

Introduction

“They say there are two great days in a person’s life — the day we are born and the day we discover ‘why’.”

William Barclay

There is a major movement happening/occurring around/in the world today that is allowing people and entrepreneurs to globalise their businesses and their brands, and help people all over the planet like they never could before. We are now a global society. Never before have we had so much access to millions of people to be able to do business together, and help, learn from and impact each other. The power of the internet increases on a daily basis, making it easier than ever to connect to people all over the world. You can virtually travel to people, provide them valuable products and services, and make money from anywhere in the world. Buzz words like ‘personal branding’ and being ‘a messenger’ have become common in our society now,

but very few people really know or understand how to put all the pieces together to make their businesses reach the heights they want.

Ultimately all of us want the same thing: A life we can call our own, where we make the rules and call the shots. We want to be able to wake up when we want, earn the money we want, travel when we want and help as many people as possible along the way. That's what this book is about. It is our mission to empower heart-centred Entrepreneurs/Business Owners and start putting major wealth in the hands of those who love openly and have their intentions set on bettering the planet. This book is about how to harness your knowledge, your ability and experience to change the planet, earn millions a year doing it and leave the legacy you want to leave on the planet. It's about becoming a Rockstar in your Industry and reaching the top of the industry you are most passionate about. It is about taking what you love to do (and what you have probably been doing for free or been underpaid for years), and turn it into a six, seven or even eight figure business. Most people spend their lives trying to figure out how to fit into the structures around them in order to make money, to have the freedom and impact they want. This book is how to be the person making the structure that others want to fit within.

At some point in our lives, Jeff and I had to choose whether we were going to become experts playing in someone else's structure, or make our own. Guess which one we chose? It's time for you to choose that too so you can start playing a bigger game and be part of the global movement rapidly sweeping the planet.

We're Talking to You

If you want to leave your job and start your own business or build your current business to a bigger empire and leave a legacy, this book is for you. It is also for you if you are already in your own practice — particularly if you are a coach, consultant, freelancer, contractor or rebel entrepreneur — and you are ready to help a lot

more people more effectively and earn significantly more money than you are now. It's for you if you are already successful (maybe you are already earning six or seven figures) but you feel that you have lost your passion for what you have been doing, and you are now ready to move into another stage of your life where you are passionately delivering your talents to the world in the exact way you want to.

No matter who you are (you might just want to use the lessons in this book to accelerate your status in your current job, company or industry), I am certain you can raise your profile, position yourself at the top of your industry and achieve the professional success you want. I'm certain you have expertise, knowledge, wisdom or advice that you can package up into products and services and distribute globally to sell or use to market your current business; all along helping people who don't know what you know. If you've made mistakes and can prevent others from making those same mistakes then you can have one of the fastest-growing types of businesses globally: an Expert's Business (also known as an "Information Business"). I will show you how to take your knowledge and package it up into products and services that you can distribute online and offline. I will also show you how to expand your current business by using your knowledge to market your products or services more effectively all over the planet. Finally I'll show you how the fastest growing businesses are using all this together to expand, reach more customers and ultimately become more of a global impact.

This book also shows you how to "position" yourself at the top of any industry, because money always flows towards the "sure thing". Today you must be seen as the Expert, Authority or "Go To" source for something. There is a lot of noise in the marketplace today with people calling themselves "experts". It's only going to get worse and more competitive as more people discover how possible it is to position themselves as the only logical choice and create an incredibly fulfilling and financially rewarding business out of their knowledge and expertise. I am going to teach you how to package and position yourself and become recognised as the leader of your field.

If you've never created a business before, you can use the techniques and frameworks presented here to start your first one. If you own your own business or run your own practice, you can use the frameworks to reach the success you want now. You could even use the techniques in this book to start a new division of your already existing company — that is, if you already own a company that has nothing to do with selling information. Imagine adding another six or seven figures to your existing business by packaging up your knowledge into easily consumable products and services for existing or brand new customers (that you could be reaching!).

You might also be reading this book because you consider yourself successful and happy but you are ready to be a greater global impact, personally. Maybe you have already achieved the career and business success you dreamed of and you are ready to utilise your accomplishments to “pay it forward” and help people all over the world to raise the quality of their life. My mission, when I travel and train business owners in my seminar rooms, is to find those global leaders that are ready to use their talents and their businesses to change the planet.

What Stands In Your Way?

I have presented to and personally worked with literally hundreds of thousands of people internationally in our seminars and trainings (and reached millions of people online with our message and training products). From seminars and stages to coaching and engaging with teams and top leaders from Fortune 500 companies, governments and sports, we have had a chance to see what is working and not working for top achievers and leaders, globally. As of the writing of this book, we have personally presented multi-day workshops over 1200 times and done business in 22 different countries. So, we have also had the opportunity to see many different cultures — and the incredible genius and potential fatal blind spots of each culture.

Through getting up close and personal with the lives of so many

business people and entrepreneurs around the world, we have decoded several glaring patterns, beliefs and behaviours that stop people from turning their ideas into a successful reality. As I cover these with you, take note of which ones you relate to the most. By the time you finish reading this book, you will have gotten many insights on how to overcome anything you've ever been concerned about in regards to achieving your professional dreams. Plus, we are going to layout a repeatable and proven system, techniques and set of characters you need to master in order to take your genius and start making an additional seven figures (or more) a year in the new business culture.

We have noticed that if we teach a group of people all the same techniques, that each one will have different results. If we set the thinking framework first, then the techniques become more effective. If you prefer to jump past the mindset conversations then skip ahead to later chapters.

There are more millionaires under the age of 25 today than there ever have been in the history of the world. After years of mentoring under extraordinary business titans of industry that were much older than us, we started listening to the youth and combining the two schools of business — the old and new. At 31 and 34 years old, Jeff and I are often told we represent the new school of business and the next generation of leaders. We have had participants and business owners as young as 11 years old to as old as 85 in our trainings and events.

Let's dive into the most common concerns that stop people from creating the business success they want.

Fear, Uncertainty & Doubt

Let's get these out of the way now so we can calm down the chatter that might be going on in your head at the moment...

First of all, you may simply not be confident that you can start your own business, expand your current business to the size

you want or that you can position yourself as a top brand in the marketplace. Many people repositioning themselves or rebranding themselves as an “Expert” have this concern. Every big brand and successful company starts out small and unknown (and unproven). Everything must start somewhere! That is exactly the reason why you want to get started now building, expanding or repositioning. It will take time to build your brand and business or reposition your brand in the market. With the techniques you will learn in this book, you will be able to do it in record time (when you follow our techniques you can, from scratch, create an additional 6 figure revenue stream within 12 months and 7 figure revenue stream within 36 months. It takes real daily action).

Jeff and I literally went from our bedrooms to the biggest stages in the world, and being one of the biggest brands in the world in Business Coaching & Training within three years starting from scratch. We knew no one in the industry, didn’t use any money from any other businesses we had, nor did we have any momentum at all! We had only three things:

- 1) A passion to help people
- 2) Some wisdom and knowledge from all the stupid things and mistakes we had made in our past businesses
- 3) The willingness to be in action

If you have these three things, then you can be where we are — in fact, you can do even better than we did and maybe even faster! I mean we would have LOVED to have this book in our hands, training courses and online products that we now provide people on how to build their brand and business. That would have saved us years of embarrassing mistakes! Let’s be honest: if you do not have a passion to help people, or if you have no willingness to be in consistent and dedicated action, then do us both a favour and put this book down. Or better yet, give it to someone that does have the passion and willingness to be in action.

Owning your own business and designing your own life is not for everyone. It's for those who are willing to be of service to others, and dedicate their life to the actions it takes to be successful. If that's you, read on...

Now, many people we meet also don't think they have any real marketable wisdom or knowledge... They couldn't be more wrong! You may not know it yet, or be immediately connected to your gift, your brilliance or your genius right now. In fact, you could be saying to yourself "I don't have any genius! What is this guy talking about?!" But I will challenge you directly and tell you: you are not valuing yourself enough. You are sitting on a gold mine there... Between your brilliance, experience and your relationships, you have a multi-million dollar business that you are sitting on and you may not even realise it yet. You will by the end of this book.

I'm speaking to you if you haven't started a business yet, but you have been thinking about it. I'm also speaking to you if you have a business and you KNOW it should be 10 times the size! With all my companies, I always thought we couldn't grow it any bigger, until my coach helped me continue to dig deeper for my own brilliance and wisdom to create yet an even more genius product or service to sell.

The Myths Of Business

Many Entrepreneurs and business owners buy into a 6 Myths that hold them back from reaching their real potential.

Myth #1: Certain businesses can only grow so big (or people get lucky).

That's such BS! (A Belief System ☺). A business will grow to the expanded thinking that the founder has, and this book is about expanding your thinking on multiple levels so your business, finances and personal life can also continue to expand!

In every industry there are people struggling and people doing great. It's never about the industry, the business or the idea — it's about the Owners and the execution.

This means you should do what you are most passionate about and focus on your own growth as a business owner and execution of all your business activities.

I remember how many people told me there was no money in music and it was a stupid idea to try. And then I made my first million dollars in it. When the money starts rolling in suddenly you go from idiot to genius!

Myth #2: It takes a lot of time to start making money in a new business.

Every business I have ever run (except the ones that didn't work out well) were cash flow positive from the first day. This book is about building a business that is overflowing with money and opportunity. It can start now. Industry Rockstar, my global training company has become the #1 training company in the world for client results. Most people earn back the price of admission of the training during the training itself. We work hard to prove that you can make a business from scratch in minutes and start making money immediately. And we regularly have people clear tens of thousands of dollars in our trainings, some of which have never had a business before. How is this possible? Because there is so much money and opportunity already floating around you already that once you understand this, you can start reaching out and having it flow into you — instead of past you.

Our participants have done most of the work for us. They have spent their lives preparing for the moment where we teach them how to take their life's work and turn it into a massively thriving business that churns out cash daily. This was the same way our coaches saw how talented we were and helped us put the structure around our genius. I was a broke, homeless musician at 23, and

then, by 26 had built one of the largest multimedia companies in the world by using what we are teaching you in this book. If you think it takes years, you just haven't learned our style of business building yet.

How much money is there in the world? Infinite! So why isn't it in your bank account? You will learn how to make sure it does end up in your bank account throughout this whole book.

This leads us to the next myth people often think about business...

Myth #3: You have to be lucky to have a successful business — it's like winning the lotto.

You might think having a successful business is like winning the lottery. You may not feel confident enough to step out and speak about yourself, or to take the risks you need to take in order to drive your business and elevate your success to new levels. Every successful person I have met attributes some sort of luck to his or her success. But, it's the age-old saying by Samuel Goldwin: "The harder I work, the luckier I get!"

Success has some serendipity naturally involved in it. But if you don't show up, nothing lucky can ever happen to you. Having worked on over two dozen of my own companies, having been self employed since I was 13 years old (I was a contract pianist for a Bridal shop close to home), I can tell you there is a system and a set of specific actions you can take to increase your luck so high, that it is inevitable that you are lucky. How would you like that system? You are lucky — you're going to get it here!

Myth #4: You must provide value to people.

Um, excuse me, am I responsible for your life? Are you responsible for mine? No, you are responsible for yours and I am responsible for mine. So whose responsibility is it to get value out of something?

The person using the product or buying the service. In other words, the client is responsible for getting the value out of their purchase. Later on, we will really debunk this myth because it is not your responsibility to create value for your customers; it is your responsibility to be clear. Just like in this book, our responsibility is not to create value for you; it's to be clear. Clear about our ideas, concepts, perspectives and lessons. Your job is to derive the value from this book.

If you don't agree with this, then just put the book down — otherwise you will get no value from it. Stay tuned for how you can give up having to prove your value to your customers. This will lift a huge weight off your shoulders and dissolve one of the main reasons people hate to promote and sell themselves: they feel like they have to “convince.”

Entrepreneurs who are struggling are doing so because they are undervaluing themselves. Yes! I mean you! I don't care whether you are making six, seven or even eight figures; the truth is that you could be doing even more. You could be making 10 or 12 figures. There is no limit. Most people are simply undervaluing themselves. Other than the obvious impacts this has on your life — such as not earning the money that you know you can earn and that you deserve — the real problem with undervaluing yourself is that, by doing that, you give the people around you the permission to do the same. No \$100 an hour coach has ever coached someone to become a billionaire. By design, if you are cheap then you are unconsciously telling your clients/customers and colleagues they should be too. One of our influential mentors, Keith Cunningham, once said, “Pick the price you want to earn and never compromise.” I live by this. Pricing is determined by you — pulled out of thin air — and is a component to how the world interacts with you. We will cover this in detail later as it is a key to success. Just know now that it is never about price, it is always about perceived value.

By the way, we will look at the 3 types of value later on: Perceived Value, Discovered Value and Guaranteed Value.

Myth #5: I'm not credible enough to be a Rockstar (Expert/Authority/Go To Person) in my industry, starting tomorrow.

You are more than credible enough to start positioning your expertise and doing the things top industry people do to position themselves there. How do you even know how good the top people in your industry are? Have you ever hired them one-on-one and seen for yourself? Or have you just decided you are not perfect enough to be among the best? It's time to tell a different story. When the bullshit metre goes off in you and says, "What do you mean you are just going to start calling yourself an expert?" You can respond with, "Yes, just like you are telling me I'm not one!" You just have to choose the story you want to believe. The fact is that your position in the marketplace has nothing to do with how good you are at your job. It has to do with how clear you are, how well you package yourself up and how you are marketed. In fact, being at the top is a total perception!

That being said, if you are unable to deliver good results, then you will destroy your brand quickly. It will be critical to deliver expected value. Just be clear with your clients about what they get, and then make sure you deliver that.

If you are selling your knowledge — you will always be an Expert to the person who knows less than you. So remember there is a market for you.

There are all different forms of Rockstars: humble ones, flamboyant ones, those that live lavish lifestyles, ones that are quiet in their personal life and keep to themselves when off the public stage. You get to decide what kind of Rockstar you are going to be in your industry. I know people in industries at the top that are considered a Rockstar — and they are extremely humble. Take Sir Richard

Branson, for example. I have never met a more humble, grounded Industry Rockstar. Yet he is brilliant at branding, creating valuable exposure and building global companies positively contributing to the world. Then there are the very flamboyant Industry Rockstars like Donald Trump. Known for his quirky behaviour and aggressive direct nature — his brand thrives on controversy. Regardless of their style, Industry Rockstars are following the techniques laid out in this book to build a global brand presence and position themselves at the top of their industry.

So, if you are not going to start as a Rockstar tomorrow, what will you start as? Look, it's not unusual for highly talented, highly-skilled professionals to be in our trainings sitting with the same concern that they can't go from nothing to calling themselves an Expert overnight... except you didn't get to where you are now overnight. It's like that famous song by Dire Straits, "Money For Nothing" where the whole song makes fun of the fact that people think musicians haven't worked hard to be a big success — as though it happened in the blink of an eye:

*"Now look at them yo-yo's that's the way you do it
You play the guitar on the MTV
That ain't workin' that's the way you do it
Money for nothin' and your chicks for free
Now that ain't workin' that's the way you do it
Lemme tell ya them guys ain't dumb
Maybe get a blister on your little finger
Maybe get a blister on your thumb"*

- Dire Straits

You are not an overnight success even today. Everything in your life has brought you to a place where you are now, knowledgeable and experienced in whatever way you are. If you compare yourself to the most experienced person in your field, then yes you will always feel "less than".

I was a touring and performing musician (piano and singer) throughout my teenage years, and I used to always put on the records of my idols — Billy Joel, Ray Charles, Stevie Wonder, etc. I felt like I could never be that great. I compared myself against the best and decided if I wasn't that good, I could never be successful. Except that it's ridiculous! It wasn't until later in business and working with coaches and mentors that I let that whole silly comparison thing go. If you spend time comparing yourself against the world's greatest and beating yourself up, then give yourself permission now to really experience your expertise. Move past your need to put yourself down, so that the people who need your knowledge and wisdom actually get the help they want. Stop deciding for people whether they are buyers or not; let them decide for themselves.

An expert is an expert to anyone that doesn't know as much as them. Let your audience choose you — your job is to just put your stuff out there and let your audience decide who wants to buy it. A great sales coach of mine taught me to stop deciding for the customers that there are no buyers — let them prove to you there are no buyers. And you know what? Every time we would put it out there, people would buy. Stop being so arrogant that you think you know what's best for your customers! Just put your best stuff out there and let the right people buy it. Your job is not to be perfect. Your job is to be clear!

So, when does one become an expert? Simple: when they declare it. If the word “expert” freaks you out — then call it your “area of expertise”. Start letting people know that you have an area of expertise and then they can decide whether your level of experience and expertise adds value to them or not. If it does, “boom!” you have a new client, and if not... oh well, you look for someone else. There are enough clients and customers in the world for everyone at every level.

I mean — let's look at Keith Cunningham again. When I first started giving seminars I had this “brilliant” idea to call our program

Masters Business Academy, or MBA. I thought it was a nice play on the traditional education letters, for a continuing education program. We were teaching entrepreneurs about sales, marketing, negotiation and leadership skills. One day we presented on the same stage as Keith Cunningham (where we met him for the first time), and lo and behold he was talking about his program called MBA!! I was like, "OH NO!!!" I mean here you have Keith, a brilliant man and experienced businessperson, easily 20 years older than us, and more experienced than us in life and in business. So, who is the real expert in business?

The answer? We both are. We both have expertise and there is a need for both of us in the world. People need different mentors, trainers and coaches over time. At a time and level of experience in someone's life they will completely ignore us and love Keith and his work, and others will completely take to Jeff and me, and decide they want to study with us for a time period. The point is, there is an audience out there for you.

Your audience will self-select based upon who you are, your experience over theirs and your packaging and positioning in the market.

People ask us all the time about who our competitors are. Honestly, I have never felt like we have any, and neither should you. If someone has good personal affinity with me, and find my work awesome, then they will work with me. You have a unique approach on how to solve the problems in your life and we all need each other to learn different angles and approaches to solve our problems. This means you are an expert to anyone who doesn't know as much as you in that domain. This also means, you can start tomorrow talking about your expertise and developing your clients and customers, online and offline.

Myth #6: The more degrees you have, the more money you make.

There are two types of education: traditional education (University, college and so on) and results-based education. Results-based education is an education that thrives on the amount of real results that you have from that education. Examples of this would be any workshop, seminar, or training with coaches and consultants whose job is to have you achieve goals, outcomes, intents and results.

Traditional education is great — and it only gets you so far before you require other skills, especially when it comes to succeeding in business. The most important thing you can have to accelerate your results is to surround yourself with people who are genuinely successful in the fields you want to play in — and play at the top. One very great secret we were let in on early on from a top executive mentor of ours was: “Always partner with best in class”. If you want to be successful you need to be around those that are doing it and able to teach it. This combination is important.

Often, the most highly paid people in the world are actually sales people, not academics. I have stopped being surprised in finding out how many successful people have no degrees, struggled in school or have no formal education in the area they work in. They have the most important form of experience: logged hours on their passion, self-education, and results with real customers and clients.

There is actually no official connection between being book-smart and how much money you can make in business. In fact, some of the smartest and most successful people in the world dropped out of school or made their own way from a traditional education. Traditional education is great, but alone, it is not enough. I am an education junkie. I still research, learn, seek out mentors and attend workshop after workshop, because I love to learn and apply what I learn. But I also know it is in the application of the real world where it all makes the difference. (I realise that for some technical professions — like medicine etc — that traditional

education is essential. I'm merely talking about the success rate of the business).

What "Success" is, is determined by each individual of course. However, a business is in business for a profit, so a more successful business creates more profit. It's like saying a surgeon is a surgeon to save lives — therefore a more successful surgeon will save more lives.

We have coached or trained some of the most brilliant people on Earth (some of which you would know by name) who were financially struggling, broke, or frustrated that they should have been making more money for how smart they are... it's further proof that there is no connection between wealth and smarts. It might seem that way, because it would be logical that the more you educate yourself, the more money you make. However, in the years of working with people all over the planet, we have met super smart broke people, super uneducated rich people and everyone in between.

We do draw a correlation between willingness to take emotional risks and wealth however.

Successful people follow the new laws, mindset and techniques of business, which we will explain in this book. They are willing to take the emotional risks it takes to succeed. Do we encourage traditional education? Of course! Being educated can't hurt you. However, if you think that being more educated will equal more money, then you are someone that has bought into the traditional mindset, and you will only be able to use that when getting a higher paid job. The downside is that you will always have a ceiling on how much someone is willing to pay you to work for their company. This book is not about how to be smarter at what you do; this book is about how to build the structure around your already smart-enough brain so you have a money machine that sells your smartness.

Being smart with no business structure is like pouring water through your hand — it will all seep out onto the floor. Don't make the mistake of undervaluing the hours you have logged in the field in your business or area of passion and expertise. I would rather work with someone that has logged 1000 hours of live experience with customers than someone who has learned about it in school for 1000 hours. All the people I have ever talked with this about feel the same way.

Please note this: your mistakes are your biggest asset. People will pay you to avoid the same mistakes you made. Isn't that a beautiful thought? I always get a chuckle out of that. "Pay me to make sure you are not as stupid as me!" In any business, people want to avoid pain, reduce lost years, and rise to success as fast as possible. If you package up your mistakes into systems and techniques that can help others, then you will have incredibly valuable products and services.

In today's world, where there is a complete oversaturation of experts and options, the winners are those who get the results for their clients. Most people think that getting results for their clients is about how good they are, but actually, that is one small part of the puzzle. Your clarity, packaging and positioning of your work in the world is actually what causes most of their client's success.

For example: a contractor who is vague on who their perfect customer is likely to have customers who aren't having good results. Regardless of how good they are at their job, if they are not right for the customer then the result will be mediocre. Getting clear about who your perfect customer is will increase your success — NOT how good you are. This is why someone who is not necessarily as good as you at their actual job, may be getting better results with their clients or a better market response. By the end of this book (and if you choose to join us in our live trainings) you will understand exactly how to make yourself as successful as possible.

The Reality Is...

Every day is slipping by you. You could be impacting more people, making more money to leave a bigger legacy for your family and children, hanging out with amazing individuals and leaders, take more adventures and live a more fulfilling life. If you are not doing this and you want to, then you are missing out — and it needs to stop.

You may be sitting there thinking that this book is for other people, or that we haven't written this for you — but this opportunity is here for anyone that wants to take it. Most people allow their fears and others around them to limit their experiences of life. They let their fears of not knowing what to do next stop them in their tracks and end up doing nothing. You need to become unstoppable and know that decisions you make now affect the rest of your life and generations of your family after you.