

# Dear Maverick Business Insider,

Wow!

We're back from Necker Island, Sir Richard Branson's private island... what an incredible experience. Before we get to the stories – the most important part of the trip was to raise money for Virgin Unite. This was our first joint Maverick and Centurion Mastermind trip lead by maverick member, Joe Polish and his partner, infomercial king, Dean Grazioli.



Pictured below are the 3 of us together with Sir Richard Branson holding a check for \$447,000.

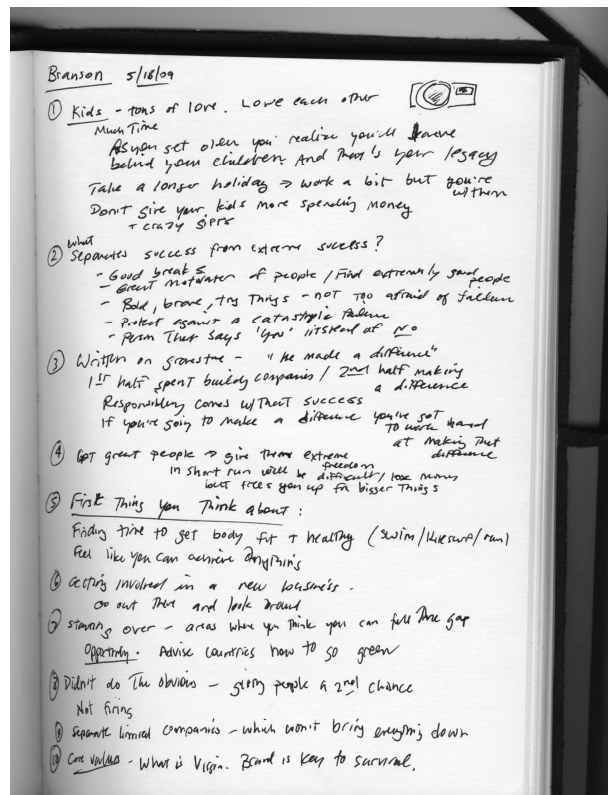


I'm incredibly proud of this trip because these funds will go to jumpstart a brand new program helping teach entrepreneurial skills to underprivileged youth across the U.S. Plus, some of the funds will go to support the Branson School of Entrepreneurship in South Africa.

## So what happened on Necker?

Well...on the business side we had an all-access

Q&A session with Sir Richard Branson. This is not something we had last year. We recorded this and all other business building sessions so as members you'll be privy to these once they are ready. I jotted down a ton of notes from the 1 hr+ we had with Richard. Here's one page from my private journal:



If it's hard to read but here are a few of my favorite quotes from the session:

**"Find great people and give them extreme freedom in the short run this will be difficult but it frees you up for bigger things."**

**"If you are going to make a difference you have to work hard at making a difference."**

**"As you get older you will leave behind your children and that's your legacy."**

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Plus we had a couple powerful brainstorms with the USA's head of Virgin Unite, Darin Spurgeon and investment relations mgr (former PA to Branson), Nicola Duguid. Branson sat in on the main brainstorm for the Virgin Unite team with some killer ideas coming from attendees.



*Not sure what Maverick member, Scott Rewick's killer idea is here but he seems to be channeling Gary Coleman from Different Strokes 'Whatcha you talking about Branson?'*

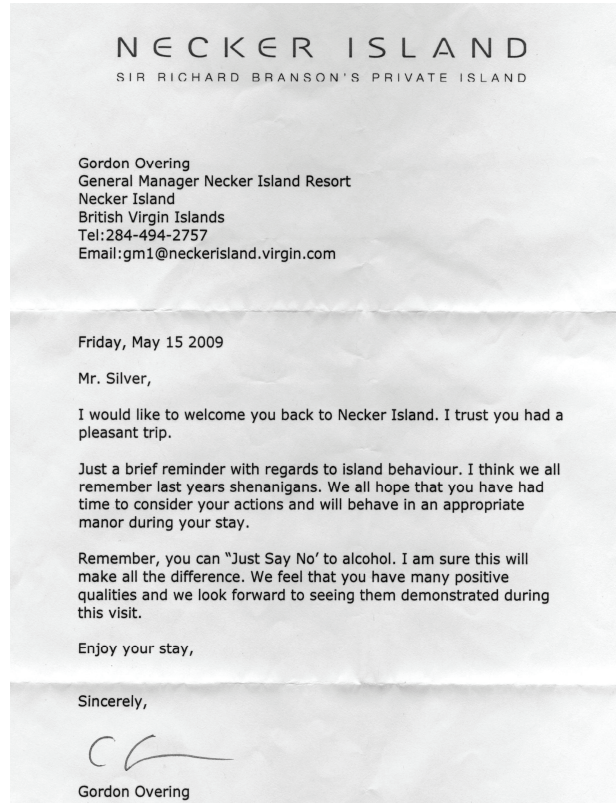
Then we capped it off with an optional, focused brainstorm around the idea of a group called "Entrepreneurs Unite", which would let successful entrepreneurs get involved in initiatives 'powered' by Virgin Unite. It was exciting to see some of the attendees from last year's Necker trip report back on the things they've done. Everything from donating 25 cents per book sold to planning a \$100M barefooted run across the country.

A bit crazy and that's Internet marketer, Tellman Knudson for you. (I told Tellman I'd be in the chase bus and I'd pay extra sponsorship money if I could throw out nails and tacks in front of him.) 😊

Actually Tellman got married to his long-time partner, Jodi, on the island. You can see their 2 1/2 year old son, Torger, napping while this is all going on. Pretty funny and Branson was the ring bearer. You just never know what will happen on Necker.



Speaking of what happens on Necker. A few of you might recall last year when I sorta got kicked off last year as a joke. So here's the letter I got when I showed up on Necker from the General Mgr this year:



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Anyway I didn't see Gordo for several days while there until a fateful Monday afternoon. You see, they got some new golf carts on the island and they are pretty fast. Maybe 30mph or so is the top speed. Anyway, I was late to jump on the boat to Moskito Island (Branson's adjoining island he just bought). I was hauling ass around a blind turn until I look up in shock and see another golf cart bearing down on me. Shit!!

I slam on the brakes but still end up in a head-on collision. Boom! I look up and guess who is in the cart? Of course, it's Gordo. So I say, "Hi Gordo, nice to see you again. Thanks for the letter." Ack!

Nobody was hurt but there was enough force to smash down the bumpers into the tires making both carts un-driveable until repaired. Nicely done. I figured out what happened, he's British so he was driving on the left-hand side of the road and I was on the right-hand side of the road. Only adding to my rap sheet at Necker.

Good news is I did make the boat to Moskito Island to witness new Maverick member, Craig Handley, got ginger beer poured on him by Branson while sharing his music with him. Can't wait to see that on the video highlights of that.

After lunch on the island we competed in Beach Olympics with Mavericks vs. Centurions. Here's a picture of the tennis ball game played like musical chairs with a few less balls than participants each time. It got a bit heated with me and Dean Graziosi being the last 2 finalists. I have to hand it to him - the guy is quick. I tried to dive over him for the final ball but mis-timed it slightly. At least the audience enjoyed watch us compete.

I am almost embarrassed to admit the Centurions won though I need to take up some gripes with the International Olympic Beach committee considering our group is significantly more athletic but somehow we got on the short end of the stick here. Ah well, always next years rematch.

On the final night we had some outrageous wigs and glasses for dinner and dancing. Gordo told our crash story to everyone during 'Maverick Moments' and he presented me with my own car for use on the island next time. It's a kids toy car with 'Maverick' on the side and then 'Yan Man' on the license plate.



Pretty funny. At least they have a great sense of humor on Necker.



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# make more money

## 9 Ways Entrepreneurs Can Avoid (or Recover from) Burnout!

Nearly every successful entrepreneur I know has gone through or has grappled with burnout. I think by nature entrepreneurs are inspired, passionate and many-times a bit (or a lot ADHD) and all of this contributes to a feeling of malaise or burnout. I've gone through it and come out the other side several times and many of these 9 techniques have helped me.

- 1. Truly Disconnect** – In a world where we are constantly tethered to our blackberries and 'Always-On' connections there's something magical about truly disconnecting.

That doesn't mean I'll ONLY check emails in the morning – but truly and totally being out of touch. On a recent trip to Baja I did something that might seem a bit over-the-top. I completely 'black holed' all my emails during that week. Meaning – I had them all deleted with a note directing people emailing me who to contact for help or support while I was gone and then asking them to email me again after my return if they needed. Most people would be scared to death to do this in case something incredibly urgent comes through and is missed. Oh well.

How many times do you come back from vacation even more stressed out because you've got 2,313 emails sitting in your inbox? As you are sorta disconnecting there's always a tiny voice in the back of your head replaying over and over again, "*Wow! I wonder how much email I'll have to catch up on. I wonder what's going on?*" By totally cutting this off you free up more "Psychic RAM" in your head.

- 2. Refocus on your successes** – Many times the feeling of burnout occurs because things are NOT going "right". And right is a relative term in relation to what we believe it should be. (Now I have my own crazy notion that everything ends up 'right' – for whatever that means – in the end anyway.)

Instead of focusing our energy on what's wrong – which only creates an endless spiral of more and more negativity – I believe it's important to change the focus. Take out a piece of paper and start making a list of every "victory" you've had during a certain time point. It could be this quarter, this month, this day, etc. Once you adjust your focus your selective perception kicks in and you'll see there is significantly more that's good than bad going on. (You might or might not have noticed this is a variation on being grateful. Your gratitude connects you back to the source of your original success.)

- 3. Set a big vision that you cannot achieve on your own** – I admit, I've only just started doing this but it leads to a real powerful change of direction, intention and motivation.

Perhaps you've heard of a "Big Hairy Audacious Goal" or BHAG coined by Jim Collins and Jerry Porras. This is the kind of goal that gets teams rallying around it and lets people transcend what they thought was possible. One famous example is Microsoft's original goal of "A computer on every desk and in every home." When you create a big vision or goal like that – you'll find people getting on your team to help achieve it. My friend, Tellman Knudson, has set the goal of raising \$100M by running across the country barefoot. I think that fits the bill.

Our company's 2020 goal is 3-fold: 1) Motivate, inspire and educate 1M young entrepreneurs to start their own ventures. 2) 'Mavericktize' 1M successful entrepreneurs to 'buy-in' to the philosophy of making more, more fun and giving more. 3) Have 1M cumulative items checked off entrepreneurs BIG life lists.

And the ultimate goal is to "Change the Way Business is Played". To me that means bringing more fun into business and never doing things the same way it's been done. It's something that can inspire me (and our team) out of funks.

- 4. Give** – This is an easy one. By giving your time, talent or money you affirm abundance. There's something magical that happens when you give without guilt or obligation. Previously I used to only give money to charities and foundations I believed in but when I've experienced a tremendous joy by actually giving of my

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talents by teaching. I've really enjoyed the sessions conducted for aspiring young entrepreneurs on our Maverick Business Adventures trips because of a direct connection. I am sure our members who give by teaching and mentoring are receiving more back than the students.

**5. Shake up any routine** – Sometimes burnout occurs from doing the same stuff over and over again – it's like Groundhog's Day. Pretend you're in the Seinfeld episode where George Costanza goes the complete opposite of everything he's ever done. In fact, here's how he approaches a woman who glances in his direction: *"My name is George, I'm unemployed and I live with my parents."* Watch some of the clips here:

<http://www.youtube.com/watch?v=IjXUqxR4Z10>

You need to shake things up to create new perceptions and viewpoints. If you always jog – try swimming. If you only read business material – read fiction. If you drive to work – take a party barge. Who knows? Just mix it up a bit.

**6. Find a trusted peer group** – It's important to find like-minded entrepreneurs who can share your trials, tribulations and accomplishments with. As well meaning as our spouses or even employees might be they don't completely understand what it's like being an entrepreneur. You need a true peer-to-peer group where confidentiality is guaranteed and you can share what's really going on in your life. I guarantee others will have been through the same thing and sometimes that enough to make us realize this is temporary.

**7. Take care of yourself** – Many times as Burnout is occurring we stop doing the simple things that help reduce overwhelm, stress and malaise. We stop eating well, we might drink too much or indulge in 'self-medicating' via drugs, we don't make time for exercise or get enough sleep, etc. These are simple suggestions but they are also simple to let get away if you're not vigilant.

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## Maverick Business INSIDER RECAP

You get privileged access to a network small, distinct group of self-made millionaires who make up Maverick Business Adventures®. Quite simply you're looking at true 'Who's Who' of successful entrepreneurs, CEOs and business owners.

More importantly, each member shares a common 'DNA' of wanting to life to the fullest, creating business breakthroughs and giving back through charity and education to empower future Maverick entrepreneurs!

You'll hear their success journey and exact techniques of how they've done it. But you won't just hear their best moneymaking advice but you'll get their philosophy on creating MORE in your life...Maverick style.

You'll find out how to make more money, have more fun in your life and ultimately give back more!

Maverick 2020 Mission:

- 'Maverick-tize' 1,000,000 entrepreneurs
- Impact 1,000,000 young entrepreneurs
- Have 1,000,000 Cumulative Items Checked Off Members Big Life List

Quite frankly, we're out to change the game of how business is played to help shift the focus beyond just the bottom line and have entrepreneurs create their own fun-filled experiences and maximize what the impact they have in their communities.

With 1,000,000 entrepreneurs and a percentage of them giving back the 5% charity pledge (as you promised) - the ripple effect will be staggering. And that doesn't even count the 5% our company would provide.

We truly believe in business as a force for good

- **Fun and profitable events** in different parts of the country (and even the world).
- **Open Call-in Days.** Throughout the year, I'll set aside significant blocks of time only for Maverick Insider members.

**8. Get back to the fun** – Think back to when you were a kid and what activities or interests got you really jazzed and excited. Somehow as ‘adults’ many of us have lost that sense of fun and inspiration. What did you like to do? For me, it was playing sports, drawing and making people laugh. That’s why I still play ice hockey and beach volleyball. Why I’ve taken art classes and stand-up comedy classes. I make sure to incorporate what gives me enjoyment into my life by actually making it a priority.

How many times have you heard yourself saying, “I’d love to \_\_\_ *BUT* I can’t because I’m too busy.” That’s total bullshit. What you’re really saying is that activity does not have enough priority in my life. Or I feel guilt around having fun.

Quite frankly for most entrepreneurs work is our default unless there is something else scheduled. Don’t just settle for enjoying life when you squeeze it in between your business. Here’s a great quote from Jim Loehr and Tony Schwartz, New-York Times Best-Seller “The Power of Full Engagement”:

*“...the richer and deeper the source of emotional recovery, the more we refill our reserves and the more resilient we become”*

Put fun activities, rewarding experiences and exceptional adventures on your calendar and protect them like you would any ‘real’ appointment.

**9. Let it happen** – Nearly every positive change comes from frustration. Consider this a ‘reframe’. I look at the feeling of burnout as an alert to me that something is off. Allow the feeling and don’t believe there’s something wrong if you experience it. Give yourself permission to realize it’s ok and it’s a transition to something bigger and better. Many times it’s been helpful to me to journal during this period writing down what I want and want I don’t want. Writing gives clarity to your thinking instead of letting things keep turning over and over in your head like some out of control washing machine.

Quite frankly, the inspiration for Maverick Business Adventures came from a period of my personal burnout and ironically the unique nature around it can help other entrepreneurs avoid or recover from burnout. I hope you’ll give some of these 9 ideas a try when you’re when you’re feeling burnout occurring or when you attempt to break free from it.



### Upcoming LIVE Event – July 17th

As a charter member, **you’re getting a HUGE bonus for FREE! 1-day LIVE Event “Maverick Business Insider Extravaganza”.**

Ok we’ve set the date! July 17, 2009 you’ll be invited to come out as my guest for a jam-packed 1-day event combining everything about Maverick – namely more profits, more fun and giving more back.

It’ll take place in the DC-metropolitan area and you’ll start with a ½ day business workshop covering my latest secrets and insights into making more money. (Considering I’ve run workshops from \$995.00 - \$10,000.00 this is already a significant bonus.) Then for the other half of the day we’re going to have a great time! We’re going to go-kart racing...full details are here:

[www.MaverickBusinessInsider.com/extravaganza/](http://www.MaverickBusinessInsider.com/extravaganza/)

The "Extravaganza" event will be a NO-PITCH ZONE, so you can rest easy and focus entirely on learning, networking and having fun during this exclusive event.

*Note: If you’ve been a Maverick Insider member for over 6 months – be sure to check your email for a special invite and special link just for you.*



*Interview with*

# **Jimmy Sweeney** *June 2009*

Jimmy Sweeney Interview  
June 2009

**Yanik Silver:** Welcome everyone to another Maverick Business Insider interview. With me I have Maverick Business Adventures member Jimmy Sweeney from California. Jimmy and I have known each other for quite a while. He actually just reminded me before we “officially” got on the call here that he’s known me before I even made one sale online, so it is been quite a while.

Where did you and I meet? Was it a Dan Kennedy conference?

**Jimmy:**

:

Oh gosh, that’s funny. You know, you actually called me. We both had mail order businesses. I was selling a home study course to the auto repair market and you were selling cosmetic surgery, right?

**Yanik:** Yeah.

**Jimmy:** And you called me on – you got a hold of my free report that I was giving away. Remember that?

**Yanik:** Yep.

**Jimmy:** And you said that you had an uncle or something that owned an auto repair shop and that’s how you got the report. Is that true or were you making that up just to (laughs).

**Yanik:** (Laughing) Totally true. I do have an uncle that owned a couple of auto repair shops, gas stations and so forth. I’m pretty sure that’s how I found you.

**Jimmy:** Well yeah, that’s what you told me. And we ended up, you know, just becoming friends and comparing notes.

**Yanik:** Yeah, Jimmy’s been at this for two decades which is kind of crazy, so we’re going to hear about some of his great making money secrets that he’s been doing.

When I met you, going back there to the auto repair business thing that you were doing with marketing information actually stemmed from you going door-to-door selling a package of coupons essentially for local auto dealers, right?

**Jimmy:** Yeah, correct. And I did that for many more years than I care to admit. But I did that in the evenings, you know, we’d go out door-to-door and had a crew of salesmen and we’d go out like 6 days a week but I’d have the entire day off because we’d only go out in the evenings. And then on Saturdays sometimes we’d go out a little bit longer. But it was quite a nice lifestyle. We’d go out and make \$300 or \$400 in an evening. Kept doing that for a long time and then I turned it into an info product for the auto repair industry.

**Yanik:** Yeah, so we’ll talk a little bit about that. But you have a background in literally face-to-face, a lot of face-to-face sales, banking it and leveraging it and turning it into remote

control sales. We have a friend in common, Melvin Powers, who is one of the greatest mail-order book sellers of all time.

**Jimmy:** Yeah, he was my mentor.

**Yanik:** Yeah, and Jimmy, you kind of saw what I was doing with the internet and I remember you grilling me a lot about it and then you came up with your own sites that have now since done incredibly well, starting off in the career marketplace, right?

**Jimmy:** Yes, correct, yes. I've got Amazing Cover Letters, I've got several sites in the career market.

**Yanik:** Starting with the cover letters and kind of a small conglomerate in the career marketplace. And then you're also the owner of HONESTeOnline which we'll talk more about that too, but is the reputation seal for online merchants.

**Jimmy:** Yeah, a trust seal, kind of a definitely unique take on the trust seal, something that no other business has.

**Yanik:** Which is also an interesting business model so we can maybe talk a little bit about that. And Jimmy, like I mentioned, is also a Business Adventures member so he shares a lot of our same philosophy of fun and giving back so we're going to talk about that. So is there anything in your background that I kind of glossed over that you want to jump to and let them know about?

**Jimmy:** Well, you know, I did a ton of door-to-door sales for years and it really helped me see what it took to grab somebody's attention at the door because they're either slamming the door in your face or they're going to be receptive for a few seconds so it kind of shaped how I approach writing copy and my strong suit of closing a sale.

I had a mail order business at a pretty early age.

**Yanik:** Yeah, that's right, I forgot about that.

**Jimmy:** Yeah, so with the mail order business I was helping people get credit cards if they had bad credit and actually did pretty well with it. I was advertising in the National Enquirer for a pretty long streak there. But yeah, I've just always been fascinated with the mail order business and my mom is an author of many books and her first publisher was Melvin Powers and that's how I got to know Melvin and that's how the mail order bug bit me.

**Yanik:** Let's talk about how the door-to-door sales has influenced what you think about when you're trying to get a prospect's attention first off.

**Jimmy:** Well, it is, you know, you have to write a strong headline, you've got to hit them between the eyes with a strong headline. It is the same thing at the door, you knock on the door and people's initial reaction is to tell you to go away. As soon as they smell that you're selling anything they're ready to close the door on you. Most people don't have the time, they don't want to listen. So you've got to grab their attention and then you've got to get some interest going and create some desire. It is the same formula. But at the door you have maybe five seconds. You can use a smile, a handshake, anything to get them to just relax and listen to you. So as I knocked on doors for so many years I got real good at that. But closing the sale was something that took a while to really learn, how to get

**“You’ve got to hit them between the eyes with a strong headline.”**



them to get that credit card out of the wallet or write that check. Over the years I got *real* good at it and that's what helps me write compelling copy and, like I said earlier, my

strong suit of closing the sale, which is why my conversions are so strong.

**Yanik:** What's the typical conversion on one of your sales letters online?

**Jimmy:** (laughs) That's a...you know...I sell to a really tough market, Yanik. I sell to job seekers. And Job seekers are usually frustrated, struggling for money. So to compare conversion rates in the job seeker or career market as opposed to other markets is night and day.

**Yanik:** But you're high compared to other career marketers.

**Jimmy:** Oh yeah, yeah.

**Yanik:** Then tell us about some of the closing techniques and what your experience has been - how has it translated over, how to figure out how to get their credit card out of their wallet.

**Jimmy:** (laughs) You know, I use a lot of empathy in my sales letters and direct calls to action. If you got to <http://www.amazingcoverletters.com> you can see kind of the strategy I use. But I do, I use a lot of empathy and understanding and caring as I'm closing the sale as opposed to just being this barking salesman that just says "Click here to order now".

So there is a subtlety to it. You're massaging the sale and you're befriending the person. You're using this empathetic technique when you're trying to close the sale and it is sorely lacking in many people's sales letters. So it is something I used selling door-to-door and it is something I use online. And it is sincere. I mean it's kind of tough to fake empathy. You've got to feel it; you've got to be in your customer's shoes. So that's one of the strongest elements, I guess, to closing a sale. For me, at least.

**Yanik:** What would you tell anyone how to get into their customer's shoes, how to look at things from that angle and to try to develop that empathy?

**Jimmy:** Well, I would say you've got to read a ton of information on the market you're going to sell to. Talk to some people that are in the market. Because of all the experience I had going door-to-door it was kind of a natural thing for me to be able to do that. For someone that doesn't have that sales experience you're just going to have to go to the school of hard knocks and read, talk to people in the market, and if you pick a market that you're already involved in then you're standing in those shoes, so that's another way to shortcut the process.

**Yanik:** What do you think stopped you from asking for the sale or getting people to reach out and grab their wallet before as you were working on this door-to-door?

**Jimmy:** I would say just lack of experience. Once you make a sale - you've got somebody, they're saying no, they're saying "I'm not interested", and they say it five times, and then you fast forward 10 minutes later and you're walking away from their door with a check in your hand. And they told you "No" five times. Well then you did something there. You know, something magical happened, and so it just became second nature for me to turn no into yes. And if I was in a really fired-up mood and I had somebody's attention I was going to walk away from their door with a check or their credit card.

For the last 6 years of my door-to-door career I made it a point that I would never go out and knock on doors and not come home with at least one sale. And there are nights

when you can go out, if you go out for a short session, for an hour and a half, you can run into just a bad neighborhood or just the natural math of it all and come home with

zero sales. It doesn't happen often, but it would happen. And I just made a decision that I would never come home without a sale for the last six years of my career and I held true to that. Never came home with a zero the last six years of my door-to-door sales career. It was just a simple decision.

**“I would ask a lot of “yes” questions.”**

**Yanik:** Well that's definitely a big part of it, is just thinking in our heads and making that decision and sticking with it is pretty important. Talk about the process of taking the noes and noes, the four or five noes and turning that into a yes.

**Jimmy:** I would ask a lot of “yes” questions. I would start off asking yes questions like, “Do you drive a car?”, “Yes”, “Do you know where the Chevron station is on First and Main right down the street here?”, “Yes”, so I got a few yeses and some “yes momentum”. Then I would hand them, I'd actually physically hand them the product, the little coupon package, and I would pull out my pen and I would go through it methodically so that they were looking at the package, they're holding it, and they are listening to me read off the items on it in an entertaining way as they are looking and holding it. I just had a strong close, you know. Someone would say, “No, I take my car to the dealer”, and I'd have a rebuttal for that. You just keep at it. You're persistent, positive, joke around a little bit (humor goes a long way). You don't try to be a comedian, but you want them to like you because at the door you're selling yourself, and it is the same thing online. If you're writing personal copy in the first person it is the same approach. That's why it was kind of easy for me in the transition going from offline to online, writing copy that personal and empathetic and using closing techniques that I had in my gut from all those years of going door-to-door.

**Yanik:** And then just applying those online.

**Jimmy:** Yes, exactly, applying them online. And if you want to talk about some online stuff I'd be happy to.

**Yanik:** Yeah, let's move into that because I know that's obviously where you spend most of your time. And I want to point out, which I think is really important for people to understand, is that door-to-door you have a limited amount of leverage, you're knocking on doors. And I started off door-to-door essentially too selling medical equipment

**Jimmy:** Right.

**Yanik:** And then I got hooked by the direct marketing bug and started writing sales letters and full page ads and so forth for my dad's medical equipment company and pretty quickly I only wanted to talk to doctors who wanted to talk to me and so I got a lot of leverage there. So what I want people to really think about and really get from that part of your story is two things: one, you took an existing asset that you had. You were selling a packet, just so people understand what it is, could be a packet of three or four oil changes ...

**Jimmy:** Yeah, it was basic preventative maintenance that you do to just about any vehicle on an annual basis.

**Yanik:** Right, and selling it at a discount.

**Jimmy:** Yeah, I would sell it for between \$40 and \$50 and as time went on we would raise the price and the particular repair shop would give away those services and we would go within a three mile radius of that particular shop and sell it door-to-door. We kept every dime and they got all the repeat business that it generated and it was similar to the stuff that they were using in their paid advertising anyway that they had to pay money to

advertise for. Then I boxed it up and put it in a home study course for how shop owners could dominate their neighborhood.

**Yanik:** Yeah, and I think that's really important there is taking...most of us overlook the assets that we have or stuff that we've done in previous jobs, previous whatever and we should think about how else can we leverage this, how can we make money from it. So you boxed it up and taught an entire course to other shops on how to do this and I know that was doing very well.

**Jimmy:** Oh it did real well. I sold almost 1,000 courses between \$600 and \$800 a piece. And I got out of it a few years ago but I also had a \$2,000 backend product that I sold to them where I would actually create those coupon packages for them that they could actually sell over the counter to their traffic coming into their shop every day. So that was strong.

But the two takeaways from, or I should say three, I learned how to sell door-to-door, that translated into writing copy and closing sales, also boxed it up as a home study course, and I didn't run away from what I knew. I was so sick of the auto repair business. I have to tell you. But it is something I knew real well. And a lot of people want to just run away from what they know and start something brand new and fresh. And that's a huge mistake in my opinion. What do you think about that Yanik?

**Yanik:** Yeah, I agree. I have this in my head and I've taught this before is this kind of a two-by-two matrix and I think about on one side of the axis is new products and then new marketplace. Then on the other side is existing product and existing marketplace. I always tell people the safest bet is to never go two steps on this matrix, never go new product new marketplace. Always go new marketplace same product, new product same marketplace and that keeps things safer.

**Jimmy:** I agree, yeah.

**Yanik:** Let's talk about the transition into online. What prompted that, what you're doing...?

**Jimmy:** (laughs) I've got a story for you that you're going to remember. First of all, we were in communication quite a bit when you were making your very first sales online with instant sales letters.

**Yanik:** Right.

**Jimmy:** And I'm sure you remember when we met out in Las Vegas. It was at a seminar, I'm trying to remember the guy's name, Fred Gleek, and it was Fred Gleek's deal.

**Yanik:** Yeah.

**Jimmy:** And we met for the first time face to face in Vegas and you were with Bart Bagget at the time. (laughs)

**Yanik:** (laughs)

**Jimmy:** And we were having a good time and staying up late, and I remember specifically ask-

ing you “How’s business going with your new internet venture?”, and it was doing pretty good. I mean, you said, if you don’t mind me revealing some small numbers...

**Yanik:** Yeah, I don’t care.

**Jimmy:** You said that you’d done like \$12,000 that particular month.

**Yanik:** Mm-hmm.

**Jimmy:** I said well, that’s pretty good for an automated digital product. I thought that was pretty interesting. So I asked you, my next question to you, and I’ll never forget your answer, but my next question to you was, “Do you think you can do \$100,000 a month?” And without pause, without flinching, your exact words were, “Yes, absolutely”. And this was at the time when you were, it was like at the time when Jonathan Mizel was one of the main guys online. So that’s how I kind of took notice of that.

And then it took me about another year or so and I said, you know, I’ve got to get online. I came up with a product and a website and wrote some copy. I actually, ironically, did almost \$12,000 my first month online.

**Yanik:** That’s pretty good.

**Jimmy:** It was all pay-per-click stuff, but it was real cheap pay-per-click. I think it was back when it was Goto.com, remember that?

**Yanik:** Yeah. So what was...? Well, we were just talking about this matrix of new product new marketplace. You decided to go after the career marketplace. What was your rationale for that?

**Jimmy:** (laughs) We actually stumbled upon it. We were searching keywords to see what volumes of keywords, what kind of results came back, what might be a decent marketplace. So we saw there were search terms for certain things in the career market. In hindsight I don’t know if it would have been the best first choice for me only because there wasn’t a lot of things to sell on the back end once the person find a job. You know, they’re pretty much done unless you want to sell them some work at home stuff which they tend to buy. But the career market, we just sort of stumbled upon it. Cover letters and résumés, there was a ton of free stuff online.

But because I gave it such a monumental effort of the copywriting side of things and we were able to buy traffic and make money, that’s how I started. I just used my marketing savvy to create some backend products and other items. I went real deep with my first website, [www.amazingcoverletters.com](http://www.amazingcoverletters.com). I like to say I went strong, deep and wide with that site. I stayed focused on that site, probably for too long. But it continues to do super well years later because I went deep with it. I have a ton of affiliates and it does really well.

**Yanik:** When you say strong, deep and wide, what do you mean by that? Can you give some examples of that?

**Jimmy:** I’ll give you an example. One of the biggest mistakes I see people making online is they try to do too much, they’re too perfect or they’re all over the map. They’ve got their hands in 5 cookie jars. For me, at least in the beginning, one of anything is bad. Dan

**“I just used my marketing savvy to create some backend products and other items.”**

Kennedy's always said that: one of anything is bad. But if you pick a market that is stable and it is going to be there, then I say instead of focusing on streams of income where you're all over the map, focus on streams of traffic. Just try and stabilize your one website or your two websites with streams of traffic, not necessarily streams of income. Do that, at least in the beginning. Pick a market that has proven buyers, the market is stable. Hopefully the market is fanatical so you've got people that are just rabid, proven buyers obviously.

Then just focus on getting the strongest sales copy you can muster, do some split testing once you have enough traffic to do that. And then take it from there. Also create a

related higher priced backend product that you can sell to those initial customers so that you have at least that one-two punch. You sell them the initial product, and then you've got this super-duper highly related product that you can sell that customer on the back end. You can sell them immediately – on the download page or the thank you page or in your auto responders, just so you have a highly priced, highly related backend product in place. And then once you have that, you can create another product within that circle, within that niche. Two or three or four products, backend products and that's how I started in the career business.

Then, as you know, I kind of do things at my own pace, but I had the idea for HON-ESTeOnline, the trust seal company for quite a long time and it was a unique slant on kind of like the Better Business Bureau model. I kind of thought I knew what I wanted it to do and it just percolated for a long time and then I took action and got that rolling.

**Yanik:** Right. Before we get into that, what – just outline, because I don't want people listening or reading this transcript to miss what you just talked about because it is really a great process of how to take one existing product, one single product like a lot of people get stuck on, and turn it into, sort of like I said a mini-conglomerate or mini-empire in the marketplace. If you were going to go back and maybe give people a one-two-three-four-five kind of checklist, where would they start from that list that you just rattled off? Or what's most important?

**Jimmy:** Okay, I would say pick a market that you're familiar with. And as a shortcut pick a market that has proven buyers and better yet, if they're fanatical about that market. Whether it is a hobby or job seekers – obviously they need a job so there's some desperation there in many respects. But pick a market that you know and then you're already standing in the shoes of your buyer. You can write better copy for that. Don't run away from what you know. In fact, start with what you know. The reason I was able to start online with the career market is because I brought to the career market marketing techniques to market a person, using marketing strategies to get a job. So it was easy for me to do that, I was the first one to kind of have that USP (unique selling position/point).

So pick a market that you know and start with one website. Write the most compelling copy you can write or hire out that copy. A good book that has a road map, a step-by-step roadmap, would be Dan Kennedy's Ultimate Sales Letter. It is one of the only books that I have actually, I think it is like a 28-step process. It is a fantastic book. It'll be a classic in the years to come. I think he's got a few versions of them, so I would use that.

I would outline some kind of related backend product that you can sell for several times the initial price of the first product and website.

**Yanik:** When do you start thinking about that backend product? Like is it when you realize okay, yeah, my first front end product is now working?

**Jimmy:** Yes, yeah. I mean, you can have it in mind but once you've got that first frontend product working, you know, you buy some traffic or another great way to get some traffic to your site is to just ask somebody a favor or to give them 100% of the commission just to send you some traffic. There are some nice people out there. You know, you ask somebody who has a list a favor, hey, could you just blast this off to your list one time and you scratch my back I'll scratch yours. People are willing to help and it is a great way to get some free traffic to test your offer.

**“So I paid a writer to provide these articles and content pages.”**

**Yanik:** Definitely a thing that I encounter and I have a lot of objection to is we talked about affiliate relationships and so on but you said people are willing to help you out. Is it because you've had a relationship with those people before or do you just literally come up out of the blue to someone in the career marketplace, you just started, and you're like “Hey, would you mind mailing your list for me?”

**Jimmy:** Well usually I would use the six degrees of separation, you know? (laughs) Maybe somebody I know that knows somebody, I'd try that approach. But when I approach an affiliate, like let's say a big affiliate, I'll get on the phone and I'll send them a FedEx package, I'll do whatever I have to do to get their attention. I won't use email. I mean, I'll use it after I've made that initial contact. But I use the old fashioned phone – pick it up and dial and get somebody on the phone and use that approach. That's how I've landed some of my biggest affiliates.

I wanted to mention a technique that I've used really successfully that goes along with something people can do initially to gain some strong affiliates and I never made a product out of it but I call it the Portal Piggy Back Technique. A portal website is basically an authority website on a topic, so in the career market the ultimate authority site might be Monster.com. Well, there are many sites in the career market that aren't quite Monster.com but they're big. And what I did is I would approach these sites and I would say “I'd be willing to give you articles or content that are keyword focused so each article would be optimized for one keyword” and I would give this article to them for free. All I would ask in return is that they would put a little text link at the top and bottom of the article so that I could generate sales and traffic. If they wanted to be part of the affiliate program then those links would be actually their affiliate link.

But I'd be giving them content – to an authority site – where they could put Google AdSense on the side or a banner ad or anything else that's working for them so that they could monetize that particular page. What that does is that gives me a little piece of real estate on that portal site for years to come. But I wouldn't just do one or two of them. I contacted one website, we were doing 150 – 200 pages per month of really good keyword optimized pages and I've probably now got 3,000 pages on one site and that particular site brings in traffic and sales for years now. I've done it with several sites, so it is a really strong technique. And you don't have to have a site that converts well because you're giving them something that they already want and you're paying to have it done.

So I paid a writer to provide these articles and content pages. The portal site wants these pages. Sure if your site converts well, that's great, you're making money. But it is not a prerequisite for them saying yes to accepting your pages. So it is a great way to get your foot in the door by approaching portal websites and authority websites in your particular niche market.

- Yanik:** That is an awesome technique right there. Really, really powerful. Anybody should be able to use that and do really well with it. And I love the fact that it is permanent real estate. That's one of the biggest problems, is so many people get affiliate relationships and they think it is just about getting someone to mail for them. You give a lot of effort and there's a nice big hit usually, but there's no lasting results from that.
- Jimmy:** Exactly.
- Yanik:** It is misleading. And what you just talked about is something that's going to be there pretty much forever.
- Jimmy:** Yeah, yeah and think about this: that portal website already does super well in the search engines. They're not a strong portal website for no reason. They're already kicking butt in Google and all the engines. And so those pages, those keyword pages that you optimize, just use basic white hat optimization and target one or two keys. Usually I target... Let's say it was Job Interview Help, or let's say Résumé Samples. I would optimize the page for Résumé Sample and then the plural, Samples. And that's it. One page for one keyword. We'd even do long tail keywords. So a lot of these pages, they just instantly go to number one and they stay number one forever. So you can dominate niches this way. It is an awesome technique. It takes a little effort, but you will find people who'll say "Sure, I'll take your 100% unique original well-written content all day long, send it over". And all you tell them to do is put the link at the top and the bottom and it can be your affiliate link. Whatever you have to do to get them to say yes.
- But you're the one offering them good stuff and then often after that you can create a relationship with them to do mailings to their list so it builds from there.
- Yanik:** Now, you just triggered two other questions. One is who do you talk to at these websites?
- Jimmy:** You know, sales departments, you can get through, they answer the phone first (laughs) because they want to sell you something. You've just got to go to the website and send an email. Who do I contact can be a question in the form of a question. Who do I contact regarding submitting articles or whatever? As long as you're courteous you're going to get to the person, the decision maker eventually. They don't generally blow you off. And also a phone call goes a long way, like I said. When I approach bigger sites I will definitely get on the phone and just be courteous and professional and have that persistent tone in your voice that you know what you're talking about and you just need to get that person on the phone. You've just got to assume the sale, the assumptive close. I need to speak with so-and-so, who is that? Maybe not that blunt, but that's kind of the approach.
- Yanik:** The other question then is so you're giving them unique content.
- Jimmy:** Yes.
- Yanik:** Do you do this with multiple portal sites, or is it you're going to work with just one and that's it?
- Jimmy:** You can do it with multiple sites. I mean, you can hire a writer to write for one site then you find another site, hire another write to write for that site, so that you put just one writer. You know, you use elance or find somebody to write articles or content for you and just assign one to each portal. So yeah, that's the way I did it. Although I had somebody writing stuff full time for me that was able to just churn out a ton of stuff on a monthly basis, if that answers the question.

**Yanik:** Yeah, yeah it definitely does.

**Jimmy:** You can get this stuff done cheap, you know. You don't have to pay \$25 a page or something. You can pay somebody by the hour. They may be churning out x amount of pages an hour, so it just depends. For me, I probably maybe even overpaid. But it has come back in huge profits over the years, so I wasn't really concerned. I had some really good – the quality was strong and the content was unique and we just got it down to a system. And once you have the system in place you can hire a writer and say "Here's your system. Here's your six-point checklist for the articles. Here's a list of 1,000 keywords. Write 1,000 pages, I'll pay you every time you hit 100." And then you send off to the websites, I would send off in batches of like 150 at a time and their webmasters would upload the pages, and portal websites love content. Everybody loves content, whether they put it on their blog or they put it up as HTML pages or whatever.

**Yanik:** That's great. That's a great technique. Alright. So we've got to speed this up a tiny bit. Let's talk about HONESTeOnline. That's really different. And I remember you telling me about this and we were going over the business model and I think business models are one part of... You know, it is like sometimes your success or failure of your business model. And you were telling me about this and you were like you were talking about the BBB and you were like "BBB has one of the greatest business models in the world. Like you pay \$200 or \$400 or whatever it is now"...

**Jimmy:** Yeah, it is a little more than that, but yeah.

**Yanik:** ...for nothing.

**Jimmy:** (laughs)

**Yanik:** For a little seal or whatever.

**Jimmy:** Yeah, I mean the BBB's model is that they basically approve a person's website. And they resolve disputes between the merchant and the consumer. And you know, there are a lot of holes in that model. What I wanted to create is a self-policing model where if somebody put the seal on their site and a consumer clicked through, and let's say they ended up doing business with the company, they didn't like the company, they tried to contact support, support wasn't answering, they couldn't contact the company, there was no recourse, well, what we have is a customer recourse form or a feedback form where they can click the seal and then they can click on the customer feedback form and they can basically lodge a complaint against this particular merchant. And it uses our servers and delivers an email to that merchant. And if that merchant still doesn't respond, then those comments, they go live after 15 days for all other customers and consumers to see. And so when you put our seal on your website, if you're doing good business and you run a good business, you take care of your customers, you offer good customer support, the seal is going to increase conversions, definitely. I've never seen a split test even come close to even – it has always increased conversions. And if you put that seal on your site and you're just ripping people off it is going to hurt your business. So it is self-policing and it keeps merchants accountable, but a tiny fraction of your customers will ever click on the customer feedback center if you're offering good support and taking care of your customers. So we've been testing that for about six months, it works perfectly, and it is one of its newest features, and it is kind of what differentiates us from anybody else in the trust seal market.

**Yanik:** Yeah, and this is something that I pay a lot of attention to and I'm pretty sure you do too, is I'm always trying to analyze what's in the marketplace already, how am I going to differentiate. And you've done a good job of that with HONESTeOnline. Is that something



that goes through your head? How do you...

**Jimmy:** Absolutely! In any market and that's a great point Yanik. In any market I try to be totally original in my market *without inventing a new product or market*. So I'm not trying to reinvent anything, I'm just trying to identify a rabid market and a profitable market. And then I try to come up with that one killer angle or USP that *completely and totally* separates me from all the competition. Not most of the competition, but *all* of the competition. And that's how you can stand out and you can shout from the rooftops and get the sale, because you're the only guy offering it. And it can be one little tweak, one killer angle, and that's something that I always do with anything that I sell.

**“It is actually a secret career document that is nonexistent anywhere but at my site.”**

**Yanik:** Can you go back and just maybe tell us of the different businesses that you have, what do you think their USPs were or some other examples?

**Jimmy:** I can give an example of one of my products. In the career market, I sell a product called the Job Interview Secret and it is a backend product.

**Yanik:** Because other people sell job interview questions and so forth.

**Jimmy:** Well, what it is, it is actually a secret career document that is nonexistent anywhere but at my site, something that I created from scratch. It is a fill-in-the-blanks template with samples, with audio, with bonuses and it basically produces a document that a job seeker can bring into the interview and hand over to the hiring manager or whoever is conducting the interview. It is basically an action plan. Basically it is a 30-60-90 day plan that shows the employer “Here's what you could expect from me if you were to hire me today”. And it is so strong.

**Yanik:** That's basically turning the tables on the whole process.

**Jimmy:** Yeah, you're not bringing in your résumé for more review, you're going into the job interview, and you're holding a document that not one person applying for that job has. The chance of somebody else having this is almost nil because the market is so massive. So we never reveal what that document is – well, I just revealed it now, but that's okay. The document, we call it the Secret Career Document, and in the sales copy that's what we continue to call it. It is the Secret Career Document. And the only way you're going to know what that secret is is by getting your credit card out and purchasing it.

We've had just incredible success stories with it. It is a product I'm really proud of. And it is also a technique – you know, selling secrets and not revealing that secret, people having to pay money to get that secret. It is doing well.

**Yanik:** That's pretty good. How much is that?

**Jimmy:** I tested it – if you want me to, I can just run down the split test on that for price points.

**Yanik:** Yeah, that'll be instructive actually.

**Jimmy:** Okay, I tested \$197 versus \$97 and \$97 pulled four to one in orders, so \$97 was much more profitable. Then I tested \$97 versus \$79 and \$59 so it was a three-way test, a b c split test, and \$79 was the clear winner after about three months. \$79 beat \$97 and \$59. So if you have a product that you're selling for \$97, you want to test \$79. It is a great

number. And then in \$29.95 versus \$39.95, \$39.95 won. And if you're selling anything all at \$27 or \$37 or \$47, you're losing money. You need to be selling for \$29.95, \$39.95 or \$49.95. That's a fact. Do not sell stuff for \$27 or \$37.

**Yanik:** Those right there are some definite gold nuggets that people should comb through and highlight when they get the transcript of this. That's pretty good. Alright, if you're okay, I think we spent a lot of time on the make money part, let's jump to other sections.

**Jimmy:** Sure.

**Yanik:** And you are, you're someone that definitely enjoys having a good time, having fun, and that's part of the Maverick Business Insider and Adventures philosophy, is make more money, have more fun and give more. So let's talk about fun. How do you add that to your life, what's been your philosophy on it, has it changed, what's your thinking around it?

**Jimmy:** Okay, having fun. That's something that comes easy to me (laughs) as you know Yanik. You know, as far as business and lifestyle is concerned, I really like my lifestyle, but I'm

ambitious, and so I kind of go back and forth with that, I try to find a balance. I was born and raised in California, grew up surfing and just having a good time really. So I do have to rein myself in sometimes and I go in spurts as far as work is concerned. I'll hammer stuff out for several months and then I will kind of take it easy for six weeks or so. Not that I'm not working during that time, but I just kind of do some things I want to do.

The internet, the business, allows me that freedom. It is pretty amazing, as you know, to be able to do what you want. I use a lot of virtual assistants to take care of my support and writing and affiliate management and all that stuff. I have people that work from home for me on a part-time basis as independent contractors. So they're doing their job while I may be away having fun. But I am focused for this year. I had quite a bit of fun this year and it is time really, you know, dig in for the last six months of this year. Although I've worked quite a bit, I could have worked more. So...I try and balance that. I struggle a little bit with that. Does that make sense to you?

**Yanik:** Yeah, yeah. It is definitely something that I preach: lifestyle. All the time. And at the same time it is figuring out do you want to maximize what you're doing but at the same time build a lifestyle into so that you're not working 24/7. At the end of the day I think it always comes down to what's your experience and what are the relationships that you built, because all the money in the world is not going to matter, but having money gives you the opportunities and the freedoms and ability to do the fun things and create the lifestyle too.

**Jimmy:** Exactly.

**Yanik:** So Jimmy's always up for any sort of shenanigans and fun. We just went to Vegas a couple of months ago maybe.

**Jimmy:** Yeah, yeah.

**Yanik:** So I guess two or three months ago.

**Jimmy:** That was a great weekend (laughs).

**Yanik:** And I decided that we should, I bought some monkey masks for us, and all sorts of other monkey accoutrements and we said that one of our buddies, Chris, was going off to Africa to go film primates for two months. So we had this whole setup with monkeys

and Jimmy was... Everyone was into it but Jimmy actually took the monkey mask and was wearing it around a bunch with the sunglasses over top of the monkey mask

(both laugh)

**Jimmy:** That was great.

**Yanik:** I think somewhere in my TwitPic stream there's probably a picture of that. And so where does that come from? A lot of people would be like oh, that's too stupid or too silly or...

**Jimmy:** Well, you know, by the way, Yanik, I have those, you remember we were taking off and I said "Hey, I'll take one of those monkey boxer shorts".

**Yanik:** Yeah (laughs).

**Jimmy:** Yeah, my wife was like "Where did you get those?" I said hey, they're comfortable. So I still have a pair of those. But I've always been a joker and just like to have fun. I was kind of a clown in high school and you know, hey, if you take things too seriously you're

going to have a rough time of it. I try and laugh at myself and I don't take myself that seriously and I just try and give people a smile and they smile back, and that's kind of my... In fact that's a good metaphor for giving back, giving and receiving. You know, you smile at somebody, more often than not they're smiling back at you. And you frown at somebody; they're frowning back at you. I use that as a metaphor for charity, giving, receiving. It is something that works and adds enjoyment and joy to my life

**Yanik:** Right. And that's a great transition. So where did that philosophy come from, that essentially you're, and I'll paraphrase, is that the behavior that you're putting out there, you're getting back, you're having it mirrored.

**Jimmy:** Well that's an easy answer. It was all the years of door-to-door. Isolating that factor of giving out and getting back, that was door-to-door. When I smiled at somebody at the door, and I felt warm and empathetic towards them they gave it right back to me and a sale occurred. It is not about the sale, but that's how I kind of learned it.

But I also learned it growing up. My mom's an author of over 60 books and she's written all kinds of inspirational books and she's one of the most giving people I know. So I was raised that way. I just saw how charitable she was with other people, giving of her time and money, even in tough times, so I got a lot of that from her. But when you isolate it as far as where did I really see it play out it was definitely at the door. Because whatever I did at the door with a person, however I was feeling, those feelings came right back to me and it increased the sales actually.

**Yanik:** What about, have you, now I know you've taken part in...let me just think real fast. You've been on our Vegas adventure obviously.

**Jimmy:** Yeah, yeah, I have.

**Yanik:** And I don't think we had a young entrepreneur session there. What other ways have you given back or what do you think is important?

**Jimmy:** Well, you know, a charity I'm giving to, which I think is really cool, is SmileTrain.org. Have you ever heard of that Yanik?

**"I've always been a joker and just like to have fun."**

- Yanik:** Yeah.
- Jimmy:** Yeah, it is like the kids are born with like cleft palette, you know, the lip is attached to the nose.
- Yanik:** Right?
- Jimmy:** You know what I'm talking about? The upper lip?
- Yanik:** Yup.
- Jimmy:** And basic surgery for that costs like \$250 and almost every penny goes to the surgery and it is a charity that's been around for a long time and it is called the Smile Train. So when they do the surgery the kid can smile again. So I just think it is a wonderful charity.
- And I give to other charities. I also give my time to mentor people that I think will appreciate it. Because sometimes you give free advice to, let's say a friend, "Hey, how are you doing that internet thing?", and nobody appreciates it, they don't get it. But I do give a lot of my time to helping people.
- Yanik:** How do you decide? Because that's definitely something that I struggle with, is, you know, I worked out literally – I hope my neighbor never listens to this but I have one big wall in my office that's a whiteboard and I literally worked out an entire plan for him to take what he knows about winning money in home poker games and to turn it into high priced products and unique instances and Vegas and I'm like all pumped up about it..
- Jimmy:** (laughs) Oh boy – that sounds familiar Yanik!
- Yanik:** I spent this entire night doing it and I could have been doing something else. I love helping people...
- Jimmy:** Yeah, but that's time you're never going to get back.
- Yanik:** Yeah. So what's your process now for deciding who you're going to help?
- Jimmy:** You know, I've done that as well. I've outlined full business models for somebody where they could be making six figures six months from now. Literally a "Here's your model, plug it in. All you've got to do is do the work". And there are things in their life – there are habits, there are beliefs, all those limiting things, and they can never get out of that shell and actually implement it or take action. So many people have dreams and desires and they want to do this and they're going to do that and they never do it because they can't take action or they just have some limiting factor that's part of their core that they can't break.
- And then you find that person that you've seen has taken some action, and has maybe taken the wrong action but they're willing to take action. And I have one particular friend who now – you met him; I think you met him when we had sushi at Frank Kern's deal in San Diego, Dan? You were sitting next to him I think.
- (both laugh)
- Jimmy:** Anyway, he sells stuff in like the witchcraft industry and stuff but he's doing incredibly well.

- Yanik:** Ohhh, yeah, yeah, yeah, that's proof that I wasn't completely drunk.
- Jimmy:** (laughs) Yeah, that was not the night that we played credit card roulette, either. That bill was like...that was big.
- Yanik:** That was a fun thing. Go ahead and finish that and then...
- Jimmy:** Yeah, and you'll tell the credit card roulette story.
- So I mentored Dan. Dan was doing some little stuff in the career market but he was working a full time job in IT, Internet Technology or Information Technology, and he was doing some stuff and he had a lot of gumption. He was marketing some of my products as an affiliate and he lived in Ventura, so we were only maybe 35, 40 minutes away in California here and so we met for lunch. Fast forward about five years later, we meet once a month for sushi for a tax deductible sushi dinner and we compare notes and we have a mastermind group with a few people that are from different parts of the United States, like four people on the call. But Dan is just – I am so proud of the guy. He is doing phenomenal and that was energy well spent that's coming back to me in spades because he's really smart. I helped him with the marketing and he's a tech guy as well. He's a deadly combo. He's a really good marketer and has a lot of tech experience.
- '
- Yanik:** Yeah, it is pretty exciting. Like my brother who's nine years younger than me. You met him.
- Jimmy:** Yeah, Adam.
- Yanik:** Yeah. So Adam is a perfect example in that it is almost like you give them a little bit and then you see what happens. And if they come back and they do what you've told them to do or referred them to or whatever the case is then you give them a little bit more, and a little bit more I think. And so with Adam I'm really, really proud of him in that he's nine years younger than me. He's an IT guy, he's a programmer.
- Jimmy:** He's a great guy. I really like Adam.
- Yanik:** Yeah, Adam's a really great guy but it took him a while to develop that entrepreneurial mindset and work ethic and to realize that there's a lot of leverage that can be done with his time and not just trading dollars for money and so forth and he's come around. And now it is like he's going to be quitting his job in probably the next month or two months. His first product that he created, he literally programmed it and I taught him about marketing it and so forth, made about \$25,000 or so, it is like he made more in one week than he normally makes in three months.
- Jimmy:** Yeah, that's awesome!
- Yanik:** He's just psyched and...
- Jimmy:** What is he selling, is it software or something?
- Yanik:** It is eBook vending machines.
- Jimmy:** Oh yeah, cool.
- Yanik:** Yeah. It is something that we've had out there for a while. And then we have another joint project we're going to be doing soon so it is pretty exciting once you see people finally doing that and taking action. But you mentioned credit card roulette a little bit ago

and that definitely falls into our fun category of something that people can do and institute. And I'm all about, I call it "tweaking the fun", just things that you can do to make things exciting or a little more interesting anytime you're wherever, hanging out. Somebody taught me this game, I didn't make it up. But I really like it. It is more fun when it is a really expensive dinner.

(both laugh)

So we're at Nobu in San Diego and, I don't know, probably 8 of us maybe Jimmy?

**Jimmy:** Yeah, yeah 6 guys and I think Dory and Ashley.

**Yanik:** Yeah, so 2 gals and we were being gentlemen and didn't make the girls throw in their credit cards. And so 6 of us threw in credit cards. So you give them to the waiter and stick them in a napkin or hat or something and let the waiter pick. It is not just the first credit card; it is the last credit card that has to pay for the whole meal. And so it builds up this great anticipation and you get to the last two or three people and they're just looking at each other and you've got that relief when your credit card gets drawn out. Not that it really matters, but it is just fun and more exciting. So that's something that people can do on their own time with their friends at dinner.

**Jimmy:** Well yeah, it came down to me and Mike Geary is who it came down to. And if you remember I told Mike before the process even started, I said "You know what, I just have this feeling. No offense buddy, but I think you're going to lose". And it came down to me and Mike and the waiter, for dramatic effect, kind of palmed the second to last credit card. He read it and said "James Sweeney" and I knew that Mike was the loser and...

**Yanik:** (laughs)

**Jimmy:** I celebrated some really expensive free sushi and that was great.

**Yanik:** That's always fun. So that's a good thing to introduce with your friends. At least the ones that are employed or have their own business going, that makes it a little better.

**Jimmy:** (laughs) It is fun.

**Yanik:** Any last words or comments?

**Jimmy:** Yes, I have a surprise for everybody. You know how I sponsored HONESTeOnline memberships for all Maverick Business Adventure Members?

**Yanik:** Right...

**Jimmy:** Well, I'm going to extend this. As part of our overall marketing strategy for this year we've been sponsoring memberships – full lifetime memberships – working with certain companies. Some of them have prepaid for the memberships, other organizations that we like we pay for them, we sponsor them. And since I've already done this for Maverick Business Adventure members, I'm going to extend this to sponsor all Maverick Business Insider members as well. Everybody gets a full lifetime membership to HONESTeOnline and if anybody out there is already an HONESTeOnline member, we've got members from all over the globe paying \$29.95 a month, if you are a member, send our support and help desk a ticket stating that you're an Insider, a Maverick Insider, and we will cancel your billing and you'll have a full free lifetime membership. I'm going to give out a URL that you can go to, and I'm going to leave this URL up. Now Yanik, you transcribe this call into your print newsletter as well, right?

**Yanik:** Correct.

**Jimmy:** Okay. I'll leave this up through the time that the newsletter goes out just to give it a full cycle. Don't share this URL with anybody; we will cross check the databases. Here's the URL: [www.honesteonline.com/partners/mavericks](http://www.honesteonline.com/partners/mavericks). And that URL bypasses our billing page and like I said if you're a paid member already, you're now sponsored. You will not pay another dime; you have a full lifetime membership. Yanik's done so much for me and my business over the years so he's one of the companies that I'm sponsoring memberships for. We're doing it as an overall marketing strategy for the rest of the year with certain companies that we think are worthy or they're prepaid. So that basically is it Yanik.

**“You will not pay another dime; you have a full lifetime membership.”**

**Yanik:** That's a really, really, really great gift. What's it normally run Jimmy?

**Jimmy:** It is \$29.95 a month normally and like I said we've got customers all over the globe that pay that price. So it is the real deal.

**Yanik:** Right, I want people to know that this is not some made-up freebie thing. You go to the site and...

**Jimmy:** Yeah, there is no hidden agenda here. It is part of our marketing strategy for the rest of the year but I figured since we did this for Maverick Business members we would extend this for Maverick Business Insiders as well and you can fill out that page and log in, get the trust seal on your site. It increases conversions absolutely.

**Yanik:** Yeah, you said that one page with it, one page without it, and it increased how much?

**Jimmy:** I did a split test, 17% increase. It depends on the market. If you're selling to a super skeptical market you can see strong increases. There's always an increase when you have a trust seal that works. We took all the elements of all the trust seals out there including look and what happens when you click the seal and we've been testing it for quite a long time. Mike Geary, Truth About Abs, just did a split test and he gets a ton of traffic. And after two days and lots of sales he stopped the test because he saw such an increase he just said forget it. And he placed the seal underneath the order links. But yeah, it is something that if you do not use a trust seal of some sort you're leaving money on the table because people are more skeptical than ever when they're purchasing online. So get it, enjoy it, and we have a quick little traffic and conversion newsletter that goes out to everybody each month as well called Meat And Potatoes.

**Yanik:** Awesome.

**Jimmy:** Which you've seen, Yanik.

**Yanik:** I have seen it. It is good stuff and some nice value add. Alright man, well I really appreciate it. I think this has been great. I think just that one tip, and I need to start using that, I love that idea, going out to the sites, the directory sites and getting traffic.

**Jimmy:** Oh yeah, the Portal Piggy Back Technique.

**Yanik:** Yeah, that's pretty sweet.

**Jimmy:** Hey, you and I could do a call and package it as a product.

**Yanik:** That's right.

(both laugh)

That's right.

**Jimmy:** It is a good technique.

**Yanik:** Well I will hopefully see you soon and take care of yourself.

**Jimmy:** I plan on going on a Maverick trip this year so we'll definitely see each other and thanks for having me on and thanks to everybody. It was a good time. Thank you Yanik

**Yanik:** Alright. And I definitely suggest people pick up that HONESTeOnline, the freebie that you put out. That's very, very generous of you.

**Jimmy:** Yeah, no problem. It was my pleasure and great talking with you Yanik. Bye.

**Yanik:** Bye.

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As a charter member, **you're getting a HUGE bonus for FREE! 1-day LIVE Event "Maverick Business Insider Extravaganza"'**.

Ok we've set the date! July 17, 2009 you'll be invited to come out as my guest for a jam-packed 1-day event combining everything about Maverick – namely more profits, more fun and giving more back.

It'll take place in the DC-metropolitan area and you'll start with a ½ day business workshop covering my latest secrets and insights into making more money. (Considering I've run workshops from \$995.00 - \$10,000.00 this is already a significant bonus.) Then for the other half of the day we're going to have a great time! We're going to go-kart racing...full details are here:

[www.MaverickBusinessInsider.com/extravaganza/](http://www.MaverickBusinessInsider.com/extravaganza/)

*Note: If you've been a Maverick Insider member for over 6 months – be sure to check your email for a special invite and special link just for you.*

The "Extravaganza" event will be a NO-PITCH ZONE, so you can rest easy and focus entirely on learning, networking and having fun during this exclusive event.



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