve a big problem for a big group of people in the marketplace. That's the most important component of your core product. You want to solve a big problem.

You want to be able to identify a large market audience that has a problem or need or desire to have a solution to.

And then you want to have your product, your core product, solve that problem for those people.

Now I think we mentioned this before, but it is worth mentioning again. Do not make the mistake, as many do who are new to this, that your core product should be something that you've always wanted to create.

Remember Warren Buffett's words 'the stuff you love to do is your hobby, the stuff the market loves to buy is your business' So hopefully that makes sense.

So when it comes to creating a core information product, some things, in my opinion are essential.

First thing I'm going to do is I'm going to find or observe that there's a large market for the problem I know I can solve. A lot of people who have this problem.

A simple way to do that is use Google, use YouTube, type in their search bars your problem, check out the gurus' discussing solutions to your problem you want to solve. See if it being addressed and how many people are discussing and or watching the solutions being offered.

My objective in finding these gurus is not to go and steal their audience or to steal their solution. The reason I'm going to do this is, I'm going to read and listen to what people are saying. I'm going to read the questions that

people are asking. Those are the answers you want to provide.

So you find out what the marketplace wants, and when you find out what the marketplace wants, you deliver that to. Then you're going to be the guru and seen as a trusted authority in that area of expertise.

So when I first started doing educational based marketing, that's what this is called, educational based marketing, I wrote a book called The 1% Factor – Your secret to connecting to both new and existing customers. That book launched my career.

So first, you write a book, then you create a video program, then you create a membership site, then you create a mastermind. That's education. What you're doing is you're creating educational marketing for the purpose of delivering the result to your customer, that your customer wants.

So what I did when I first got started. In this business of teaching people how to make money.

I started in the arena of mentoring. The 1% factor was my first core product. And I used to sell that core product at speaking

engagements. I would also sell that core product on the Internet and for that core product, when I first launched it online back in 2009, I was hoping to make. Enough to cover the cost of the website, which I think cost

me \$2,500 approximately. In that first year I did \$1,700 in book sales and over \$200,000 in mentoring fees.

So what's interesting is how much business I generated, as an unknown, in that first year of my business, thanks to my core product.

Now my core book products are my book 'Rescued Profits' a book for offline business, that shows them how to get more customers and make more money. And this book, 'Your First One Million Dollars' aimed at showing people exactly how to make their first \$1,000,000 online.

So, this book. We created this core product for a couple of reasons. One, reason we created this product is because. A book is kind of easy to write. If you do it right.

Another core product that we have is our 'Podcast To Book To Published Author Challenge', and the general admission tickets are \$97. The VIP Platinum upgrade tickets are \$297.00.

So what we do is we focus on selling these core products and I think a good question to ask her is, why do we sell core products?

Here's is where most people get it wrong and do this for the wrong reason and wonder why they fail. Most people get this wrong because the reason they're creating the

core product is so they can make money. That's not what your primary objective with the core product.

It is not to make money, you're going to do that if you do it right, you are going to make money, it's just that's not your primary objective. Your primary objective with your core product offer is to acquire a customer.

Now this is really important, and I really want you to get this point because it really is a game changer, as they say.

Your primary objective with your core product is to acquire a customer. Why? Because it's easier to sell to a customer than it is to sell a prospect.

So my objective when I create a core product is to have a product with perceived high value that I sell at a low price, and I do this to make it easier for the person to make a decision about buying from me.

Because I know the purpose of my core product is to convert somebody from a someone who doesn't know me; a suspect as we call them, to a prospect; someone who doesn't know me well enough to trust me to do business with me, from a prospect to a client or a customer.

So when I say suspect, what I mean is somebody that is curious when they see one of my videos on TikTok or YouTube or another channel. So they go from suspect to

watching 3 or more videos then now they become a prospect.

Then they want to know more. They are saying to themselves, 'I like what he is saying, he really knows what he's talking about, and I think I'd like to buy one of his books'. That's it, an easy way for them to dip their toe in the water as it were. And then from there we have links to all of our different funnels etc, our main one is another core product that helps people create a core product of their own, our 'Podcast to Book To Published Author Challenge'.

So yes, we have different core product offers that we have in the descriptions of our videos depending on where we want the prospect to go.

So how do you create a core product. The first thing you want to do, the number one thing is you want to make sure there's a problem, a big problem (meaning lots of people have this problem) in the marketplace. So there are a lot of people who have this problem; could be weight loss, could be how to invest profitably in real estate, could be how to make money online. Whatever it is, you want to make sure a lot of people have this problem and that they would want a solution to that problem, and then you only want to talk to those people.

What I mean when I say, only talk to those people, is that you don't want to be a jack of all trades and master of none. You don't want to talk about how to make money online and also put out education on eating healthy or how to invest in real estate. You might know stuff on those topics, but you need to position yourself as an expert in one and one only. And when you are thinking about this, the golden rule is people only buy solutions to three major problems; their health; their wealth, and or their relationships. That is it. So when you are looking

at your solution, ask yourself which one of these three problem areas you are going to work in, and then don't stray out of the one you choose.

So once you do that part, once you get this part down and you can define the result you are going to offer to the problem you have identified, in twenty-five words or less, now you just decide what core product would best suit this problem. I will say that in 99% of cases it starts with a book.

So let's outline a plan based on a book being your first core product. Let us say you are going to sell your book, your initial core product, you are going to sell it for \$20 or maybe like me, for my paperback you are going to sell it for \$30.

Then you are going to sell off that book your next core product that is an audio program based on the book (it could be a video program) and you are going to sell it for \$97 or you are I going to sell it for \$197. Just remember when pricing core products are not about making money, they are about acquiring customers.

Then you might have a VIP membership attached to that product that involves a live one on one question and answer time with you and you are going sell it for \$297.00.

I will say, I think after your core product goes over \$497.00, we are getting out of the core product price range. Core products generally sell somewhere in the range I talked about, there are exceptions, maybe a little lower, maybe a little higher, so, but if you remember that your primary objective for creating a core product is not to make money, even though you will make a lot of money with your core products like just books, that's not the objective, the

objective. The objective is not making money. I am not and you should not be selling these for the purpose of making money.

My objective, your objective for selling core products is so as to create a community of clients.

Once we understand that the primary purpose of being in business is to acquire a customer our approach changes.

Look at an Apple store, you can go in and play with all their stuff for free, it's an amazing educational based marketing model. It's their strategy for acquiring new customers and sell more products to existing customers and have them in awe.

Look at all the great businesses, once they get a customer to buy their core product, there's one word that they want that customer saying after they have bought it, and that is Wow.

The reality is, if you can write a book, if you are going to write a book (and I strongly encourage you to do that) or create any core product, it is absolutely essential that your core product wows.

Do not put something that's not good out in the marketplace, because all you're doing is demonstrating to the world that you're not good. That is why I developed my Podcast to Book Method to make it easy to produce a great book, a great core product and put it together to help people actually achieve the goal in my Podcast to Book to Published Author Challenge (yes a shameless plug for one of my core products, but as you can see, I do what I teach).

My point is, what you want to do, is you want to put something out that is so good people saying I can't believe they gave something so good for such a great price, I wonder what the other programs are like if I get something this good for \$20 - \$30 Right.

So when you create, your primary objective is to acquire a customer. Second objective is to wow that customer and the third objective is to ascend that customer to larger programs, like my 'Your First One Million Dollars Online, How anyone can get rich using podcasts', a six-month result driven program and then onto virtual and / or live events.

This is what they mean when they talk about scaling your business. To scale a business takes four steps or there are four objectives to be achieved.

Objective number one is lead generation. So as I said Apple generates leads by having their Apple store where you can go and play with any of their stuff, for as long as you want, they don't kick you out. Just brilliant.

Objective number two. Lead conversion. This is why you have built a core product. This is where you sell your core product, it is why it is not about making money it is about lead conversion. It is the tool you use to convert leads, those curious to discover more about what you offer.

Remember, convert means to change. You changed them from a lead to a customer. That is the power of having a core product.

The next objective is customer ascension. This is where we take them from our core product into an actual profitable product. We bring them along our journey of products. We

started with a core product, then stepped them through our product range, remembering we are

selling new products to new customers, old products to existing customers, new products to existing customers, old products to new customers.

By ascension, we mean building a money generating system that outperforms just trying to sell profitable products and services from the beginning.

Then objective number four is customer retention.

So, now you can clearly see the reason you want to have a core product, so you have a customer to ascend, and you have a customer to retain.

So how do I create the core product? Let's do that.

The Rapid Core Product Creation System

So now you understand the how we use core products for conversion and how we do that part, now I'm going to share with you how I create a core product. I'm going to tell you how to create a core. This is the easiest core product creation system that you can use, and it works.

So this is how I do it.

Once I have the problem I want to solve and I know who the problem is for, I know there's a lot of people out there who have this problem and want a solution, what am I going to do first is clearly state in one sentence what the number one benefit the person will get by using my solution.

Next, I'm going to create my outline for their result. So I am going to use my purpose statement, the number one benefit they will get by using my solution as the focus for the outline, by always asking, will this part of the outline I am creating, help them get the result they want to have.

Then based on that outline, I'm going to determine how long it's going to take me to create and deliver that.

So let's say I want to have a book and I decide my book will have six, eight, nine chapters (it doesn't matter how many chapters or the size of the book, as long as the result is delivered). So I'm going to have say in this case chapters.

So in chapter one I'm going to cover a subject, so this subject is the chapter title. Then under this title I put three or four main points I want to cover and what I'm going to teach in that chapter. Then I simply do this for each chapter.

Once I have all my chapters outlined, I'm ready (using my Podcast to Book method) to rough sketch a script that will enable me to fill out those chapters in an interesting and informative way.

Then I will record what I have put down, as if I were actually talking to an audience. I just use the draft script from my Podcast to Book Crafting Workbook to guide me, so I don't forget any points or interesting statements I want to include.

I do this for the eight chapters, use a program like word to turn the audio into text. Clean each chapter up, join them together, use a program like Canva to create a cover and I have my first core product.

In the next chapter I will go over the Podcast To Book Method in more detail.

So let's say I want to produce a video program as my core product. The first thing I'm going to do, is find the problem a lot of people out there have and think about a complete coaching program that has say 26 videos as its content.

Then again, I'm going to concisely write in twenty-five words or less, the number one solution my complete video coaching program will deliver. This will be the title of the main program.

Then I will create my outline for the result, I'm going to create. That outline will be broken into say eight main areas, much like the chapters of my book. Do you see the connection.

Because I started with a book, I have already determined how long it's going to take me to create to deliver that content.

Now in that complete program outline I will select a specific area I feel delivers great value, as it is the heart of my program.

Once I have this selected, let's say I want to have a five-video course, thirty minutes to an hour per video.

For each video I'm going to cover a particular part or step in that part of the course I want to teach. This becomes the subject or title of that particular video. And under that title I write three main points that I will cover in that video. This is the content I'm going to teach.

Now you can get a camera and record this in private, or as I have done in the past, I have invited a small group from my network to attend the filming of each video. I run it like any other workshop, just this time I am filming it.

Some people like this as it gives them an audience to bounce off; however, I only recommend that for those used to doing live workshops, as if the workshop thing is new to you and this is new to you, the overwhelm could; and I have seen this, come through on the video, making you look tense or

nervous. So for first timers and even season professionals like me, filming when it is just you is a good choice to make.

Once you have your five videos, you can release them as a package or drip feed them through a membership site style program like click funnels or whatever software you use.

That five-video program is a piece of your next, larger program, and that is its purpose, to get people to join your larger program. So think carefully about your pricing.

For a program like that, I would (and it is 2024) charge \$97 for membership and have a premium offer of say \$297 for VIP access as I discussed earlier.

Once this program is written, You can outline your next level coaching program that has say 26 videos delivered over six months. Remember, you already have five already done, because that program is just a segment of the larger program.

So, take my book, the one you are reading now, 'How To Make Your First Million Online – How anyone can get rich through podcasting'. I want to create a full video course to help people get there faster.

My first step is to outline the twenty-six videos that will be released every fortnight for six months. Then I select, what I believe to be an integral and important part of the course that has huge value for the person who really wants to do this. In my case the segment is all about writing your first book, creating your first core product, because as discussed previously the main purpose of any business is to get customer, to convert leads into customers, and this is a powerful and proven way to do that.

So I make my five series videos on exactly this 'Podcast To Book To Published Author Challenge'. I map out the particular segments, give them titles, put in subheading to be covered under those titles and record them.

In my case offer it as a complete package (no drip-feed), include my crafting workbook, to make it easy for people. Then once per month I hold a live VIP Q & A webinar where people can ask me questions and get over any obstacles they have got stuck on.

And on that note let's look at the Podcast To Book Method.

The Podcast To Book Method Anyone Can Do

For creating a core product book, we are going to take the lead from best-selling books, their strategies.

I've written several books. My first book was called The 1% Factor. The secret to connecting with both new and existing clients, colleagues, and customers. I published that in 2009 and we sold, I don't know exactly how many. It certainly established me in the consulting market.

In 2013 I wrote a business novel called 'You Deserve It - A novel that reveals the lost profits in business', and in 2024 I updated that novel and changed the title from You Deserve It, to 'Rescued Profits – A business novel that reveals the strategies to creating the business you want'. This book saw me enter the high-ticket consulting arena, where I was able to command \$150,000 for

projects. I sell that book as an electronic download on our site for \$9.90 and on Amazon Kindle for \$9.90 and as a paperback for \$32.00.

These books are my customer getters, they are my level one core products.

Now this book I am writing in May 2024 as I have discovered a great thing about books. You write the book once. And if it's good, it'll pay you forever and ever. It'll pay you from now on and continue to get you customers years after you first wrote it.

So a couple things we can learn from those people who write best sellers (and no, your book does not have to be a best seller to make you lots of money).

The first thing we can learn from business best sellers (they are what we need to learn from and follow) is they had some kind of big idea, problem, etc that they address and solved. The books are all about something that people care about.

Now, your story about you per say is not important. It is only important to the extent people can see themselves getting the result they want in your story.

So you need a big idea a big problem that lots of people have a desire to fix.

The next thing these best-selling authors do is get a best-selling title. So what is a best-selling title, what does that look like?

Well, a best-selling title is not catchy. It is not catchy, and it is not clever. A best-selling title is what we call a word picture. It clearly lets the person looking at it, know exactly what they can expect by reading it.

If it's not a clear word picture, it's not a good title. Don't try to go all cryptic or use riddles and think they will be curious enough to try and work out you're your book is about. They won't. They don't know you well enough to take the time to do that, so no cryptic titles and no riddles.

Your book needs to be a clear word picture title. It needs to tell them something, not ask them a question, don't do that either, do not do anything that could make it confusing.

Now here is a critical part, you must have a subtitle. A book without a subtitle is a wasted asset. You have lots of space on the front of your book, why would you not put a subtitle there?

Now, the subtitle should be a powerful promise.

So the title is the word picture that tells people what the book is about. The powerful promise tells people what they can expect to get as a result of reading the book.

Now that leads us to the table of contents. The table of contents. What is the table of content? The table content is the chapters in your book, every chapter is included in the table of contents, and why is this important?

It means every chapter title should be a complete sentence. You don't want to have one word chapter titles.

On amazon, they can get a look inside your book before they buy, and if you are self-hosting, have a preview button that lets them read the first few pages, and this means they will be reading your table of contents, your chapter headings.

So here again is a great opportunity to confirm the result they will get by reading your book. So your chapter titles are again word pictures, so the reader clearly sees the value of each chapter.

Again, no riddles, no cryptic language, don't make the chapters a mystery, it's not a mystery novel so don't take them on a mystery tour.

The more you can clearly show any of your content for your potential reader, the more likely people are to say yes to your offer of buying the book.

So, somebody picks up a book. Most will look at the back of the book, so it's a good idea to have your picture on the back of the book, I see the majority of best-selling authors do this, so why not copy them. There is an old saying in sales, people buy people and people like to see the author, even if you are on the front, make sure you have a different picture of yourself on the back.

Let's look at Robert Allen, Robert G Allen wrote a book called. Multiple streams of Internet income. The title of

the first chapter of his book was ‘\$24,000 In 24 Hours’. That is a power word picture that you have no doubt about what it is going to be about and what it is going to deliver.

So make sure every chapter title is a complete thought. If you will do those things. Have your book cover professionally designed. I know we can use online programs to do it ourselves, but a professional design does not cost much these days but returns huge dividends.

With these strategies in mind there is just the writing of the book to do, then a bit of marketing to get it noticed.

I do want to include one thing here. Remember I said on Amazon they can get a peek inside your book, see the first few pages, well, you can take advantage of that. On the first page, welcome the reader and offer as a gift a free product that can be downloaded from your website. Also I would include a link to your mini course ‘challenge’, that, as we discussed earlier is a central piece to your book.

If you look back at the front page of this book, you will see, I have a link to our ‘free podcast masterclass’, and a link to our ‘Podcast To Book To Published Author Challenge’.

What this means, is that people who take a look inside your book, see these links, and even if they don’t buy the book, they can access the, free master class, and

discover more about our challenge. Remember, the book is a core product whose job it is, to get new customers. So make it do this at every opportunity.

Professional entrepreneurs know that the purpose of making a sale is to acquire a customer or client, so use your book to create at least three opportunities to acquiring a customer; the sale of the book itself, the free masterclass, and / or the challenge program (or what you call your mini program).

This book is all about client acquisition, and I repeat the point that acquiring a new client is more valuable than making money on the first sale.

The Podcast To Book Method

The main difference between the ‘Podcast To Book Method’ and traditional writing is the ‘authentic voice’ part.

Most writers stand outside of the book and narrate, or tell, a past event. They report it, rather than relive it.

As you craft your podcasts / chapters, be thinking of what actually happened. Remember every detail, every sensation, and every reaction.

Think back and recall the emotions of the moment. Those vivid memories will make the podcast / chapter come alive with your authentic voice, what I call IN moments.

The ‘Podcast To Book Method’ is a synthesis of storytelling and business presentation skills rolled into

one. It is a proven methodology of storytelling in business that is effective because it combines entertainment and emotion with education.

The 'Podcast To Book Method' calls upon you to release your authentic voice and speak to the reader as you would speak to them as if they were in front of you.

Understand that it takes at least five to eight minutes to entrain (draw in) your audience. They must become viscerally involved in the message you are sharing. You must involve their imagination and move beyond intellectual understanding.

This is accomplished by methodical crafting, visual imagery, and an authentic voice technique.

Each podcast / chapter are content delivery vehicles that each make one point, and you are both a storyteller and educator.

So let's look at how you compile the content for your podcast / chapter. It is what I call you chapter gallery.

To create a Podcast than can be transcribed as a chapter in a book takes a specific development process. Now while this may sound daunting, it is in fact very simple and easy.

The first thing is to choose your podcasts / chapters based on the points that they will make or the lessons they will teach. It is like the main landmarks on a map that you take note of, to make sure you stay on the right route to reach your destination.

Once you have this, the next step is to craft the language of the point. Write out how you want to say it. It is the summary statement that captures the point you are making in one sentence.

Now you have a podcast / chapter, and you know what the point is going to be, go back to the beginning and build the story forward to make that one point. This is what we call crafting. I will say here, you are not trying to script this podcast to be read verbatim. Rather you are giving yourself broad statements that you can flesh out in your natural way, as you would if explaining them to a friend. This enables you to capture your authentic voice onto the pages of your book, and this is an extremely powerful technique in engaging readers.

Now there are some clever tips that will assist you in for choosing your podcasts / chapters that will make this step a lot easier than you thought, and have you saying ‘wow, I can actually do this, it is not that hard’. And know, writing a book is not that hard.

So let’s look at some of those points:

- Look for moments of challenge, crisis, or obstacle. Build your story around this moment.
- Remember moments and events that have special meaning.
- Find the turning points in your life.
- Remember when you learned a life lesson from someone or from something that happened to you

- A moral or philosophical lesson
- A better way to do something
- A better way to think about something

Brainstorming Exercise: What stories do you have?

Before you go any further in this book, I want you to pick one TOPIC that you want to work on for a podcast.

Choose the one that you have the most energy on, one that you have good knowledge on and are passionate about as well. You want it to be vivid in your memory and something that may also have had a profound impact on your life.

For your first time, don't choose one that is strictly business. You can work on those later. For the first one that you work on, I recommend you choose something powerful that has an emotion connected to it.

This will enable us to incorporate the 'stepping in' and 'out' process, that is a retention technique that locks

listeners and reader in alike. This is the process of moving from narration to action. A classic story telling technique, equally applicable to educational books as it is to fiction.

So what does this mean, ‘stepping in’ and ‘stepping out’?

The easiest way to describe it, is, you are ‘out’ when you are talking to the audience, and you are ‘in’ when you are re-enacting a moment or conversation.

‘In’ moments are actions, movement, conversations, reactions, etc.

‘Out’ moments are always spoken in the past tense and ‘in’ moments are usually spoken in present tense.

An example of an ‘in’ moment is this sentence from my book ‘Rescued Profits’. It is John (the main character) talking to himself after he met the person who would be his biggest obstacle in his latest assignment. “At that point I realised I had just met my biggest obstacle.”

An example of an ‘out’ moment would you be you talking directly to your audience, such as, “So can you see what I’m saying, does it make sense to you?”

‘In’ moments are acting or re-creating moments. During ‘in’ moments, your listener and reader shifts from having an intellectual experience to having a visceral experience. They become actively involved in the story, assuming roles within the story.

Some suggestions for crafting a ‘What’s in it for them statements’

- You should be clear, concise and use keywords
- Use numbers to quantify if that is what the subject is about
- What you discovered

A chapter heading or title for your podcast is the summary statement of what the podcast or chapter is ultimately about.

Suggestions for crafting a headline or podcast title include:

- Make it positive
- Repeat it twice at the end of your podcast
- Always say it exactly the same way

So now we have some of the basics understood, what about the story, the podcast, the chapter itself. For this we are going to go to Steven Spielberg and his Eight Steps of telling a story.

The ‘Podcast To Book Method’ is an adaptation of this story structure so as we can create our books faster and still make them engaging and of high value to the reader.

So let’s look first at the eight steps and I will give a brief summary of each before we dig into them and use them to create your compelling chapter for your book.

1. Set the scene.

This summarises what the podcast is about and can include naming a time, and a place. It can also include the atmosphere, or conditions that were present at the time.

2. Introduce the characters.

Apart from a person's name, include their physical appearance, their emotional state, any relevant relationship, and maybe a quirk they had. Introduce any characters when they appear in the story, not necessarily as Step Two.

3. Begin the journey.

This may be from safety to danger, known to unknown, confused or challenged.

4. Encounter the obstacle/s.

These can be a person, thing, concept, block, a nemesis.

5. Overcome the obstacle.

This is the "How To" part of the story, the purpose of the podcast / chapter.

6. Make the point.

One podcast, one chapter one clear and simple point.

7. Ask a question.

How about you? What do you think? Make your point their point.

8. Repeat the point.

Use the same language as in number 7.

Always remember to 'Resolve' the story. Tie up the loose ends. We will discuss this point later, as it is important.

Before we get into the structure in detail, I want to discuss a very crucial element and that is step five, 'overcoming an obstacle'. This is a crucial step for reader engagement and convincing our reader that the solution we are presenting, the point we are making is the correct one.

We are going to be using each podcast, each chapter of our book to to teach a lesson, and each of these lessons will accumulate, to ultimately give the result we want our reader to get from our book.

Obstacles are also how we keep the reader reading. It varies the pace of the text and causes the reader to shift gear and thereby keeping them engaged in our lesson.

I use the word lesson loosely, as what we are aiming to do is illustrate a process or make a point, and to do it subtly; without sounding like we are lecturing. Step five allows us to do this easily, because it comes across as very natural.

Step Five is the teaching step. It is where you weave the process or point you want to make into your podcast, that will later become a chapter in your book.

It is essential that you understand how to script this step, so you become comfortable relaying it and so your audience sees, feels, and hears the overcoming of the obstacle without being aware that they are being taught anything. As said, when done correctly, the teaching is subliminal, not a lecture.

Overcoming the obstacle is the “how to” step in the Eight Steps. As an author, it is the most critical step.

A powerful way of doing this is to perform this step as an ‘in’ moment, such as talking to yourself or reflecting on something you were told, as you consider your options and come to a conclusion or have a new awareness.

For example, I was giving a talk to a group of people. These people had fallen down on hard times, and this was a support group to try and help them get back on their feet. As you can imagine the atmosphere was shall we say sombre. It was more like they were using the group to just lean on each other for comfort, without any real focus on getting out of their slumps.

So my talk, my story, was exactly like I would do a podcast that I could convert into a chapter of a book.

This first thing was to establish common ground, so I introduced myself and told them how at 50 years old, I had got into a business I knew nothing about, made just about every mistake possible when I should have known better.

I told them how the business went sideways quickly, and not knowing anything about the business, I didn’t know how to save it and I lost everything.

I shared how I went from being a millionaire to living in the back bedroom of my daughter’s house (true story). That connection I established at the beginning got them interested.

I established common ground and introduced an obstacle they could relate to, and subconsciously they were asking themselves ‘I wonder how he got himself out of that situation’.

Then I shifted to a ‘step in’ moment.

“A friend of mine came to visit me, and as I answered the door, he was all smiles, “how are going, great to see you, what are your plans now mate, when are we going to see you back at the club”.

“Gary I’m broke mate, I’ve lost it all, I don’t think I’ll be down at the club anytime soon.”

“Don’t be stupid. What you’re going to just sit here feeling sorry for yourself, you’re better than that”.

“But Gary, I don’t think you get it, I’ve lost it all, the house, the money, the cars, the holiday homes, the planes, it’s all gone”.

“Ah, that’s just stuff. Mate, listen, they can take all your toys off you, but they can’t take your skills and your knowledge.”

I had been acting this part out, turning as if talking to Gary and turning back again as if Gary was talking to me. The I turned back to the group and said “I remember him just sitting there passively, neither of us saying a word. His words just swimming in my head, I don’t think at that point I got it, probably just confused me more, but then he said something that changed everything. He lent forward and said these words.

“Mate you’ve just forgotten what you know, and I’m going to remind you, and you’re going to get it all back again”.

He smiled, paused a moment then said, “so put the kettle on and let’s grab a coffee and map out what you would show someone else to do if they were in your position”.

I looked back at the group and repeated Gary’s words to them.

“They can take all your toys off you, but they can’t take your skills or your knowledge off you, but you can forget you have them”. I paused then added.

“I want to share with you how Gary helped me remember mine, that got all my money back, all my toys back” I said that bit smiling, “so you can do the same”.

This is an example of how to introduce an obstacle to make a point, the point here being, your skills and your knowledge are; as we discussed earlier, your insurance policy.

So once again, using the story that you have chosen to work on, think about what you did when you encountered the obstacle. Try to remember every thought, action, reaction, and emotion and just write it all down.

When you first start this process, don’t worry about the sequence; just get it down on paper as best as you can remember. Once down, you will go back and arrange it

in the linear sequence, you want to present how you learnt or discovered the point you want to make.

In other words, first remember what happened and what you did. Then, regardless of what you actually did, decide what sequence of thoughts, actions, and reactions you want to talk about so people can follow along.

As you can guess from my story I left a lot out. There were a lot more conversations and me objecting, but to put everything in would blur and detract from the point I was trying to make.

By the way, we had a great time that evening and people mapped out plans and for the first time ever, many told me they had hope and a way out of the situation they were in.

See how I just wrapped up the story and loose ends that I left unanswered.

When doing this I find it helps to focus on what you are trying to convey. It is OK to add a step or rearrange the steps to convey the process or point you want to convey.

As an author you are allowed to 'Rewrite History'. (You don't want to rewrite important facts.) But sometimes rewriting the exact history is necessary to making sure our podcast / chapter we are creating, teaches our point in a clear concise manner.

Here is another example from my book '[Rescued Profits](#)'

Jack took a moment to glance around the elegant room with its walls decorated with original artwork, all showing images of the Australian bush with the deep red earth and deep clear blue skies.

"Very nice," Adrienne said to no one switching her attention to the paintings.

Jack imagined that this is what it must look like in the outback where they mined for those precious resources. The young girl smiled pleasantly and left the room, Jack picked up his mug and took a sip of the hot liquid, giving John a little more time to consider what had been said.

"Ok," John said at last. "It sounds very simple, but can you tell me how?" He ignored his coffee, instead focusing on Jack.

Jack nodded as he swallowed his drink indicating to John that it was a good question. Setting down his mug on top of the coaster, he leaned forward, and rested his hands on the table in front of him.

"The answer is always in the question, John. The better the question, the better the answer you will get. When you ask me 'how will we do that,' and I guess you mean how we will get you more business, then the answer is simple. The answer is simply to this question John; 'Why should I as

a potential customer, or in fact why should 'any' potential customer want to buy from you rather than from your competitors?

Answer that question and we can show you how we will get all your prospective customers to know that and act on that."

He paused for effect and watched John puzzle over the unexpected question without answering. Jack continued as John was thinking. "What I mean John is what possible reason can you give me? What clear compelling irresistible reason can you give me, that would convince me to buy from you and have you design and build all our offices?" he asked, "instead of going to one of your competitors who are also doing the same thing, why come to you? What makes you different? What sets you apart? Can you tell me that?"

So, my goal of this part of the book is to teach that you must know the ultimate purpose of your company if you want to attract more customers, and that purpose has to be 'why should someone buy from you?' It is the number one reason why you exist. Not how you do a thing, but the result, you deliver to the client. The how comes after that, and the 'what makes you able to deliver it' comes later.

First, to get more customers you need to know the number one benefit you deliver to your customers.

Here is the list I drafted to create this part of the story.

- Set the boardroom scene.
- Have the boss focus on me almost in a challenging way.
- Take control by changing the question.
- Have John ask a 'how' question.
- Explain how the better the question the better the answer.
- Switch the question from 'how' to 'why'.
- Discuss the challenge of not being able to answer the 'why' question.
- Make the point 'if you can answer the why question you can get as many customers as you want'.

Taking your podcast and turning it into the script for a chapter of your book lets you write conversationally without even trying. Proper English and grammar will not always work. You must learn to “talk” onto the page. This is why the ‘Podcast To Book Method’ is so powerful. It causes you to talk as you would if someone were in front of you, record that podcast; ‘conversation’, transcribe it, do a minor clean-up of it and do; say, anywhere from eight to twelve of those and you have your book.

Another technique I recommend when recording is to stand up and start telling your story, record your podcast walking around, don’t confine yourself to a chair. There are three things that happen when you walk and talk.

- You are forced to speak the way you naturally speak, and therefore your chapters and your book will be more conversational.
- The movement helps you integrate your left linear brain with your right creative brain. The result is that you will say things in ways you would never write them if you were sitting down.
- You will remember things and see things in your creative mind’s eye that wouldn’t have shown up sitting down at the computer just trying to write.

Trust me on this. Get up and walk and talk and record!

The benefits of learning this method and doing these steps to produce your book are:

- Your natural speaking style is congruent with who you really are.
- The way you speak has organic humour.
- Attitude and inflection will arise naturally when you speak.

Now that you've recalled how you overcame the obstacle, write out the sequence of thoughts, actions and reactions in a way that models the behaviour or thought process or point you want others to make.

Now you're ready to start working on the script for the entire story. We will work through one step at a time. Here are a few pointers to help your thought process.

Setting the scene needs you to create context like setting the time and location. This helps your readers get oriented. It also sets the tone and mood of what will unfold.

As you set the scene use visual imagery, paint pictures with your words. Your approach should be the same as if writing a fiction novel. As you write the opening of a scene, use descriptive language to engage a reader.

A good tip is to hit the ground running, notice in the example I gave about my talk to the group I didn't go through being rich and the story of losing it, I cut to the chase and started in the middle of the action or just as the action was about to start.

Always remember to keep the purpose of the podcast / chapter in mind. Effective openers are clear about what they set out to accomplish and how they contribute to the overall book.

Another element that can be a powerful inclusion is to describe the atmosphere, it can give your story depth. Was it sunny, rainy, gloomy, tense, joyous, comfortable, uncomfortable.

Is this story based at an event, a board meeting, wedding, vacation, dinner, baseball game, seminar, movie, don't forget to include this. And finally relationships.

Did this include a sister, boss, spouse, son, supervisor, teacher, friend, bad blood, loving, antagonist, ally, acquaintance.

Using the above elements, write a new opening to craft the scenario where your story takes place. Start with details you want to include when you talk.

You won't read this word for word but use it rather as a reference, so you stay on track and include everything you have thought of, so that you want to say, gets said.

Now it's time to introduce characters that may be in your story. Now one point on this, as I've mentioned earlier, we introduce the characters as they appear through the story and don't just list them at the start. But we do make a list of them, to help us clarify who they are, and if they are actually going to be relevant. Again, we can 'reinvent history'.

So who are the characters going to be in your story and if they will be a major character or a minor character? This step just clarifies and makes it easy to remember them as we record our podcast.

Name	Major	Minor
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Again this is the only step in the Eight Steps that may be out of sequence. You don't always introduce the characters after you set the scene. You introduce them when they enter into the story.

When you introduce people, it can be to create a visual image of them and / or a personality description so your audience can relate to them.

You want your audience to see and feel them. You can include what they look like. If you are going to do this, be specific. Saying that someone has "silver grey hair

cropped close to his scalp,” is a better description than “a grey-haired man.”

It could be how they talk. By using the words your character would use, again it may not be correct English, it paints a more realistic picture of them for your listen and reader.

Go ahead and introduce all of the main characters, and later on you will cut and paste them into the right place in your podcast script.

Now it’s time to begin the journey. This is the goal, task, or mission, that will lead us to the point to be made or to be accomplished. It can be a journey from safety to danger, from the known to the unknown. It does not usually start out that way; but.

The podcast only becomes a story worth telling when the hero encounters an obstacle (or two) as discussed before. If there were no obstacle, the journey would seem very simple, like driving to get pizza and coming home.

The obstacle is the challenge. It is a problem, dilemma, or question. It may be a person, or something to be overcome, or something to be learned. It is what gets in the way of achieving your goals. Define the obstacle in your story and how you encounter it.

Your listener / reader learns the most from ‘how’ you overcame the obstacle. It is the method you used to overcome the obstacle that is important. I use the

following questions to help with my ideas. To unpack my thought process and / or strategy. Have look at these questions and note any thoughts that come to mind as you read them.

The first one is, what is the one point this podcast / chapter makes above all the other points you may have talked about?

I always like to ask the listener or reader a question as it transfers the point you made to the listener / reader. It makes them take personal accountability in relation to a specific question. It is a 'you' question. It must be 'one' simple question that is directly related to your point.

Now we are ready to take all your pieces and assemble them in order as talking points for your podcast. You now have all the elements for a great podcast, that will make a great chapter in your book.

Once in order use them as a guide as you walk and talk, don't read them verbatim, rather just let them cause you to talk as if you had someone in front of you. That is the advantage of being up and moving when you do this it allows you to speak as you speak. Not as a lecturer reading notes. So get up and move, even walking around outside, notes in one hand, recorder in the other (this could be as simple as your phone) and enjoy the process.

Once you have completed your recording, simply transcribe your audio to text. You can do this in word, by pressing the microphone in the top right and selecting transcribe, no need for any fancy programs. A little bit of cleaning up, by reading and checking spelling and getting rid of slang you don't want, and you are done.

A few quick tips on what successful books contain.

- powerful messages
- universal truths

- visual imagery
- clear points
- highly developed structure
- memorable messages
- funny moments
- dramatic moments
- emotional impact

How To Increase Your Perceived Value

Ok, so before we wrap this book up with the million-dollar system explanation summary let's look at an important thing we need to understand, to ensure it works. And that thing is offers, or more precisely the perceived value of offers and how to increase that perceived value.

So many entrepreneurs who put everything together struggle with making their offers desirable, creating a desire in the marketplace for what it is they sell.

We want people wanting to buy your offer, not you having to sell it to them. And in this chapter, I'm going to show you how to increase the perceived value of your offers now.

An important point here is, that If the intrinsic value, the real value of your offer is not good and you increase the

perceived value, and then you sell it, you're a con artist, and that is the route to struggle street.

But if the intrinsic value, the real value of your offer is substantial and the perceived value is less than desirable, nobody's ever going to get the result of the intrinsic value of your offer because they're not going to want to buy it. So all the good stuff you have that can help people solve their problem, just sits on the shelf gathering dust.

When people buy something from you, they're not buying your product. Let me repeat that, when people buy something from you, they're not buying your product or service. They're buying the offer to get the result or the transformation your offer promises.

The only thing they get before they pay is your offer.

They don't get the product until after they pay, so nobody's paying for the product they pay so they can get the product, but they're not paying for the product. They're paying for the offer. I hope that makes sense.

Offers are everything in business. In fact offers are everything in life. Everything you have is a result of someone accepting an offer you made them, or you accepting an offer made to you, or some negotiation before both of you agreed on the offer, but everything in your life is a result of an offer.

Now you have to have a really strong internal reality of intrinsic value that you can provide for somebody that's

worth more than the money they paid you. Because if you don't, then you cheated them.

When somebody pays you, they're not paying you because the thing they're paying you for is worth the money. They're paying you because the thing they're paying you for, in their mind, is worth more than the money.

Nobody ever pays you for something that's worth it. They only pay you for something that's worth more than it.

Let's say I give you a dollar and you give me a dollar; we both still have a dollar. And if we do it again, we still both have a dollar. If we do it again, we still both have a dollar, and we can do that all day. And at the end of the day, we will both be exactly where we were when we started, so there's no reason to do it. There is no reason for the other person to participate in that type of transaction, it makes no sense, because to pay me a dollar for a dollar is a waste of time, it's a wasted action. It only makes sense for you to pay me if I'm giving you something this more.

So if I say you give me a dollar, and I give you two dollars, and if we did that all day long, you're going to keep getting richer. Right. So I have to make sure that when somebody pays me, what they're paying me for is worth more than the money they're paying me.

Now here's what's interesting. Obviously, I'm not going to give you two dollars for a dollar. But what if I can give you something that's worth \$10 to you? And it's even worth \$10 to me, but I have so much of it, it doesn't matter that I sell it to you. Now I've created some real value in the world.

When it comes to offers, our job is to understand value is created. As well as innate value, there's created value.

So if I'm going to increase the value of my offer, it would do me well to increase the intrinsic value, but that's not going to help me sell more of them.

In other words, if I increase the real value of the offer, if I make the soup tastier or the car more fuel efficient or, more of whatever the whatever is. If I make it more of that, then I've increased the intrinsic value. I made it intrinsically more valuable, but that does not help you buy it because you don't get to experience that until after you buy it.

So the only way for me to get more people to buy my offer, or increase my conversion rate, is for me to increase the perceived value of the offer.

I can tell you the number one reason that some people can't sell, the reason is, because they're emphasising the wrong value.

I'm not saying they're emphasising something is not valuable. I'm saying they're emphasising the wrong

value. So what do I mean? Emphasising the wrong value? Now before I say this, I will say, we all do this; I guess it's why we have mentors, coaches, who look from the outside in and catch these mistakes before they cost us. What I mean is people who are having difficulty selling are emphasising the thing that's valuable to them about their offer and not the thing that's valuable to the marketplace.

Now here's what's really interesting about that. The more we have vested in something the more we tend to do this. If you've put a lot of money, time, and effort into this thing. Say you've put all this effort into developing a skill to create this offer. Well, what's valuable to you about your offer is your skill. So when you're talking to a potential customer, you're going to emphasise, make a point about your skill, and you might even start making the point about how long it took you to get it, and how much it cost you to get it. You might even tell the potential customer how hard it was to get. But the reality is none of that matters to them.

It's not that it doesn't matter a lot, no, it doesn't matter to you at all.

Hard to hear but true. The buyer didn't see you go through all that it took you. So you can describe it all you want to, there's nothing about it that makes your offer more intrinsic, more valuable.

When I talk about what's intrinsically valuable in the offer, if that's what I'm emphasising, I'm emphasising

the wrong thing. They're going to experience that part after they have bought the offer. I don't have to talk about it that much.

So how do I increase the perceived value of my offer? I have to make sure I understand the desirability of the result, the number one benefit it will give the person, because that is the perceived value of my offer, and the perceived value of the offer is what they buy.

If I'm selling something to you, my ability to help you perceive how much better your life is going to be when you say yes, then I'm emphasising the right thing. So when I say the result, the benefit, I'm talking about how your life gets better when you say yes to this offer.

When you're selling something to me, it'll be easier for you to sell it to me when in my mind, the benefit, the result is worth more than the money I'm about to give you.

So the first thing I want to do is observe my potential customers, to see what they value, because until I know what's valuable to them, I can't uncover value to.

So in basic terms, you have to discover in other people what they desire. And then you have to develop more and more of that. That's what marketing is. Marketing is not giving somebody a business card or having some stationary, or a sign that's not marketing. Marketing is the art and science of discovering and developing in

other people a desire for more and more of your product or service, or your opportunity.

When you get good at marketing, it makes selling superfluous. You actually stop selling and people start buying. But most people don't understand their audience enough and see the desirability of your result of benefit of the outcome is for them.

If you want to start a restaurant, what's the most important thing you need? You need a crowd of hungry people. If you're going fishing, a fishing pole would be nice, a boat could be handy. A tackle box, some bait, but the most important thing is a school of hungry fish.

If you don't have the school of hungry fish, you can have all the other elements. And if you don't believe me, go try to catch a fish where there are none. It doesn't matter how good your bait is. It doesn't matter how good your tackle box is, how good your pole is, you will never catch a fish.

What's amazing is when you get good at marketing, and making offers, the people you're talking to, the prospects, the audience, the client, they provide the content. The content is all the reasons why they would say yes and all the reasons why they would say no.

It's why when I mentor somebody, they start selling more of their thing than they were able to sell before. It's because looking from the outside in, it is easy for me to see and hear what their audience desires, and I'm not

trying to get them better at sell their thing, I'm getting them better at selling their result to their potential customers and turn their thing into just the bridge.

And so how desirable is the outcome is the question to ask?

As a side note I will say, I really believe that one of the master keys to success in sales is to love the people you sell to so much that you never sell them anything that does not do them good. That's the Master Key to long term success.

The next critical component in selling is this.

Understanding that I don't have to find people to sell to, because there are already thousands, 10s of thousands, hundreds of thousands, potentially millions, potentially hundreds of millions of people in the world who would love to buy what I already love to sell if they only knew I existed.

So instead of finding somebody to sell stuff to, I just make myself more findable for people who already want to buy what I already want to sell. It'll change the game forever.

The reality is there are hundreds of thousands of people who will pay you \$30.00 for your book, there are thousands, maybe 100,000 people who would buy your course.

What I am saying is when you focus on the perceived value; and of course your product or service delivers)

and hopefully exceeds that perceived value for your customer), you will never have to look for customers again

Just remember desirability is the first and most important factor. How desirable is it? If you're attempting to sell something you desire to sell instead of something the marketplace desires to buy, you are pitching the wrong offer.

So the desirability of the result or the benefit, is the question to always ask.

Now another and just as important factor is, what is the chance the person, the customer will be able to achieve the potential of your offer?

How likely is it to work if they say yes?

If you're telling someone, you're going to help them do something you've not done. It's kind of fake, it's kind of phoney. Right,

So how doable is the offer? You have to have proof that what you're telling people other people did, they've actually done it. Most times, they have already seen other people do it, they just want to know how, so they can do it to. They are coming to you, because a lot of people who have achieved the success they are chasing, keep it a secret and don't share, for whatever reason.

So it is not just your word, don't be the only one who has done this. The more people who are successfully doing a thing. The more likely it is that it's doable.

The funny thing about human beings, me included, is that we all think we're better than, mostly everybody.

If they did it, I know it's going to work for me, if that person did it, I knew them when they were, you can fill in the blank. I'm smiling as I write this bit, but you know it's true, you just need to know how they did it, so you can do it to.

When other people see that other people, not just you, have done this, and achieved this, and in most cases realise they are people who are less skilled, less talented, not as intelligent as them, they say, I'm going for it.

Next is how soon will it happen? So if it's really desirable and a lot of people are having success and it doesn't take 15 years to get it, people are more likely to say yes. Your offer must collapse the time frame for the person to get the result. You see weight loss programs do this all the time. They will pick a target that is easy to reach in a very fast time and promote that, not the total length of time it will take the person to reach their desired weight.

So the more desirable something is, the more doable something is, and the sooner somebody can get the result, the benefit, the more likely they are to say yes.

So when you're talking talk about the desirability, talk about the things they desire. Talk about how doable it is and talk about how the time to get the result and or benefit delay is small, it's not big,

And then, you have to let them know that it's going to require discipline, disciplined practise. There's no easy button. There's no like, here's what people want. Here's what people want in in the arena of money.

That was easy.

That doesn't exist, there's no easy button to get paid.

Now there are easier buttons, but there's no easy button. It took me a week to write this book. I recorded for half an hour each morning, transcribed each recording for my chapter, cleaned it up, and did that each day until it was finished. But now it's done I don't have to do that to create this book anymore, I get paid continuously. Did it once, put in the effort once and now I get rewarded continuously.

But the recording and the writing required discipline. It's not easy, it's not that hard either. I mean, I'm not a writer, who went to school to learn how to write, I just worked out a method that is easy, and can work for anyone, as long as they do the work.

So just when you're selling remember to be honest, don't make it sound like an easy, but be honest with them. Sure you can make \$1,000,000, but there's work required. And the most the hardest work that you're

going to do on the path to becoming a millionaire, is at the start, at the beginning when you are trying to build momentum.

Another realisation you will come to on the journey is to discipline priorities. That is, for you to say yes to the stuff that works, you have to say no to the stuff that doesn't work.

Unfortunately, we're used to saying no to things that would be beneficial for us and we're used to saying yes to things that oftentimes are not beneficial to us.

So let's decide that when we're presenting something to people. And we're making an offer that we're talking to them about what they desire most and showing them how the thing that we have is going to get them there the fastest. Let's make sure we show them how doable it is.

Now I do get asked here, what if I haven't helped anybody? That's OK. If the methodology that you're using has helped somebody, you can use do-ability proof from that methodology. Why? Because there's nothing new under the sun.

I didn't build my business based on my own success. I didn't. I didn't build my business based on a Harvard Business model. I built my business based on my mentor's business model. I said I'm going to do what they did, and I'm going to teach other people to do what he did. And guess what? Because success principals don't care if I'm Michael or Elon Musk. Success

principles don't care if you're broke in the back bedroom of your daughters' house or live in a fancy mansion. They don't care. They work regardless.

So make sure you're talking to people about stuff they care about. Make sure you let them know that it's doable for them. Make sure you let them know that there going to be some disciplined practises required.

They are going to have to delete some priorities and there's the delay in the result. I've got such an efficient method of accomplishing this thing that the result is shortened, but it still won't be instant.

So people want to know they can do it. They want to know you know what they want, and you have the ability to help them get it.

Here's how you can tell it's easy for you to present in a way that makes your offer desirable. Because you've obsessed over your prospects problems more than they have, and when you talk to them about it, it comes out.

We did our challenge last week, before I wrote this book, and we do have VIP experience when we do our challenge. So the VIP experience people get to ask me questions. So when we do our challenge, we have 2 levels. So we have the \$97.00 level. That's just the general admission. People can watch me teach the challenge, get the workbook, and get copies of the videos from the challenge. Then we have the next level, which is VIPs. VIPs get to watch the challenge, but they

also get to ask me questions in a special closed event, and we only allow 40 VIPs in because that's all the questions I can answer for the week.

So they'll ask questions about all these different businesses, some that I've never even knew exist and then I'll give them an answer. Or maybe they'll come back to ask me about a book title, and I'll give them an answer.

People are always saying 'how do you do that? How does you know about all this random stuff?' Well, why? Because I obsess over the problems of my customers. I obsess over them because I remember when I was in that back bedroom. If you're struggling financially, I know what that feels like all too intimately, and so I obsess how do I help these people get past this point where I was in my life not so very long ago?

So I'm telling you that to tell you if you will get better at talking to people about their desires, their durability, like showing them that it's doable, showing them that the result is not delayed too far in the future, letting them know that they've got to have some discipline practise and they've got to delete some priorities. You're honest with them if you will do that, I promise you more people will say yes to your offers.

That's how you increase the perceived value of your offer.

Putting It All Together To Make A Million Dollars

I used to wonder, I don't know about you, why so many people struggle their way through life and other people seems like everything's effortless and they make all this money, and they can do whatever they desire to do.

They can eat where they want to eat, they can live in the house they desire to live in, they can drive the car they desire to drive. They can experience the world like as their playground and other people just struggle to keep the lights on.

Everything in this book has been how to make \$1,000,000 and now as we come to the last chapter, I just want to go through this step by step, so we don't miss anything.

The great news is it is literally no harder to make \$1,000,000 than it is to make \$100 or \$1000 or \$10,000

or \$100,000. No harder. In fact, I would go so far as to make this bold claim to you, that it's actually easier, because the things that you have to do to make \$1,000,000 are not based on hard work.

I think part of the reason we struggle our way through life is because of those old stories we were told growing up, like, you have to work hard for your money and time is money, and we desire to be a good, honest person so we work based on those things we were told.

We know these habits that we've developed that are to our detriment and we can see clearly that they're to our detriment because we see and know people who don't work anywhere near as hard as we do, make ten times the money we do. So we know it's not hard work that makes money.

I'm going to share with you how not to do that anymore, and it starts with our beliefs.

So here's what we believe about making \$1,000,000. I know because this is what I used to believe. Before I ever made \$1,000,000, here's what I believed

Believed it was hard making \$1,000,000 because the best job I had ever had in my life, I was making \$45,000 a year and the work that I did to make \$45,000 a year was hard, it took long hours. So if \$1,000,000 is twenty-two times more than \$45,000, then making \$1,000,000, has to be twenty-two times harder.

All I knew was what I had to do, and the time I had to spend, to that make \$45,000 a year. So in my mind, I couldn't do twenty-two times the amount of that, or have twenty-two times the number of hours. It was impossible. So I had a faulty belief, and therefore never thought about how you make \$1,000,000 and since the thought never entered my head, I never thought about how to do it.

I'm telling you right now, all of the principles, that you need to know to become financially independent, you could have understood them by the time you were fourteen or fifteen years old. So the question then is, how long since I was fifteen? For me, a while.

What I'm doing right now is mind set, because if you don't start here, it doesn't matter if I teach you what to do, you're not going to do it. It all begins with mindset, and I'm sure you already know that.

So if you believe that making \$1,000,000 a year is hard, you won't do it.

I don't believe making \$1,000,000 a year is hard, so it starts with belief. So I'm going to teach you something about belief that will help you accomplish anything that you desire to accomplish for the rest of your life.

Never assign a level of difficulty to something before you even take the first step.

Now I must confess I used to do this, and it was the one thing that stopped me going for it. People who achieve

don't look at stuff and think about how hard it's going to be, ever. It is just what it is. As soon as I changed my attitude to, it's only going to be as hard as it is, it can't possibly be any harder than that everything changed.

Really what you are saying to yourself, when you assign a level of difficulty to something, before you've even tried, or maybe tried and not succeeded, all you are saying is you don't know what to do. You're assigning a level of difficulty to what to do based on the fact that you don't know what to do. That's insanity. It doesn't make any sense, so stop looking at things and assigning a level of difficulty to them.

So how do you make \$1,000,000? Step number one, don't assign a level of difficulty to it.

Step number two decide to do it. Just decide I'm going to do it. And once you decide to do it, it is amazing how your subconscious mind will start looking for the answers on how to how to do it.

Here's what I found out, to decide does not mean the same thing as choose. Choose means pick one. See if you make a choice, you can change your mind. But you decide, there is no changing in your mind, because you didn't give your mind an alternative. It's like when I fly, I know there is a point on that runway I am rolling down that I have to decide that, yes, I am going to take off, you get to a certain point down the runway that's called the point of no return.

This plane is going up in the air, we are not slowing down, turning around and back tracking to the beginning again.

Now in flying the point of no return is based on two things where you are and how fast you're going. You can't creep up to the point of no return, you can't creep up to it inch by inch and have a peek to see what you think, you can't roll your way up to that decision. That's not how that decision, or any decisions work.

Decision work like this. You cut yourself off from everything else, from every other possible choice, so that is the only one left to you. That's what the word decide means. So you just decide I'm going to do this? I am going to take off.

You decide that you are going to become a best-selling author. You decide that you are going to make \$1,000,000. You just decide. You decide, then you discover the principles and do the maths.

I know we already did the maths, but let's do them again. It's just basic addition, subtraction, multiplication, and percentages, so here we go.

Before I start doing the maths, let me tell you one other thing you have got to do. You have to disconnect your revenue generation, from time.

That's another trap, anchoring our revenue generation to time in the form of dollars per hour. Even business owners I have worked with have decide on their pricing,

they decide on their pricing based on dollars per hour (until they meet me).

I don't like dollars per hour because time is a limited resource. So if I anchor my revenue generation to time, then the amount of revenue I can generate is always going to be limited. So in order for me to generate unlimited wealth, then I must disconnect my revenue generation from time. So disconnect your revenue generation from time.

Let's say you're going to build wealth through starting a business, starting a business that sells a product, I'm going to pick a product that's really simple that I've got right here a book.

You could write a book, now as soon as I say that at an event I'm speaking at, here's what some of the people think. But I don't know how to write a book. That was their first thought. Or how do you write a book? Or , why would somebody want to read my book?

So here's a millionaire formula. If you ask disempowering questions, you cannot find empowering answers. You're not going to find what you're not looking for by asking disempowering questions. So change the questions you are asking.

Ok, let's move on to that maths I promised.

You sell 50,000 books and get \$20 per book; you have your \$1,000,000. So I know when I say sell 50,000 books, I know what you're thinking. You say, how? How

do I know what you're thinking? Because this is this what I thought immediately I was shown the maths. How do you sell 50,000 copies? I hadn't written the book yet. But I'm thinking, how do I sell 50,000 copies, and that for many can keep you from writing the book, but if you write the book, as I found out, you're more likely to figure out the ways to sell 50,000 copies than you are to figure out how to sell 50,000 copies before you write the book.

So I said sell 50,000 books. Well, what do you do next after writing the book?

I was shown, many years ago now, this maths trick.

I have a book that gets me \$20, and I have to sell 50,000 copies. If I take the zero off the back of the 50,000 number and put it on the back of the \$20 number, so it now says \$200 and the 50,000 number now say 5,000, the answer stays the same. It still multiplies out to \$1,000,000. So if I take that content from my book and I turn it into an audio programme. Not an audiobook, an audio programme, or an audio course. I can sell the same information for \$200.00 and now I can do 10th of work and make the same amount of money, still have \$1,000,000.

Then what do? Well, I move another zero off the now, 5,000 number and put it on the end of my \$200, and I take the same content and turn it into a course a full-blown home study course and I can sell it for \$2000. And now only have to sell 500.

Now, here's the really great thing about 500. 500 is only two a day, five days a week and you can take weekends off and you get a two-week vacation.

This is not made-up fantasy. This is what I do. I do this, all of this then some.

I take it to another level. You know there's still some more zeros down on that 500 number, so let's move another one up onto the dollar amount. What if I have a \$20,000 mastermind? I only have to sell 50. That's only one a week.

Now I know some people say, 'what if no one buys it'? I can tell you this, if you don't create it, nobody will buy it. So don't let your what ifs talk you out of stuff.

I'm telling you if you can help somebody achieve a result, they will happily pay you.

But here's what you have to do. Here's the secret sauce to make all this stuff.

I just talked about work to make the book. So it sells. This is the part that is going to be hard for you until you just decide that this is what you are going to do anyway. Don't make any of it about you. Don't write a book about you. Nobody wants to read about your story. You have to make everything that you do in every product that you create, every book that you write every home study course, you have to obsess over other people's problems. So that they are willing to pay you because

they realise you've obsessed over their problems more than they have.

Here's what I found out; a \$30 book is easy to sell. Because it's easy for them to pay for.

Guess what, a \$200 product is easy to sell. You know why for the same reason. A \$200 product is easy to sell for the same reason. They are easy to sell because I don't emphasise how much they cost.

I always make sure the cost of saying no is higher than the cost of saying yes. And when you do that, it'll change your life for the rest of your life. And that is how you make \$1,000,000 step by step.

BONUS SECTION

The Final 1% Factors

As a businessperson you want to achieve all your dreams and aspirations. To do this you start with what we call your Specific Operating Statement, your SOS. It is both the science and art of building a rock-solid base from which to propel any business to massive growth.

Like all good ideas, it is simple, yet in its simplicity is a strategy that can change your business overnight.

People best understand things through experience and the development of wisdom. Instead of putting your business through guessing games and complicated strategies I would like to introduce you to a Businessman who was frustrated by the stagnant

growth of his business and willing to explore the concept of having an SOS.

This Businessman wasn't totally satisfied and yet not totally dissatisfied either. He wasn't desperate, he just felt his business could be doing better but didn't know how to improve it. He was what I call 'stuck in no-man's land' doing what he believed was the best he could. Here is his story.

This particular Businessman realised that his dreams of a fantastic lifestyle that he once had were not being fulfilled. When he first went into business, he had dreams of early Fridays, the ability to ring his office and say, "I won't be in today; in fact I won't be in for the rest of the week"!

He dreamed of the corporate golf days he had seen his boss go to, and the business lunches. Yet none of it had materialised. Instead he said goodbye to his staff on Fridays as they drove off happy and cheerful that another week was over, while he stayed behind and finished the quotes, he hadn't had the time to do during the week.

It was his staff members who rang in saying they wouldn't be in today and were sharing their stories of golf with their mates on the weekend - the same weekend he had spent at the office.

So one day, while sitting at his desk contemplating this, he decided to get some outside help to work out what, if

anything, he was missing. He grabbed the yellow pages and 'let his fingers do the walking'. The first number he called was answered by a very nice and professional lady who after he explained his problem, said she would be delighted to help.

An appointment was made and a couple of days later a very smartly dressed business lady entered his office. She listened to his problems. "I give my salespeople all the incentives they need and still some of them do well, others are average and others," he said, "are just downright lazy". He explained how he had gone from a standard forty-hour week to now a seventy- or eighty-hour week. Yes, he was earning more money, but was it worth it?

She listened as he told her how his customer's demands were pulling him this way and that and how he desperately needed help. The lady explained that she had helped many businesspeople in the same position. She would recommend the books he needed to read, give him assignments to complete, and would assist him through the short twelve-month period she insisted it would take to address the problems discussed and make the changes needed.

The Businessman thought it all sounded very good yet had some concerns. Twelve months seemed like a long time and if he was paying her the money, why didn't she just read the books and tell him what was in them? It seemed all a bit academic.

As he reflected on their conversation together, he decided to call her the Academic Business Coach. He thought if more knowledge was what he needed, then she was definitely the one to give it to him.

That afternoon his second consultant arrived. He was a very jolly, casually dressed man. Silver grey hair; big beaming face; wearing slacks, open necked shirt, and a sports jacket. Once again, the Businessman explained his problems while his guest nodded, smiled, frowned, and said occasional ums and ahs. “I see,” the consultant said at last. “Well, I help many people in your position; it usually takes around twelve months. I have a specific questionnaire with two hundred questions for you and your staff to complete so that I can gauge where you and they are at. I have lots of psychology tests for the team and each month we get together. We can discuss the results and whatever specific subject you want to discuss during that session. I will guide you as you discover what works for you”, he concluded.

The Businessman again was surprised that it would take twelve months, and all those tests. Surely it didn't take two hundred questions to figure someone out. He thought of asking his staff to fill out the forms, but he instinctively knew that most would moan and complain.

Some would probably make paper aeroplanes out of them. No, he knew he couldn't do that part, his staff would revolt. Not totally happy, he rang a friend

complaining about how no one seemed to have the answers. “Why does it take so long? Why doesn’t someone have a simple answer? It just can’t be this hard. How do you do it? How come you’ve got so much free time? Why is it I never see you working the weekends?” he asked. “I suppose you’re going to tell me it’s because you have good staff. I mean, mine just don’t seem to want to help”. He could almost feel his friend smile down the phone as he replied, “I thought you would never ask”. His friend told him how he had suffered the same plight until he was introduced to a Business Strategist. “Sounds expensive,” the Businessman mumbled to his friend, “and complicated”. “Well,” said his friend “it’s up to you, but what do you have to lose? You asked how I did it; I have given you the answer, and his number, now it’s up to you to make the call.”

Ten minutes after he hung up the Businessman called the number he had written down. It’s funny what we will do when we want something badly enough. The man who answered the phone was cheerful and happy to listen. “Come on over,” he said to the Businessman “and have a coffee. That way we can talk about this properly”. He gave the Businessman the address.

The Businessman was quite surprised, as the man who greeted him had his own business, a building company of all things. “I didn’t expect you to be a business owner,” he said. “I thought you would have an office in some fancy building”.

The Business Strategist laughed, saying “Oh, no. This is where I practice my craft, where I put my money where my mouth is, so to speak. Come on in and let’s have a coffee”.

“That is different,” thought the Businessman as they sat down. With two hot mugs of coffee in front of them, he explained his problem.

“All very interesting,” said the strategist. “Sounds like you have not discovered your SOS yet, your Specific Operating Statement.”

The Businessman tugged the lapels of his jacket and looked a little confused. The Strategist just smiled. “Your Specific Operating Statement is everything you need so you know what you are about, your team knows what you are about, and most importantly your customers know what you are about. Your Specific Operating Statement is not a single entity. It is made up of three parts, but for today let’s just concentrate on the first part,” he said.

“Wait a minute,” the Businessman said straightening in his chair. “I haven’t said I will use you yet.” The Strategist waved that away with his hand, saying “That’s OK. Let’s just look at this principle and then you can decide.” It seemed fair, so the Businessman thought why not.

“Let me ask you a question then,” said the Strategist. “Who is your customer? Now before you answer, I want to point out that your customer is not a Government

department, it is not the banking industry, or everyone who sells cars, or everyone who has a house. “These are not customers. These are entities and they have no power or ability to sign a piece of paper or a contract or shake your hand to close a sale. We have to be specific if we want to be clear.” He paused, then added, “I once had a business consultant come to see me, and when I asked him to tell me who his customer was, he said “everyone who owned a business”. I remember asking him if that meant that he classified Richard Branson and Bill Gates as typical clients he would approach. He responded by shaking his head. So I asked him if a Dad working out of his back shed making cubby houses would be a typical client he would want. Again he shook his head. Can you see the point I am making? I asked him who his customer was, and he said anyone who owned a business, yet that was just not true. “In two questions I had already ruled out vast quantities of businesspeople that he was not able to help or that wouldn’t want his help. This is a really important point,” the Business Strategist stressed. “We have to be specific if we want to be clear, and we have to be clear, because if we are not clear who we want as customers, how can we target our marketing towards them?”

The Businessman just nodded his head and the Business Strategist continued. “A customer is a person, a living, breathing individual, and your first step is to identify this person in one sentence, so you are crystal clear who he or she is. It is the critical 1% difference

between a broad sweeping generalisation and an intently focused statement.”

“Defining a customer for your business is the science - everyone knows it. Now defining your customer in terms of a person, getting your customer’s identity to this concise level, is the art of this part of the business process. It is this that really makes the difference. When it comes to having a powerful brand for your business, a solid marketing plan, and selecting a sales team in which all the salespeople excel, you must be able to state clearly and concisely who your customer is.”

The Businessman looked a little uncomfortable, a little unsure of how to answer. He had not been expecting such a direct question. He had been preparing to answer questions about himself and his staff. The Business Strategist lent forward slightly and smiled.

“Let’s look at some examples of those who have identified their customer to this specific level,” he said. “Recently I was at the launch of a new restaurant and the proud owner was giving his presentation to a group of businessmen and future investors. Straight away, right up front, the proud owner said that his restaurant was dedicated to serving a specific part of the market - a specific customer - and that customer was a family: Mum, Dad and the kids.”

The Business Strategist paused. “Can you see how clear he was about who his customer was? It’s not that he would not serve businessmen or couples out on their

first date; he just wouldn't try to make his restaurant suit them, because his customer was clear in his mind. He could focus his attention on meeting the needs and wants of that customer, instead of trying to please everyone.

"Imagine," he added, "DINKS (double income no kids) walking in and saying, "You should get rid of those big tables and put more small tables in because that's what we like?" Or lawyers from the top end of town coming in and telling him "You need a more corporate image?" "Can you imagine what would happen if he followed their suggestions, and tried to please them all? His chefs would be confused about which dishes to put on the menu, his staff would be confused which style to use to greet and speak to customers, and in short it would be chaos!"

The Businessman was nodding and chuckling to himself. "I know that feeling, trying to keep all customers happy, trying to be all things to all people."

"Exactly," beamed the Strategist. "Now most people would say that for a restaurant, it is easy to be specific about which customer they want to serve.

"So let's look at something totally different. Let's look at cars. Let's look at BMW. BMW is a car manufacturer and just as many people eat at different restaurants for different reasons, many people drive different cars for different reasons. BMW decided it wanted to be in the luxury car market, and to position itself in this market, it

had to pick a customer. “As you know, there are many types of luxury cars, Ferrari, Porsche, Mercedes, Rolls Royce, each targeting a different part of the luxury market. Each of these companies has identified a specific type of customer and has designed its cars for that customer. “BMW decided that the customer it would serve and look after was someone who enjoyed driving. Not someone wanting a shopping car for Mum with the sticker ‘Mum’s Taxi’ on the back, nor someone who wanted a people mover. No, BMW’s customer was someone ‘who enjoyed driving’.

“One final example,” the Business Strategist said. “Take this business.” He waved his arms around showing the room they were in. “Here we specialise in commercial interiors, building offices for people, basically. Now our customer is a businessperson who wants the flexibility to change the office design in the future. This is the customer we are dedicated to serving.” Leaning forward again, he looked straight at the Businessman. “If you want to outperform your competitors, if you want to create an environment which is truly easy for your salespeople to sell in, if you want to build a company that stands out from the crowd, then you need to have a unique offer to make. “The mistake most people make is they try to invent a unique offer, and you can’t do that. You can’t just pick an idea for a unique offer out of the air; it would be pointless, empty and have no significance.

“Before you find your unique offer you must first find your customer, you must identify who your customer is, and you must be very specific in doing this. You must think of your customer as a person, a real person with real feelings, real wants, and desires. Then when you have this, you can find what it is that your company can do for that customer that is special and unique compared to everything else your competitors do.”

The Strategist took a breath and said “The question I want you to write down is - who is my customer? “Then directly underneath that question I want you to write the answer. In one sentence I want you to write your answer, in twenty words or less. You don’t want a whole page describing this person or half a page or even a paragraph, to get this so it is crystal clear for you and your team. You want this in twenty words or less.”

Ask yourself as you read this, who is your customer? Do you know? Can you describe your customer in twenty words or less?

Do it now. Get your pen and a notebook and jot down your ideas. You will be surprised at what comes to mind. Here is another example which may be helpful in identifying your customer.

Before you read on, complete the same steps the Businessman did. Write down ‘who is your customer?’

Remember to describe your customer as a real person, an individual with real wants and desires. Take your

time; and in twenty words or less define your customer. Be specific and clearly identify your customer. Combine the art with the science and get your answer. One final point on 'who is your customer'.

As your business grows, your business changes, and so will your customers. Defining your customer is not a set and forget operation. You need to review it at least once a year. One of the reasons a lot of businesspeople feel things get out of control and begin to feel that the longer they are in business it is not as easy as before, is because of growth.

With growth comes change, and with change comes the necessity to ensure you are focusing on serving your optimum customer base. As the base shifts, businesses that try to tailor their business to suit both the old customer and the new customer find it such a strain, that their growth stops.

Continuously review and know who your customer is, and you will continue to grow. This is the number one factor in ensuring you remain specific and remain focused and ensure your long-term success and happiness.

Something Unique

Now you have defined your customer, the one you are dedicated to serving, let's look at what you can offer him or her. What unique offer you can make that will differentiate you from the crowd? Let's go back to our Businessman and our story.

On his second visit to the Business Strategist, the Businessman was excited. He had identified a customer that he was best equipped to serve and one he wanted to serve. Now he wanted to understand the unique offer principle that the Business Strategist had talked about in their first meeting.

"Welcome back," the Business Strategist greeted him. "I take it you have identified a customer you are dedicated to serving?" He smiled as the Businessman

nodded and showed him what he had written. “I run a business networking organisation,” he explained, “and my clients, my customers, are wide and varied. Yet when I sat down and really thought about it, where I get the best results, is when I get business owners and key decision makers together. What’s more,” he added, “it is this group I have the most fun with and which are the easiest ones to work with. “The customer I want to serve is a business owner, a CEO and key decision maker who wants to expand business relationships.”

“That is a specific customer,” said the Business Strategist. “From your description I could very easily identify who you are talking about. What’s more, if I met this person, I would know straight away this person is a potential customer for you. That is excellent. Now we need to ask, what can we offer this customer?”

“Discovering the art of forming, discovering, and promoting your unique offer, is what we are going to do now. Let me explain some examples of unique offers using the restaurant, BMW, and my company to help explain what I mean. “Let’s start with the restaurant owner. If you remember,” he said, “the customer which his restaurant was dedicating to serving, was a family - Mum, Dad, and the kids.

Having decided to serve this customer he had to come up with a unique offer that would appear to be something they would attach value to. The unique offer

they came up with was ‘To give a family an affordable dining experience’.

“Identifying your customer is step one of your Specific Operating Statement and your Unique Offer is step two of your Specific Operating Statement.

“In the restaurant example, understanding the customer they were dedicated to serving meant they were able to identify a unique offer that they felt their customer would value. “Having identified their customer and the unique offer they wanted to give; they had the first two steps of the restaurant’s Specific Operating Statement.

Even without the third component the staff and management team had something they could use to develop strategies in ensuring the restaurant’s success. “Measuring their strategies against this Specific Operating Statement determined that the tables should not be too close together, and it ensured that all the tables were not set for two. Having a clear SOS, the wine menu was set to meet the customers’ needs and budget.

The SOS ensured that there was more space to move between tables; for the kids, it ensured free water with their meals. It ensured TVs were strategically placed where kids could watch their food being cooked. The business owner and his management team paid attention to dishes being offered to make sure they could fit into a family budget. “You can see from this

example that understanding your customer and having a clear Unique Offer drive your strategy. This clearly focuses your purpose. These are the first two parts of your Specific Operating Statement from which everything else is built. The differences between what you are doing now, and this method are not huge, but the results are.

“What about BMW?” the Business Strategist continued. “BMW decided that its customer was ‘a person who enjoys driving’. “What can a luxury car manufacturer give a customer who enjoys driving? BMW says it gives its customers a driving experience!

That distinction about who their customer was, had enabled them to formulate a unique offer they believed the customer would value, and a unique offer they believed they could deliver to that customer. “This combination for BMW, like the restaurant, drives the total strategy for the company, and the strategy when it comes to designing its cars. That’s why you can hear the engine,” the Strategist said as he took a sip of his coffee. “It’s why the clutch is firm, the steering wheel slightly smaller and the suspension set so you can feel the car around corners. It is why BMW styles the body work of its cars the way it does, and uses the instruments and gadgets it does, and lays them out as it does.

“Everything BMW does - all its decisions about its cars - are built around its customer and its unique offer to give them ‘a driving experience’.

“Look at the office fit-out business,” he said leaning back. “Hundreds of companies do it, yet the customers for this business are special, and they are specific. Our customer is a businessperson who wants the flexibility to change the office design in the future. So what do we offer this customer? What unique offer does this fit-out company make to its customer? We build real walls you can move.

“This unique offer has very special appeal to our customers. You can see that by identifying the customer we wanted to serve, we were able to find something special to offer them. Our customers need their offices fitted out in a professional manner. They need doors, windows, real offices, yet as their businesses change, and staffing levels change their office lay-out needs to change too. They want the flexibility to change their internal office space to accommodate those changes.

“To handle this they feel the need for flexibility to move their walls quickly and easily to meet their new requirements. We designed a commercial wall system that would do just that.

“These customers and what we offer them drive our product design and delivery service, drive our strategies, drive our brand.” Remember I said that this book is designed for small to medium sized business owners, looking for simple ways to improve their business. What is my unique offer to you? My unique

offer is to give you a quick, simple system to grow your business.

Every business has a certain type of customer it wants, and identifying this customer is very important. Without knowing your customer you can't make a unique offer. Once you have these two components you have the blueprint to build your strategy in regard to your product or service.

This allows you to design a clear and concise strategy. A clear and concise strategy allows you to build a powerful brand for your business. Developing a powerful brand makes it easy for your customers to find you, ensuring your growth, your success, and your happiness.

At our workshops and one-on-one consultations this is always our starting point. It is the base from which all else is built. Spending your time extracting this and getting it right is the most important time you could ever spend.

At the conclusion of this chapter I want you to know that every business has a unique offer to make. Yours might not be clear to you immediately and that is the challenge. The challenge is to find your Unique Offer. Talk to your managers, talk to your staff. Write every idea down. Get large sheets of paper, scribble down every idea you have, don't discount anything. Keep digging and digging. Don't just stop at one or two ideas.

Who is your customer? What is your unique offer to that customer? This may not come straight away. It is not a quick exercise. Treat it like a work in progress and don't be afraid to modify it throughout this book as your knowledge grows.

As I close this chapter, I am reminded of one of the great unique offers I have heard, and it was delivered in a TV commercial by the company chairman standing in his bathroom with a bath towel wrapped around his waist.

The chairman's name was Victor Kiam. When I think of Victor Kiam, affectionately known as 'the man who bought the company', I think of a man who encompassed these principles, of knowing your customer and understanding the importance of having a highly valued unique offer. From this knowledge he became recognised as one of America's leading entrepreneurs.

He was born on December 7, 1926, and at the tender age of eight opened a Coca-Cola stand on a sidewalk in New Orleans near his grandfather's house. This was his first venture into business. He went on to become an on-the-road salesman selling cosmetics, outselling all the other salesmen in his company.

In 1955 Victor joined Platex, where he rose through the ranks to Executive Vice President of Marketing. Whilst there, Victor launched the 'Cross Your Heart Bra'. The unique offer he made was that this new bra 'lifts and

separates like no other bra'. It was an international sensation.

In 1979 a shaver company known as Remington was in trouble. The company had made losses of thirty million dollars in five years. Victor saw an opportunity. The problem was, Victor did not have the money and those he went to, thought he was mad for considering buying the troubled Remington.

Now Victor, being Victor, put on his thinking cap. He realised that if he asked for the money, they wouldn't give it to him, so he had to turn the tables and get them to want to give him the money. Now he was treating the lenders as customers and looking at it from their perspective. Fear of loss was preventing them from lending the money and it would be the fear of loss of potential profits to their competitors that would make them lend.

One afternoon after pouring over Remington's figures again and being totally convinced this was a company capable of being turned around and made great, he rang a friend at the newspaper. During their discussion Victor mentioned Remington, asking his friend what he knew about it. "Serious trouble. Won't be around for much longer and they can't find a buyer," was how he summarised it.

"Pretty close," was Victor's reply, "but not quite accurate." This statement pricked the journalistic instinct in his friend who, sensing a story, pushed for

more. Victor told him that whilst the company was in trouble, its problems could be fixed and were going to be fixed. “What do you mean?” asked his friend. “What do you know?” A very coy Victor mentioned how he had seen the figures; in fact he had had them sitting in front of him for the past week. He now had the journalist’s attention. “What’s more, the company’s sold!”

That last statement rocked the journalist. He had been following Remington’s decline for a while. He knew Victor had looked at the company but to his knowledge Victor could not get the money. Now his friend was telling him he had the company books in front of him, and the company was sold. It didn’t take too much to put two and two together.

“Are you telling me you just bought Remington?” he asked in half disbelief. “How did you get the money? Jeez Victor, who else knows?” “No one,” was Victor’s reply. “And you can’t quote me, you understand. It’s delicate.” “No problem, but you don’t mind me writing it for the morning’s paper, do you?” “Go ahead. I wanted you to be the first to know,” smiled Victor down the line.

The story ran the next day and so did Victor’s phone. Finance companies from around the country rang to see if they could get in on the deal.

In 1979 Victor Kiam bought the Remington shaver company from Sperry Corporation. Just before I continue with this story, I would like to point out how

Victor used his ability to identify and relate to customers to get the money he needed.

By understanding his customer (the lenders) he was able to motivate them. Victor knew they had a fear of losing their money because they were unsure if he could pull off a turn-around. This same fear of loss applied if these same financiers thought they may miss out on a deal, so miss out on profits and have their competitors win.

Victor, upon taking over, implemented his changes immediately, firing 70 executives in a single day. He closed the overseas factories, concentrating on his American one. He stripped all the chrome and glitz of the shavers and brought it back to one economical model.

Then Victor went onto TV to tell the world why Remington should be their shaver of choice, and he did it in a commercial that showed his complete understanding of his customer and the unique offer he knew they would appreciate.

Victor identified his customer as a man who wanted the quality of shave he could get with a razor with the convenience of an electric shaver, and with that he went on TV dressed in his bath towel, so he looked like his customer, and he made two statements.

First, he made such a bold announcement that it got his customers' attention. He said, "my wife bought me an

electric razor and I was so impressed I bought the company” then he made his unique offer to his customer, ‘shaves as close as a blade or your money back’.

Victor Kiam wrote himself into the history books with that commercial and took his company to one million dollars in profit in his first year at the helm.

He demonstrated the importance of knowing your customer and being able to make a unique offer they would value.

You too have something unique and of value to offer to your customer, you just have to find it.

Throughout this book keep digging and your unique offer will appear, and when you find it you will know it

Do you value, value?

At 8.30am a female hotel guest was standing outside in New York, a crisp morning with snowflakes fluttering gently down, covering everything with a soft white icing. Now to many guests it was a sight they enjoyed. It was not the case for this guest. Her hands were buried in thick sheepskin gloves, and she was doing the best to stamp her feet to fend off the cold - which was proving difficult in high heels - and her agitation was plain to see.

Jane, a young 18-year-old staff member on her second day of work, glanced outside as she passed through the foyer. Jane noticed the lady's obvious distress and seeing the doorman was busy with several other guests, pushed her way through the revolving doors.

Shivering against the cold she asked what was wrong and if she could help. The lady, who was very distressed, told her how the car she had booked -

booked through the hotel, no less - had not turned up. "If a cab does not turn up soon, I will miss my flight and my mother's 80th birthday." Jane said she would go and tell the manager immediately to see how they could help.

Hurriedly Jane pushed her way back through the revolving doors, back into the hotel foyer, took the lift upstairs to the manager's office, and knocked, only to receive no answer. She pushed his door open to find the office empty. It was then Jane realised that in her haste she had forgotten that he would not be in that morning. She remembered hearing him tell other staff members that he had meetings booked for that day. Now she was stuck with a lady stranded outside, no manager to consult, what to do?

Hanging on a hook in the manager's office were the keys to the hotel limo. Jane, who drove a small four door car, knew she had to help the lady. This was one of the values that they had drummed into her during training. So taking a deep breath she grabbed the keys and took the lift to the basement to where the company's long, black, shiny, stretched limo was parked in its own special parking bay. Jane got in, and nervously squealed out of the underground parking area.

She pulled up in front of the hotel and the lady who was still standing there. Quickly she put the lady's bags in the trunk and drove the lady to the airport in time to catch her flight.

She then drove the limo back and parked it into its special parking bay, put the keys back on the hook and went back to work.

When she saw her boss later that day, she told him what had happened and how she had handled it. Apart from checking the limo for scratches, what do you think he did? What would most people do?

This hotel manager congratulated her and put \$100 in her pay. He gave her two tickets to the theatre and told her the hotel limo would pick her up.

Can you imagine what that did for that young girl's self-esteem? Can you imagine what that did to her attitude - not only to her boss, but to the hotel as a whole? Do you think after this that she would go out of her way to help guests at that hotel? What would the other employees think? How do you think it affected their attitude to working for that particular hotel? What do you think the ripple effect of the manager's response would be?

The manager did say that while it was not the ideal solution, at least she had made a decision. Jane made what was in her opinion a decision for the good of the hotel and its reputation. If people do not make decisions, do not take action, how can they look for opportunities for growth? And what of the young girl? What of Jane? What gave her the strength to act so bravely?

It was because of her empowerment through values - values her manager had stressed as being critical to the hotel's success.

Values when taught properly; and owned by your staff, are the most powerful ways to direct and manage behaviour.

To the hotel manager this culture of doing whatever it takes to keep the hotel's customers delighted and have customers raving about their service, was one that he wanted. He credited her ability to make decisions in the best interests of the hotel to the fact that Jane had bought into the hotel's value system. Furthermore this manager had given a card to her on her first day at work, one he gave every member of staff. Every member of his staff carries this same business card upon which is printed we are all ladies and gentlemen, serving ladies and gentlemen.

This manager explained that he, his staff, and every customer were equal. Today the guests are your customers he would say, and tomorrow if you visit their business, you would be theirs. Treat them and do for them what you would appreciate and want done for you.

Welcome to the value of values. Values are your internal powerhouse. Values have power to grow and protect your business. Why?

Because values tap into the emotional power within others in your business and values have the power to

tap into the emotional power of others outside your business.

All successes, like all great structures are built on solid foundations. The very best businessmen and women know this fact and instil values in the core of their business, your SOS. Your Specific Operating Statement is this core. We have discussed the value of understanding your customer and your unique offer.

Now we will discover the values that top businesspeople believe in. Special values: shared by everyone in a business, is another of the 1% factors that make all the difference. They are the third part of the three-part SOS the Strategic Operating Statement.

Values cause people to become emotional about what they are doing; it creates an avenue for them to become part of the solution in growing your business. When they talk about the business they start to feel ‘that’s me’, ‘this is mine’, and when that happens, they automatically contribute. The secret to values is precision!

You memorize them; you get them down and make sure everyone has the same meaning for your values firmly cemented in their minds. Values, when combined with step one: your customer and step two: your unique offer, forms the bedrock that top businesspeople use to get outstanding results. Having a strong set of values gives a foundation to your business, a foundation on which to build a great business. I just can’t stress this point enough; it is so important.

Values contribute in two ways. Firstly, they make sure everyone is playing on the same team. Secondly, values, when understood by everyone in the business, provide you with the ultimate control mechanism. Let me elaborate.

Most control mechanisms work on fear – ‘don’t do this’, ‘don’t do that or else’. What they should be focusing on are ways to improve the business, looking for opportunities to exploit emerging trends, encouraging their people to contribute. In this way it’s not just you trying to make the business go places. You have your whole team pushing it along. It is like the old saying, many hands make light work.

If you run your business y fear of punishment, people learn very quickly that to step out of line, results in something unpleasant. They play it safe, and for a business, playing it safe means your competitors will eat you for breakfast.

In business, playing it safe is very dangerous. You stop looking for opportunities and lose your advantage in the market. Your team members don’t stretch themselves; they just do what is needed to be done to get by. Your business stops growing, and a business that is not growing is dying. It is as simple as that.

It is these businesses that play it safe, and inoculate their staff to play it safe, who can’t understand why they are not achieving what they want. So they spend a fortune on outside consultants to tell them what they

should be doing. Running a business is a science and an art and part of that art is getting your people to contribute. Getting your team to willingly contribute, now that is an art. It is the art of implementing great values. When people buy into and believe in your set of values, their behaviour becomes predictable. It becomes predictable in the fact that their actions are done in the best interests of the business. They are all not only able to make great decisions, but they want to make great decisions, and they do make great decisions that are beneficial to the business.

When your team starts playing the game of business your business becomes dynamic, vibrant, and successful. To help your people; as well as yourself, to make great decisions, you use your SOS as a simple formula for them to follow - for them to use as a way of measuring their actions. For each decision they only need to ask “How will this decision help our customer? Will it promote our unique offer to our customer? And does it meet our values?”

Your challenge - and believe me when I say it will be a challenge - will be to assess all the ideas and gently use the ones you can, and to be very gentle in putting aside the ones you can't. When people are trying their best and contributing what they believe to be valuable ideas and then you don't use them, they can begin to feel devalued. So tact, diplomacy and skill are required to ensure they don't feel this way. Otherwise all your hard work of encouraging them will be undone.

When it is done right however, I have seen businesses transform by using this formula. It is that powerful. This is what is meant by the saying ‘work on your business, not in it’. To help explain this in more detail, let’s look at my business values. The core values for Quicklock Partitions. The core values I have had for all my businesses. They are:

1. We are all ladies and gentlemen serving ladies and gentlemen
2. Treat suppliers like customers
3. Create an environment for creativity

I only have three values. No use writing War and Peace, no use writing long lists that make you feel good. You need something concise, easy for others to remember and relate to, and something that drives your business.

Remember this is not about making you look smart by how many fancy ideas you can come up with. This is about results and driving your business forward. Now let’s look at my values in more detail.

They all seem very nice, but let’s examine them together. By the way, your values may be different from mine and that’s fine. By examining mine and understanding my logic behind them, it should help you understand how your business can use values to control everyone’s behaviour and keep your business growing and being successful.

My first value is the one I learnt from the Hotel Manager. This value made staff equal to all other members of staff including management and made all of the hotel's staff equal to the hotel's customers. It removed the subservient feelings and replaced them with empowering and positive ones. When people feel equal to everyone else, and the same as everyone else, they tend more naturally to treat others as they like to be treated. They have a natural tendency to want to help, to try and solve a problem, to try and do the right thing. This all contributes to productivity, customer service and morale.

We are all ladies and gentlemen serving ladies and gentlemen. I call it giving my staff 'the keys to the limo'!

My second value is to treat suppliers like customers. Why?

It creates loyalty and forms strength for the business that can be called upon in times of need. When something is urgent or when a favour is needed people who feel they have been respected by others are keener to help.

Some suppliers, like some customers, are not the ones you want. With customers you don't want, you don't serve them, and it is the same with suppliers. If you can't work with them, don't use them. In the building business, suppliers range from delivery drivers to contractors and material suppliers.

My attitude is to treat them almost like business partners and I encourage my staff to treat them the same way. Your business reputation as someone who is good to work with, to work for, and to do business with, gets enhanced. The benefits may not be upfront and easy to measure like sales. However everything you do in business affects your business.

By having positive relationships with suppliers, it does have a positive effect on your business, and whilst these effects may feel intangible, they are there. Sometimes however these effects or benefits are very measurable.

I remember a time early on in the creation of Quicklock, having no work, no job to do and no quotes. Things were looking grim. We were a new, unknown company with a new unknown product and like many businesses before us, we were struggling. I remember the Wednesday morning, sitting in my small cold office, clutching a hot cup of coffee wondering if this time all my principles on business success were eventually going to fail me. I was feeling it. I was feeling that sinking feeling. I don't know if it was a cold day, but it was cold in my fifty square meter factory. I watched the mice scurry around seeking food as I talked on the phone to our electrical contractor, who told me of the time he struggled in his business.

Here I was dying, and he tells me how he had been through the same. I remember shaking my head as I

hung up the phone. Maybe I just wanted sympathy and was disappointed I didn't get it. Next, I called our painter, whose cheerfulness depressed me even more. I explained how we had no work for them as we had none ourselves. I told our timber supply rep the same. I made a fresh coffee and decided it was time to think, and think fast, or this business would be gone by the end of the month.

It was grim and I am sure a few of you have experienced the same or known others who have. It's not nice, yet I kept telling myself I was the Business Strategist, I had done everything I knew that was needed to guarantee success, it was just a matter of time. I have a saying in business: 'it is not a matter of timing but rather a matter of time in'. In other words in business it is a matter of giving your strategies time to start taking effect to deliver the results you know they should.

Many people, when their strategies don't give instant results, give them up, change path or simply quit, when in reality all they had to do was wait a little bit longer.

I knew this law of 'time in' and was confident that I was not far off starting to see the effects of my work, so instead of quitting when things didn't happen quickly enough,

I waited. At 10 o'clock on that Wednesday morning - I remember it well - the phone rang with an enquiry. A new client in an urgent hurry for an office! I was excited! Suddenly I was full of life. I booked to see him within the

hour. Within five minutes the phone rang again, another enquiry, and again another enquiry, six enquiries, six quotes and by the end of Thursday six sales. Incredible!

What was more incredible than just getting all these sales was that every one of them came as a result of our suppliers ringing around to their contacts and getting us that work.

In a world where you are always trying to cultivate new business, never underestimate the power of your suppliers. It's not what you know but who you know, and more importantly how you treat who you know!

Spokespeople for your business are very valuable. The more people who are singing your praises, the better it is for your business. Our growth continues because as well as our marketing campaign we have all our suppliers recommending us. I have heard the sales gurus say, "look to your existing customer base for sales when things are tough." That is a great thing to remember but don't forget your silent sales force.

An amazing 20% of our new business comes from recommendations from our suppliers, a fact we are very proud of. Treat your suppliers like customers and they will get you customers. That's my value and one that has paid dividends time and time again.

The last of my values is create an environment for creativity. It is a critical value for a business that wants to be around for a long time, for nothing lasts forever. If

a business does not look for ways to improve, ways to grow, ways to better serve customers, then its time will be short lived.

I would like to share with you a story of one of the first sales jobs I had. I was in my teens and one of my first sales jobs was working for an office supply company.

They supplied office machines all over the state in Western Australia. It was a large organisation and on my first day I was joined by three other salespeople in the boardroom of this company. I don't know if it was to impress us or terrify us that they chose a group meeting in the boardroom, with the Managing Director. For me it was a little of both.

The Managing Director had the new recruits lined up to listen to his address. He was a big man, heavy set with a heavy face. He reminded me of a retired boxer. As he sat forward, he leaned his elbows on the boardroom table causing it to creak under his weight. He stared at each of us in turn.

“Here,” he said “we work hard. There is no place for slackers, there is no excuse for poor sales here. We are the market leaders. You are lucky to be working for the best, so there is no excuse not to sell and I mean sell lots.” He paused as if giving us time to challenge him or ask a silly question. His posture gave no doubt he was ready to pounce. No one asked or said anything. Then he delivered his famous words, the ones I will never forget. He said, “Boys, as long there are reception desks

and secretaries' desks, there will always be typewriters sitting on them, and I want you to make sure they are our typewriters.”

I reflect on his words to this day, as long as there are reception desks and secretaries' desks there will always be typewriters sitting on them! I have nicknamed it the 'typewriter syndrome'. Looking back I smile and have taken that lesson with me throughout my business life.

If there is any value I value most and would encourage you to adopt, it is this one: create an environment for creativity.

It doesn't matter how good your accountant is, or how good your marketing is, if your customer no longer wants your product or service. Then you're out of business.

It doesn't even have to be extreme for you to suffer. I remember consulting with a company in Queensland who were struggling. They were having major issues: sales were down, the client base was shrinking, and the staff were getting restless. They knew a sinking ship when they saw one and they were making plans to jump.

When I went through what was happening with them, I found out that people were still buying what they sold. They were just buying it from other people. Their customers were switching to other suppliers. It turned out that their competitors could supply a similar

product at a cheaper price, and they were no longer willing to pay the premium for the service this company offered.

They had failed to see the changing market and when they did eventually see it, through the bottom line, it was too late. It took a lot of work to save what we could, and the owner was left with the unenviable task of rebuilding.

I just want to touch on this point a bit more to explain why this happens, because we all know it does and some of us have experienced it firsthand.

Products have what I call a life cycle. When a new product is brought to market, it is exciting, dynamic, cutting edge. Customers don't really understand it. There are usually very few people offering the product. The product is sold as is, and it is not customised to meet individuals' needs.

To give an example of this, I was recently talking to a businessman who was in the field of web site optimization. Basically his company specialized in getting the customer the best rankings on the search engine sites. Now when he first started his company, he only had one competitor in the whole market, so for him it felt as if he had no competition.

In the early days of his business he would sell a client on the concept and benefits of having a higher ranking on the major search engines. Then he would apply his

standard formula and techniques onto his customers' web site, show them the results and move on.

Now there are many people in his market promoting web site optimisation and to compete he has had to change his approach. He needs to be more flexible and spend more time consulting with the client and demonstrating why his service outperforms the others. He now has brochures, demonstration CD's, past client testimonials. As a result of this change, he now has two other people working with him to help design these solutions. There is follow-up and upgrading to be done, so his clients stay ahead of the opposition.

He not only adapted to the new market conditions, he anticipated them and because one of his core values is to look for ways to do it better, even when things are going well, he has stayed ahead of the game.

Now in the life cycle of his product it will change into a readily available software program. Everyone will be able to buy it, or download it from the web, press Run, enter a few details and hey presto - do-it-yourself web site optimisation. Now the businessman I was talking to already recognises this and is already changing his business model to meet this new challenge.

The world is a rapidly changing place. Nothing lasts forever - even Bill Gates said that. So how will you ensure your longevity?

My solution is to create an environment for creativity. It is having the attitude that not all the ideas my people bring to me will be brilliant, great, or even usable, but by encouraging them to experiment I know the successes will more than pay for the failures. I reward every idea, good bad or otherwise. That's how I encourage creativity within my team.

So get rid of the suggestion box. If someone has an idea they should be able to bring it straight to you and you should listen. You should write it down and give it due consideration.

You can't force people to be creative - you can only encourage it.

As I said, and I'll repeat it because I feel it is so important in relation to this value - when a person brings me an idea, and has a theory for it, I reward them regardless of whether we use it or not!

Through failure comes success. Embrace the failures. Not because they are failures but because with each one you know you are getting closer to a breakthrough. Create an environment to encourage creativity! In this way you will avoid the 'typewriter syndrome.'

Your challenge is to find what your values are, what kind of business you would like to own or manage, what you want your staff to believe in and value, and how your shared values can improve your business.

When forming your values, involve your people. Involve and you will evolve, into a great business.

A quick note here before I end this chapter and let you start working on your values for your business. If someone comes to work for us that doesn't share our values and won't buy into them, then we must part company. No exceptions. The team and the business cannot and must not be weakened.

That is the value I put on values.

Your assignment, is to write down what your values are, and most importantly, why?

Why do you believe in them? Then lock them in with your customer and unique offer. This will then give you your SOS, your Specific Operating Statement.

To be effective you don't need to hang your SOS on a wall. You need to talk about it constantly with your staff. Use your words in correspondence with customers and suppliers, and when discussing decisions with staff. Show your people how your decisions align with your SOS and ultimately your customer!

One final thing before I go, and you set to work on your assignment. Remember my tip - I find that the optimum number of values is three. Keep it simple and let the results roll in.



ONE MILLION DOLLARS

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