

## ***Dear Maverick Business Insider,***

Just back from our Maverick Impact trip to Haiti and the best word to describe the experience is 'intense'. Touching down in Port Au Prince with other Mavericks and special guests, it was a good thing we had our guides on the ground and awaiting our arrival because the scene was ultra chaotic. Imagine any airport you've been to with vendors, porters, taxi wranglers, etc and multiply it by 5x.

We all jammed into a 'tap-tap' bus – which is a bus-like vehicle the locals ride in. It's called a 'tap-tap' because you would tap on the roof when you wanted to get out.



Now if I thought the airport was chaotic the streets were doubly so. It literally seemed like the traffic did not stop or care about anything. There was one point when the driver slammed on the brakes (hard!) and we all flew into each other. Mind you, there are no seat belts or anything like that and I was joking this one tap-tap bus has quite a high dollar net worth inside it.

We arrived at our hotel greeted by an armed guard with a shotgun. After dropping off our bags, our hosts had decided a tour of the capital was 'safe'.

We were worried with a lot of the unrest around elections and new State Department warnings but we ventured back out in our tap-tap bus. It was pretty surreal to see the devastation from the earthquake up close and personal.

It'd been 1 year but many of the buildings were still in ruins including the Presidential Palace. That would be like our White House crumbling.

And across from the Palace was a tent city set-up for refugees. These sights were quite emotional for 2 people on our trip, Mike Filsaime and his father, Lionel.

Lionel had grown up in Haiti and left the country when he was 19. Mike had lived there with his father for about 6 months when he was 12 or 13 and remembered riding his bike down some of the same streets we toured that were in ruins.

It was really cool for Mike to give up Super Bowl tickets to do this Haiti trip and fund 2 houses with his father. As Mike told me on the trip, "Hey, I've missed the Super Bowl 3 years in a row with Mavericks – so why stop now?!"



*Maverick Mike Cline and myself in front of the Presidential Palace – notice what's in my hands for Super Bowl Sunday*

Our guides had specifically warned us not to hand any of the kids begging any money because it would cause a small mob. I got that part but I couldn't help myself on giving out some water and food.

As we were driving along in traffic – one boy reached his hand in and asked for water. I handed it over and then along with the water gave him a packet of croissants that nobody was going to eat. Big mistake. A massive group of kids started gathering around our bus and were literally holding on to the sides while we were driving. We feared for their safety in and around the bus with the incident I stirred up.

Once we got back into the hotel – we were joined by a few local microentrepreneurs to talk about the economic situation in Port Au Prince. The theme was most of entrepreneurs were out there hustling but they were all selling or trading in commodities.

The most successful Haitian woman on the panel was buying 100 bags of rice and then selling them at the market for a small profit each month. When we asked what they needed the most help with – the answer was more capital. Interesting answer because they all said they'd buy more product to sell at market with more capital.

I think that answer has a very limited impact because they are all selling (give or take) the same commodity. Whether it's rice, sandals, clothing, etc. there was little differentiation and simply having more inventory doesn't mean more profits.

One of the microentrepreneurs did suggest that he wanted to open up a cyber café. And it was interesting to hear him go over the idea a bit with our group. He was discouraged because he thought he needed to buy a building and then set up the café. It was going to be costly and time consuming.

I had a different take for him. I suggested he go to an existing business or shop and simply take over a small corner of their space with a few laptops. This way there was much less start up capital needed and the risk was quite low piggybacking on somebody else's established business.

After a local dinner we gathered around the TV in the hotel bar to watch the Super Bowl. Maverick, Doug Doebler, supplied the Steelers "terrible towels" for fans of the yellow and black. It was a

pretty low-key Super Bowl party with most of the group hitting the sack early. I think everyone was somewhat somber from everything we saw that day.

The next morning we hit the airport again to catch a chartered flight out to Jeremie. After touching down – we could already tell the atmosphere and environment was different. Our packed schedule called for us start with a tour of a village that Caring House Foundation was in the process of building so we could see the progress.

Afterwards we toured a female health clinic run by HHF (Haiti Health Foundation), our hosts in Jeremie. HHF is a partner of Caring House and helps determine where the new houses will be built in each village. HHF was started 30 years ago by a Boston Dentist, Dr. Jerry Lawney and he's had a tremendous impact on the community. (In fact, some residents go as far as to call him a god around here.) HHF has such an important function that residents go to their clinics before they'd go to any of the public hospitals. They know the equipment works and the doctors are well-trained.

Next we went to a school that Caring House had funded and saw some of the children of Jeremie. To me, this was my favorite part. A smile is a universal language of joy and these kids just lit up when we walked in. We all brought backpacks of toys, gift, coloring books and other goods to distribute to the children. I spent most of my time in the kindergarten, 1st grade and 2nd grade classrooms tossing out Frisbees, stuffed animals and footballs. We were greeted with songs of gratitude and welcome by the kids.



*Maverick Sasha Ablitt handed out toys and goodies for the right answers from the teacher*

After the school visit we took our next jaunt to the fishing village of Tastone, where many of the students lived. This was the village Caring House built with a fishing co-op. The co-op was the economic engine creating self-sustainment for the village and helping them to come out of poverty. Once again we were welcomed by song with a special fete thrown in our honor upon arrival. That tradition of songs conveying stories and meaning was really interesting in the Haitian culture. To have an entire village or school welcoming you with song is something you do not forget all that quickly.



Seeing the success of the fishing co-op, it got me thinking about why we couldn't create additional Maverick villages with some sort of economic engine designed from the start. As we learned more and more about the economic conditions and the limitations (i.e. gov't involvement in wanted money just to talk about bringing in factory equipment, hassles with exporting, etc.) there were ideas on how to work around those obstacles.

One of the trip members was Ryan Deiss, who discussed some sort of low level manufacturing that could be done in the villages and then sold within the country. For example, much of the fruit harvested in Jeremie goes back to Port Au Prince for canning or jelly making and then shipped right back to Jeremie for sale. This could be done right in their own region and create economic empowerment. Maverick1000 member, Mike Cline, suggested an idea of "digital exporting". His thoughts were to train a group of Haitian villagers in specific outsourced tasks and let IT companies use them as a second tier tech team.

These kinds of ideas and thoughts are what get me excited about doing one of these trips. Part of the Maverick DNA is creating a RIPPLE. And the ripple here is someone like Ryan who has connections in China delivering simple machinery to create jobs and revenue. Or someone like Maverick1000 member, Jim Spano, who came back from the trip and immediately reached out to HHF about solar panels he's got connections to and how they will immediately improve the efficiency of operations there. You never quite know what will happen but if we are the spark and impetus for it – I'm thrilled!



*Maverick attendees raised \$78,600.00. And this will fund at least 14 houses (if not more).*

Ok now let's jump back to where we left off last month...



## Proper Care and Feeding of Zealots, Fanatics and Brand Advocates Part II

Last month we covered the first part of creating zealots, fanatics and brand advocates. The picture above is a Harley Davidson tattoo – now that's

pretty damn fanatical. In fact, it's a great exercise to think about what it would take to make your brand or company so meaningful that customers would want to tattoo it on their bodies. We had Maverick members in Vegas seriously considering putting the maverick tattoo on themselves for \$100. Don't know if it was a joke but I should have ponied up for it to see what happened.

People love to side with the Cinderella instead of the wicked step mother so let them. A few companies have done this well...

You've got Apple vs. PC

NetFlix vs. Blockbuster's late fees and...

Last time we talked about:

- Stories that spread**
- Insider Disclosure**
- Insider Language & Rituals**
- Being Part of the Group**
- Physical Symbol of Insiders**
- Being Part of Something Bigger**

Now jumping off there, let's dig into this a little more...

## Us vs. Them

The mentality of either rallying against (or creating) a common enemy is very powerful! In fact, there's a quote for this that goes something like, "Any enemy of my enemy is my friend."

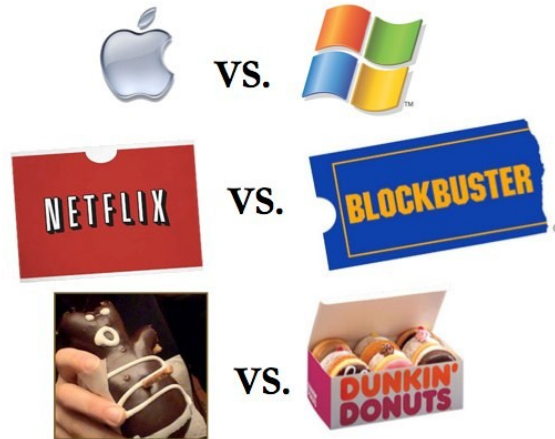
When I was selling to cosmetic surgeons and Dermatologists – I always emphasized how managed care was killing their profits and really got them riled up. Or how other unqualified doctors would be competing against them. Here's a paragraph from the sales letter:

*Let's face it, nothing beats cosmetic cases.*

*These patients are the most lucrative and profitable you can ever attract into your practice.*

*But now, in today's turbulent healthcare field, it seems like everyone and their brother are waking up to this fact. And they're all clamoring for these same rewarding patients. So after taking some weekend course, even a psychiatrist can come back Monday and hang out their shingle as a cosmetic surgeon.*

*What's worse, new scope legislation is trying to move cosmetic surgery into the hands of unqualified doctors competing against you!*



Voodoo Doughnuts vs Dunkin Donuts here.

You probably have not heard of Voodoo doughnuts but people in Portland, OR love them. They're completely quirky and totally different than the mortal enemy of 'normal' doughnuts like Dunkin Donuts.

Voodoo doughnuts are fun and whimsical. The one you see in the picture actually gets stuck with a pretzel "needle" and then bleeds jelly like a voodoo doll.

There's an interesting article from Nueroscienemarketing.com revealing real scientific proof about Us vs. Them with an experiment by Psychologist Henri Tajfel .

In the study Tajfel had groups divide up by somewhat meaningless differences (i.e. preference of artwork, etc). Then after being part of a group – those people would provide better rewards to their own group that was formed a few minutes before hand.

Very quickly individuals had become staunch supporters of their "group".  
(Source: <http://www.neurosciencemarketing.com/blog/articles/us-vs-them.htm>)

You can also incorporate new media into making this dynamic happen.

Here's a page (nuggetsvsknicks.com) that gets fans to 'like' each particular team. The team with the most likes wins. The likes integrate into the Facebook platform and spread the message further. Also using the hashtag of #knicks or #nuggets – fans can keep track of the conversation that streams throughout the game.

**SOCIAL MEDIA SHOWDOWN II**  
**NUGGETS vs. KNICKS**  
SUNDAY, DECEMBER 12<sup>TH</sup> @ 12PM EST AT MADISON SQUARE GARDEN

**IT'S ON.  
AGAIN.**

**NUGGETS NATION TOOK ROUND 1.  
WHICH TEAM'S FAN BASE WILL WIN THIS TIME AROUND?**

WHILE THE KNICKS AND NUGGETS BATTLE IT OUT ON THE COURT,  
THE FANS WILL HAVE A CHANCE TO DO BATTLE RIGHT HERE.

**THE FAN BASE WITH THE MOST 'LIKES'  
BY THE FINAL BUZZER WINS!**

MEANWHILE, YOU CAN STREAM ALL YOUR BEST TRASH TALKING  
BY USING THE #KNICKS & #NUGGETS HASHTAGS ON TWITTER.  
BUT PLEASE, KEEP IT CLEAN.

**JOIN THE CONVERSATION  
#NUGGETS**

**JOIN THE CONVERSATION  
#KNICKS**

The graphic features a central basketball court background with a large basketball in the foreground. On the left is the Nuggets logo (a blue circle with a yellow pickaxe and a basketball) and on the right is the Knicks logo (a white square with a blue circle). The text is arranged in a central column, with the main title at the top and the challenge details in the middle. The bottom corners have call-to-action buttons for each team's hashtag.

## Personality

We've talked before about incorporating your company or your own personality into your 'brand'. It's got to be done on a genuine and authentic level. One of my favorite examples is the guys from Killer Shade. This company markets a pretty boring product to other businesses. It sells sun shades. Not exactly sexy like the iPod. But what Killer Shade has done is create a core value of "Being Real".

Here's what they say on their site about it –

Be Real:

OK kids, here is a fan favorite. We Killers have all had jobs where we had to "fake it", act professional, and put on our "game face" every day we trudged into work. Our little Killer Kingdom was founded on being who we are. When we started January of 2005 we decided that we were going to quit trying to be professional, please everyone and use excellent table manners. In our infinite wisdom, we came to the conclusion that by being who we are we would likely alienate 90% of potential customers- but the ones that "got us" would be loyal fans that would allow us to eke out a meager salary while doing what we love. Then the craziest thing happened. People actually liked it. They started coming in droves. Next thing you know- employees loved it, we started attracting the top talent. So what do you end up with- brutally honest people with high integrity that drop the mask. What you see is what you get. We understand we are not a fit for everyone, but we have made our peace, so if you are feelin' our vibe, browse on. If not, best of luck to you...try [www.boringshade.com](http://www.boringshade.com).

And they are pretty authentic in all aspects of their business. Here's a pic from their hiring video showing their Operations mgr pouring himself a rum & coke.



#### LOOKING FOR A KILLER CAREER?

We are here for you. Fair warning- although we recognize we are a group of mentally challenged, we are still waaaaay to picky about the people we work with. When you get right down to it, you probably don't even qualify. Most don't.

Nevertheless, once in a great while we do run across someone that lives and breathes our core values and 'gets' what it means to be Killer. If you are such an anomaly and have a marketable skill...read on...you could be Killer material.

#### WHO WE ARE

We design, manufacture and install stupendously cool commercial shading products. We have entirely too much fun doing it, and we are quite possibly the most fun (and attractive) people you may deal with in a given day.

**WHAT WE BELIEVE - Be Real-Be Passionate-Have Fun-Make Money-Help Out. Simple as**

I'm always giving you a glimpse into my true personality and it's definitely not always perfect. I've highlighted things like falling out of my attic or driving 200mph in a green speedo. But all of this shows I'm 'real'.

## Community & Identity

If you can build a strong sense of community (the buzz word of the early 2000's online) that can propel your brand advocates. Two examples of companies who have done this well are Jones Soda and Threadless.

### Jones Soda

Jones Soda is the maker of neon colored, wild flavored sodas.

And their customers have been responsible for everything from the labels on the soda, the sayings under the cap and even the flavors.

The photographs on the bottles submitted by users (over 1,000,000+) have been a big driver.

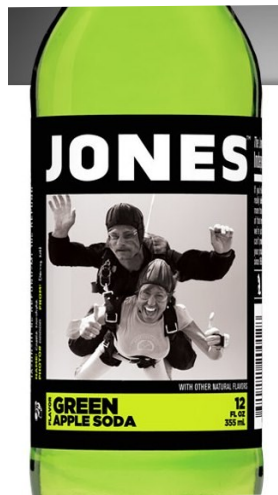
People love the photos and Jones continually changes up the pictures that appear on retail shelves. What's more, in 1999 they started

MyJones.com to allow users to create and buy totally personalized bottles from their pictures.

Customers really feel a strong affinity for Jones by the sheer fact they're not mainstream and they have a say in it.

Quoted in BusinessWeek, the founder Peter van Stolk explains:

*"We allowed the labels to be discovered and that gave consumers a sense of ownership. It makes it more relevant to them and provides an emotional connection."*



### Threadless

Threadless.com is a perfect "closed loop" system of interactivity, feedback and direct sales back to your "group". It's pretty damn smart!

They have over 300,000 registered users who vote on t-shirt designs submitted by other users in the community.

The shirts that get the best scores are the ones that are produced and sold right back to the group who said they wanted to buy it. Those that don't make the cut are banished to the design archives.

The winners get fame (sort of) and fortune (sort of). They'll receive a cash prize if they get their T-shirt selected for printing and their design immortalized.

Actually, it's pretty cool because on the T-shirt I bought – the designers name is on the back tag too.

Let's explore this a little more...

First off, there is almost no-risk in using this type of system. It's a perfect closed loop with material submitted by users, voted on by users and then purchased by the users.

This is one of the best applications of the online world – I've seen in quite some time. Consider how much less risk there is in letting your community tell you \*EXACTLY\* what they want to purchase and then giving it right back to them.

Actually, I would bet the sales are even better because the users feel like they are involved from the very first step. They feel like they have their hand in the birthing of the T-shirt.

Now the guys behind Threadless.com have only the risk of printing up too much inventory – but I'm sure they've got that figured based on the scoring the T-shirts received and past sales numbers.

Also, they have an ingenious feature built-in that lets would-be buyers request a reprint of a shirt if it's sold-out already.

## Request A Reprint for Nothing Rhymes With Orange, by [Mike Mitchell](#)



If you would like this tee shirt but your size is all out of stock please let us know your email address below and we will let you know if it gets reprinted!

**Remember** - we use these requests to determine what we should reprint next so if you leave your request chances are we'll reprint it sooner!

Your Email Address:   Join newsletter?

Size Requested:  
 ▼

You provide your email address and which size T-shirt you want to get updates if your favorite design will be updated. Their website's shop also leaves up lots of their sold-out designs which shows "social proof" of other people buying. Plus, it gets people submitting their info to be notified of reprints (once again diminishing the risk of production).

Threadless.com works on so many levels involving their users and really building community – which keeps them involved and excited about the T-shirts. Plus, it continues building social proof of how cool their designs are. For instance...

1. They let users post photos of themselves wearing the T-shirt designs.



The more you see people in the T-shirt the "cooler" you think it is. Plus, it allows members of the community to get a bit of recognition and fame. They also get "points" for submitting their photo in a T-shirt design. Those points are used for free t-shirts and that's also how they run part of their affiliate program (see #2).

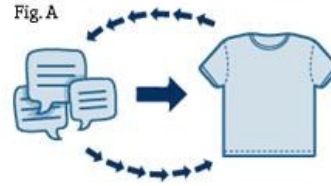
2. Instead of a "real" affiliate program they have managed to activate their users as evangelists for them in exchange for free tees. They get points every time someone buys a T-shirt from their link.



## HOW DO I BECOME A STREET TEAM MEMBER?

- 1 Become a member of Threadless**  
By becoming a member of Threadless, you are automatically a member of the Street Team! Just make sure you are logged in to Threadless with your username when you are participating and you'll be set!
- 2 Start Earning Points**  
**Receive 2 points (\$3.00 Credit) for each sale you refer!**  
**EACH POINT IS WORTH \$1.50 THREADLESS CREDIT!**  
You can start earning points right away. The best way to earn points is to link to Threadless from other websites or through email. If your referral results in a sale, you will receive 2 points (\$3.00)! Simply link to Threadless using the URL: [http://www.threadless.com/?streetteam=YOUR\\_USER\\_NAME](http://www.threadless.com/?streetteam=YOUR_USER_NAME)  
Replacing "YOUR\_USER\_NAME" with your user name.
- 3 Use Your Points**  
Just 5 sale referrals will earn you a free Threadless shirt (\$15.00 Credit)! Use your points by logging into Threadless, adding items to your cart, and checking the "Use Your Points?" Checkbox on the first step.

Fig. A



**REMEMBER, 1 POINT = \$1.50!**

**Earn 1 (\$1.50) point** by submitting a photo to the gallery. Only one photo per Threadless design purchased may be submitted.

**Earn 2 (\$3.00) points** by linking to Threadless and referring a sale. Details are explained in step 2 to the left.

3. Keeping it fun and quirky. If you start glancing through the t-shirts (yes, I just bought another one!) you'll see the staff at Threadless.com really gets into the photography of the shirt. Here's a design with Darth Vader from Star Wars pruning a tree. It's pretty good – but then take a look at the product pic. There's a guy shearing another team member's hair (while wearing the t-shirt).

## Dark Side of the Garden, by Glenn Jones

[Previous Tee](#) | [Next Tee](#)

The product image is split into two panels. The left panel shows a digital illustration of a character in a black hooded cloak (Darth Vader) using a pair of red-handled shears to trim a large, round, green tree that is shaped like a planet with a crater. The tree is in a red pot. The right panel is a photograph of a man with glasses and a beard, wearing a green t-shirt with the illustration on it. He is holding a blue water bottle and has a pair of shears held to his hair, as if he is about to cut it. The background is a brick wall.

Zoom! | [Submission](#) | [Read blogs \(86\)](#) | [1, 2, 3](#)

Ready To Buy?

## Books to read for further info:

### **Primal Branding** by Patrick Hanlon

Hanlon comes from the big agency world but nevertheless I really think his 7 components are important to run through the boot strappers lenses:

“The creation of story”, “The creed”, “The icons”, “The Rituals”, “Pagans (Non Believers)”, “Sacred words”, “The leader”.

All of this works together.

### **Brains on Fire** by Phillips, Cordell, Church & Jones

I’m not sure where I stumbled onto the Brains on Fire blog – but I’m glad I found it. Brains on Fire has some really awesome stuff when it comes to creating movements for your customers, advocates and zealots.

They’ve done a superb job of breaking down the 10 elements that go into the mix for creating movements and tight communities.

With traditional media having less impact it may be time for marketers to stop defaulting to the yo-yo of advertising campaigns and instead really look to “ignite” a word-of-mouth movement.

Some of the advice here really hits home for the conversations that are taking place around your business or brand driven from the bottom-up.

The Brains on Fire crew hands you 10 rules for how they’ve engineered self-sustaining and extremely passionate (and successful) movements like the Fiskateers and Rage against the Haze for anti-smoking in South Carolina.

Those are the two you hear the most about in the book and both are worthy of case studies by themselves.

### **True Believer** by Eric Hoffer

Eric Hoffer wrote the premier ‘guide book’ on building and starting your own cult. While we don’t necessarily want our customers lacing up Nikes and waiting for the comet to take them away – some of these elements are very powerful when applied.



## Naughty or Nichey?

You’ve got to love the web. Where else could you have a site devoted just to ugly sweaters for the holidays? I love it! I’ve talked to a lot of niched e-tailers but never quite like this - [www.Uglysweatershoppe.com](http://www.Uglysweatershoppe.com)

What started as a bit of a joke over beers is actually a real business now for founder, Nate Strine. They launched in Oct of 2010 and got really nice viral traffic and buzz because of how quirky



The screenshot shows the homepage of Ugly Sweater Shoppe. At the top, there is a navigation bar with links for Home, About Us, In the News, Photo Gallery, Contact Us, My Account, and Shopping Cart. Below the navigation is a search bar and a gallery of product photos. A red banner lists product categories: SWEATERS, CARDIGANS, SWEATSHIRTS, TURTLENECKS, VESTS, TIES, OTHER, and ACCESSORIES. On the left, a 'CHECK THIS OUT' section features three items: a Christmas Tie for \$4.69, another Christmas Tie for \$4.69, and a North Dakota item for \$16.69. Below this is a 'MAILING LIST' sign-up area. The main content area contains two large photos: one of a man in a red sweater decorating a Christmas tree, and another of a man in a patterned sweater sitting on a couch reading a book. On the right side, there are social media icons for Facebook, Twitter, and YouTube, along with payment logos for MasterCard, VISA, American Express, and Discover. At the bottom right, there is a 'Secure Shopping' badge with the GeoTrust logo.

There you go. I guess there might be a place for my "Hanukah Harry" costume shop online after all.

Best,



Yanik Silver



**If you want to make a difference and get involved with the Caring House Project Foundation yourself, here's a message from Frank McKinney...**

"In 1998, my wife, Nilsa, and I founded the Caring House Project Foundation. Our primary objective is to provide housing, food, water, medical support and opportunity for the desperately homeless around the world, particularly in the Caribbean, South America, Indonesia and here in the United States of America.

Think of the deep satisfaction experienced when seeing a self-sufficient village literally rise up out of the ground!

Contemplate the incredible impact that can be made on thousands and thousands of lives not just for today, but for *generations*. This process is part of my business plan, my responsibility to steward the blessings God has entrusted with me.

**Our Mission Statement:** The Caring House Project Foundation shall create projects based upon self-sufficiency by providing housing, food, water, medical support and opportunity for the desperately poor and homeless from around the world, particularly in the Caribbean, South America, Indonesia, Africa and here in the United States.

I invite you to join us on this incredible journey!"

**For more information and to get involved, visit:**  
[http://www.frank-mckinney.com/caring\\_project.aspx](http://www.frank-mckinney.com/caring_project.aspx)



## Maverick Business INSIDER RECAP

You get privileged access to a network small, distinct group of self-made millionaires who make up **Maverick1000®**.

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 live 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.



## “Insider Shortcuts to Maverick Success” With Ed O’Keefe

*February 2011*

**Yanik Silver:** Hey everyone. This is Yanik Silver, and I am really excited to have one of my buddies, Ed O’Keefe, on the line here. He’s one of our new Maverick 1000 members. We’re going to be talking about, obviously, our philosophy of make more, have more fun and give more.

Ed is going to come at it from his own unique position. Ed lives in Chicago, father of four. I’ve known Ed for... I don’t know how many years now... on and off in this crazy marketing world.

**Ed O’Keefe:** Yeah.

**Yanik:** Ed has a great startup story. We’ll get him to share some of that – going from a bartender to being one of the top dental practice gurus... I guess, experts in the country.

**Ed:** (laughs)

**Yanik:** Built that for several years. He sold a stake in that business and has just been involved in all sorts of online and offline things. And actually he attended his first Maverick experience with us at Covert Ops. He got to go shoot some guns and drive cars and rescue some hostages. So, welcome, Ed.

**Ed:** Hey! Hey, Yanik. Thanks for having me. Hi to everybody. This is exciting for me. Glad to be here.

**Yanik:** Yeah.

**Ed:** Been a huge fan of yours, even though we’re friends – I’ve just got to tell you. You’ve always been someone I’ve looked up to, and I’m glad to be a part of the group now.

**Yanik:** Well thanks. The looking-up-to is a joke, I guess, because you’re like 6’2”, and I’m like 5’8”.

**Ed:** Yeah, right, right.

**Yanik:** (laughs) Hey, so let’s fill in a couple of blanks here. You know, just some of your background – how you got started and you know, what you’re mainly known for. Obviously you’ve been known for the dental profit side. It’s like 5,000-some dentists that you’ve worked with?

**Ed:** Yeah, I mean, over the past 9.5 years... I’ll give you the quick 30-second how-I-got-to-there because I think it’s important, especially for guys who are either just starting out or they’re getting some traction in their internet business or marketing business.

To kind of give you a little background of where I was at, I got my nursing degree and my Bachelor’s in nursing coming out of college. I played volleyball in college. I knew junior year; I got that entrepreneurial bug.

I was like there's no way I'm going into nursing. So, my first thing I think I was going to be a motivational speaker. (laughs)

That sucked because I didn't know how to market my business. The second thing was I stumbled across Corey Rudl's, I think first ever DVD that was out there and then the e-book at the time of how to make money online.

And that's kind of like when the epiphany hit me that I'd have to be running around trying to speak to people — that I could actually make money online.

And so what I did was, I took what I was speaking about and my background in like hypnosis, neuro-linguistic programming and combined it with what I was doing with coaching volleyball. I started my first internet website called VolleyballSecrets.com. I did that for about 2 years, and I actually started making a little bit of money.

Then I realized that at that time, there were a bunch of guys making money teaching professionals and business owners how to make money through their practices or through their businesses.

Namely like Jeff Paul, Ben Altadonna – those guys were doing it back then. So I immediately decided to jump into the game of licensing. I licensed Jeff Paul's *101 Ways To Get Customers* product, and then I went into the dental market.

I mean, just for full-blown honesty, I didn't know anything about what I was doing other than I knew the 3 basics of marketing of grow your business with get more customers and sell them more stuff.

And then I just dove into the dental market. I didn't know anything about dentistry. I ran a couple of ads, and they produced a pulse. Then I just kind of kept going forward from there. That was about 9.5 years ago when I started to run the first ad on dentistry.

**Yanik:** Ok, well I'm not going to let you off the hook that easily because I think there are a couple of key things in there that I think are really cool. One is that you went out and applied some of this stuff to what you knew about, which was volleyball at the time.

**Ed:** Yeah.

**Yanik:** You said, hey let me just ... I always tell people it's the process not the profits when you get started. For you it's kind of figuring some of this stuff out and getting something up on your own and seeing what works.

And then you know what's really interesting?

You took a big shortcut, and I don't know if we've had too many people talk about this

***“I didn't know anything about dentistry. I ran a couple of ads, and they produced a pulse. Then I just kind of kept going forward from there.”***

**Yanik:** Yeah.

**Ed:** And that's really a writer-downer. You know, when I went to the volleyball market, I was trying to sell the volleyball coaches. If you do the data research on that, there's only 3,200 registered certified coaches in the whole nation.

Knowing what I know now, I would have gone after the parents who get wrangled into coaching and teach them youth volleyball drills. I probably would have never left the market. I probably would have just duplicated myself in other coaching markets, knowing what I know now.

But you've got to know where the money is at. Competition is not a bad thing. It's actually a good thing because the world is just so big, you know?

**Yanik:** Yeah, I totally agree. And that's one of the things that I think people get scared off on is that they see competition and don't go into it.

But at the same time, you can't show up in a marketplace that's crowded (which most marketplaces are right now) and have the same old story.

**Ed:** Yeah.

**Yanik:** You can't show up and be like, ok well I'm going to show you how to grow your dental practice! Let's go!

**Ed:** Yeah, totally.

**Yanik:** Because the other people out there who are consultants and marketers and experts out there, you know, singing that same dance there – what's your thought on differentiation and how you would go into a marketplace?

**Ed:** Well, I'll just share something that I'm doing right now, and it requires a little bit of work. If you're afraid to work in the beginning, like Yanik was saying earlier.

It had a pulse, but he was afraid to put time and effort into it. There's no guys that got to this level or even much higher than I'm at by hoping they could just click a few buttons and life would just put money on their doorstep.

So good question.

I've been in the dental market for 9.5 years. So the challenge when you're in a market for that long is how do you come up with new stuff?

Like, when I went into dentistry, direct response marketing and two-step marketing was like an epiphany. Like, holy crap, you mean you can educate people before they get to your office?

Now there's like 400 people in there who all came from a certain circle who are all teaching exactly what I was teaching 9 years ago. And then now there's even more things because of the social media and stuff like that.

What I did recently – one of my new passions – is just natural search engine optimization, like how to get ranked fast. I'm testing some things in these really competitive markets that are outside of dentistry.

So I decided to some work with my dental practices and – you know, apply it where you're at, which is the volleyball point as well.

But what I've done... I haven't done this in a while, Yanik. I'm not doing consult calls because I'm just... I'm not suggesting *not* doing that. I think in the beginning the closer you can get to understanding the psychology of your customer, the better. But what I am doing are audits.

I'm not going to explain the whole process. But I'm doing audits of their entire web strategy. What I've identified in literally just a few hours of doing it, and I'm doing it on just Camtasia and my own computer and walking through the series of researching tools.

What I've identified is probably about four new products that nobody is really selling in the dental space that all my doctors will need. I'll be the first one bringing it to them, since I have that relationship, the conversion rates will be much higher. The trust factor is there.

What I believe is either: (a) you either need to be the guy who is being the hero in a market, if you're doing like guru marketing and you've got to tell them why everyone else has been lying to them, or (b) you need to take a different route, which is you become friends with all those top people, and you bring something that's a little bit different that is a natural progression.

I'll give one little tip. I've had marketing like... I don't know anybody really making a lot of money on iPhone marketing, iPad, so... I'll probably get some emails from guys going – oh I am! I'll show you!

**Yanik:** (laughs) But you've created apps for them, or?

**Ed:** Yeah, I *do* have an iPad, and I do know that the... well if you look at like, I always tell people, it's like well hey download the app 60 minutes. It's like \$10.00. If you don't have ten bucks, then you'll be left out.

**Yanik:** (laughs)

**Ed:** The whole point was that I go – ohmygod – that is the future of iPad ...of marketing.

**Yanik:** It's called 60 minutes?

**Ed:** Yeah, 60 minutes is a TV show.

**Yanik:** Ok.

**Ed:** And just download it, and really what I'm just trying to point out is the use of video content and how nice it is. And that in 4-5 years, that's where it's going to be or it

***“...you either need to be the guy who is being the hero in a market... or you become friends with all those top people, and you bring something that's a little bit different that is a natural progression.”***

might be or something else might happen. But I like being future-thinking because it keeps me excited.

But the bigger point of all that rambling is that the closer you can get to your customer early, and especially when you're starting a new business and your prospects...

I remember Gary Halbert saying this and I dreaded the idea of actually getting on the phone with customers and prospects because most people who start internet businesses just want to sit behind their computer.

The more data you can gather and the more you communicate early on to really have a strong sense of what their biggest problems are, pains are, and what they need, that's where you can get a lot of your unique competitive advantage and unique difference when entering a marketplace.

**Yanik:** Yeah, that's a good point, and it comes back to doing some of the work that most people aren't willing to do, I guess.

**Ed:** Yeah, yeah. Just follow your faith. Who cares?

**Yanik:** Yeah. Something that you mentioned there is two paths, which are sort of the guru personality-driven, you being the hero, the person that brings them the message they don't know or rally against the common enemy...

**Ed:** Yeah, yeah yeah.

**Yanik:** That's a good path. The second path I think is really interesting, which you said become friends or simply build relationships with the top guys and gals and offer them something that's either complementary or something that's next in line for what they're doing.

And that falls in line again with the shortcuts and creating... I like this a lot. I always talk about piggybacking. Other people talk about host/beneficiary relationships and joint ventures and so forth.

To me, this makes a lot of sense. It's one of those things where I like to think about who's got my customer beforehand? Is there a way to do something that makes sense that would be a benefit for both parties?

**Ed:** Yeah.

**Yanik:** And it's one of those that are pretty... it's a pretty good way of getting started and at least getting out there if you can build that relationship. Any keys on making those joint venture relationships or creating those high level deals to make that happen?

**Ed:** Well, I think first of all, you're a master at this. I feel like you could run a whole course on this because this is one of your unique abilities.

Well, I'll tell you one thing. When I entered dentistry, one of the things I did is I sent I think 12 different high level players ... I want to say \$100 bill with a lift letter and a sales letter.

One took me up on it, and I think we had like 120 sales in the next month. We became a great strategic relationship, good friends...

**Yanik:** 120 sales equals how much?



**Ed:** Well, at the time it was like \$1,000-\$1,500.

**Yanik:** So you sent out \$1,000 in \$100 bills, and you got back 150...

**Ed:** Yeah, we got 150 orders plus instant... in a market like that where there's only so many thousand people... it's instant awareness of who-the-hell's-this-guy?

**Yanik:** Right.

**Ed:** There's probably some things I would have done differently. But I probably would have had my... my customer service was not already in yet. But hey, that's part of the deal.

**Yanik:** Yeah, exactly. You learn and you grow, and you get better. Most people might not... and it's funny listening to you talk about that. Like, well we would have done this differently and so forth, but the biggest thing is getting out there and doing it even if it's 85% correct.

**Ed:** Yeah, and I was a little more ... I was only 27 at the time. I'm in this profession where there average guy who graduates from dental school I think is 30-something years old. And they don't even know that they need help until they're like 40. Our best customers are in their 50's, you know?

**Yanik:** That's interesting.

**Ed:** It is. I had to come out with the guns-a-blazing attitude. And I did a good job with it. I think when you come too hardcore at everybody else's sucks and I'm the hero, the problem is you can alienate the other strategy.

I had a guy who's well-known. I'll just keep his name just silent. Everybody on the call would know him. You know him very well.

He was looking to offer a product to the dental profession. It was related; it wasn't directly competitive. But what he did that I thought was top-shelf was he sent me a letter.

He called me to set up a phone call. And then he sent me a text, which was something to this effect, which was... hey bro, I want to let you know... (Actually it might have been after we even spoke)... that my intention is to sell this product in a very respectful way that benefits both of us, and if I can't see that happening, I'll drop the whole thing.

So any insight and support in making that work for the both of us so we both make more money, I'd appreciate it. Then he did some favors in return.

He led with value and then he was very respectful about honoring my space in it, which he didn't have to do. There's no rules saying...

***“Yeah, we got 150 orders plus instant... in a market like that where there's only so many thousand people... it's instant awareness of who-the-hell's-this-guy?”***

There's guys, and let me just tell the opposite of that. The opposite of that is you can go into a market and JV with everybody, and then not share any of your customers or leads or reciprocate at all.

And you can do that, and you might as well milk that cow while it's still alive because once you shot it, you're on an island all by yourself.

**Yanik:** Yeah.

**Ed:** I've seen both ends of it.

**Yanik:** You know, I think that might come from short-term vs. long-term thinking.

**Ed:** Yeah.

**Yanik:** And you know, realizing, hey I can make a quick profit-hit here without really looking into the future of... do I want to be in this for 5 years, 10 years, 15 years, you know? Are those relationships going to be worth more to me in the long run than just trying to book them in the short term?

**Ed:** Yeah, and here's one other thing too. This is really important too, Yanik, now that you just brought this up, which is there's some businesses that you can have the philosophy of growing deep roots.

The tree grows bigger, or whatever the hell it is... The deeper the roots the taller the tree. And then there's just some markets and what you're selling is very transactional-type market. The psychology of that buyer is just short-term thought.

**Yanik:** Absolutely.

**Ed:** And I'm testing a lot of these different markets, and I'm experiencing from as an owner... I know your philosophy is make more money, have fun, give back.

We talk about the have fun thing is – you know, I'm looking at my passion level and I'm seeing it as a 0-10.

In the beginning going into markets that have that short-term customer life cycle, but they're potentially really extremely profitable, it was like a 9 or 10 because I was going to a really competitive marketplace.

And I'm seeing it just dwindle down because it's just transactional focus that kind of sucks. I'm from a big family, 13 kids in the family, and that's you know, whatever. I like to create value and see more customers coming back is even greater, you know?

**Yanik:** That's interesting. You've been playing around in a lot of different marketplaces, and talking about the scale of 0-10 about how excited or passionate you were, which makes it more fun to be in business.

Everyone's heard follow your passion; the profits will follow, or something to that effect. What's your take on that?

**Ed:** I was watching a video of a guy who was sharing – hey you can go get these best-selling products, do this market research and sell the product and have affiliates and make money and sell more crap.

**Yanik:** Right.

**Ed:** And I really thought this ... I go you know? That's actually not a bad motto to live your life. Identify what people love, like go to consumer reports, take all the best products that people love and be an avenue and a gateway to those things.

For me, at the end of the day if you're passionate about something that people simply just don't want to buy, then you need a wake-up call and you need to go find something different to sell. Ok?

**Yanik:** Yeah, channel that passion into some different twist around that.

**Ed:** Yeah, I mean, get passionate about the marketplace. I love learning new things. I'm learning some cool stuff right now that has me up early and keeps me up late after I put the kids to bed.

I'll flip open my computer, and I'll study one of the guys I'm modeling. Then first thing the next morning, I'll go do a few things that he does.

It's really interesting that you say that because you mentioned something really important earlier in the call, which is it's about the process not about the profits early on.

**Yanik:** Right.

**Ed:** And so, what I would say is if you can get passionate about building a profitable process, you can then apply that to anything you do. Ok? If you can get passionate about building a profitable process, then you can apply it wherever you want to go.

**Yanik:** Yeah, so for example, would that be like if you can get passionate... are you saying getting passionate about the marketing and then you can apply that anywhere?

**Ed:** Yeah, absolutely.

**Yanik:** I get really excited about building a landing page that converts like crazy.

**Ed:** Yeah.

**Yanik:** And then goes into a funnel that I've made.

**Ed:** Yeah, and this is one of the things. I've talked, and I know you have too, to a ton of guys. Here's my whole flipping process for this whole thing I'm doing. And then they do a little work, and then they never do anything with it.

But I'll tell you – let me go back to my story of when I was struggling. I heard Jeff Paul say on one of his copywriting audio tapes, which you might have been in the crowd at the time, but I just got it on tape.

***“If you can get passionate about building a profitable process, then you can apply it wherever you want to go.”***

He had said – first sentence out of his mouth – your income is directly related to your ability to write copy. So that day, folks, I got passionate about writing copy.

I can tell you that my income went up at the ability to write. You know, it took me a while. I woke up every morning around 6 or 7am, went to the coffee shop. This is when I was single.

Because they said the fastest way to get writing copy into your body is to handwrite it out. Now I don't know if I totally agree with that now, but back then that's what I did. I would handwrite John Carlton's, Gary Halbert's, Dan Kennedy's sales letters. I never bought the Ultimate Sales Letters.. the uh – what was your website?

**Yanik:** Oh, Instant Sales Letters

**Ed:** Yeah, I just should have bought that. But this is before then.

**Yanik:** I don't think it would give you world-class copywriting skills or anything like that.

**Ed:** Let me just finish this point. That's what I did then. And today now I still have that same philosophy about something.

So there's certain things that I'm learning right now that I'm passionate about, that I wake up and I go to bed, that also follows the Napoleon Hill's Principle of Specialized Knowledge that if you master that thing, you will be in a class that nobody else is.

So if you can start stacking those puzzle pieces side-by-side and build that process and learn that whole thing... oh my gosh, in a matter of a couple of years or even much sooner for some people who are on the ... just a couple small tweaks.

Find a model. Do what they say verbatim, and get crazy insane about it.

**Yanik:** Yeah, that's great. You can tell it's almost been a recurring theme. It's this going the extra mile in a way. It's about getting up early, staying up late many times to learn those skills that we know are going to be multiplier skills. Like copywriting is a massive multiplier skill.

**Ed:** Yes.

**Yanik:** It lets us write something now on our computers and put it out on the web and literally have tens of thousands and millions of people see that and we can leverage that.

The ability to leverage is massive right now. That's one of those skills that's a core skill for sure. Alright, do you want to move into... let's talk about maybe the entrepreneurial lifestyle.

**Ed:** Yeah.

**Yanik:** And having a little bit more fun, here. So you've got 4 kids, family of 13.

**Ed:** Yeah, big family of 4 kids. I have an office above my second garage. I have two garages. I'm sitting in it right now. I love it. The kids come up here and watch TV while I work sometimes.

**Yanik:** (laughs) What's the age range?

**Ed:** Yeah, this is great – 6, 5, 4, almost 3, and then we are expecting the next one in about however many months. We're just wrapping up the first trimester.

**Yanik:** Excellent. Congratulations!

**Ed:** Yeah. Thanks, man. Thanks.

**Yanik:** Populating the world with more O'Keefes.

**Ed:** Yeah, you know, raising confident kids who want to take on the world. Alright, so lifestyle is a couple things. One is this, and I want to share this because a lot of guys – and this kind of goes to the making money part, but we can shift into ...

**Yanik:** No, you know what? I think they're all totally interrelated.

**Ed:** They're totally related, right?

I posted on my Facebook account the other day. I said – there is something about being this talk about everyone wants to be so balanced.

The reality is if you want to be phenomenal at anything at any given time, there are phases in which you have to be extraordinarily unbalanced.

**Yanik:** Ooo.

**Ed:** Ok? Now what I'm saying is – I don't sacrifice my family life for that. But what I'm saying is that me kind of physically and where I go... if I'm studying until 1:00AM or midnight because I'm trying to crack the code on something, I have moved over to where work spikes, right?

But it gets you to a certain level because you figure the thing out and then you flow right back into the natural life or whatever.

Now here's a couple of thoughts I have. There is no perfect formula for living a balance entrepreneurial life. Only you can figure that out for yourself.

My personal belief is that I have to make money. If I'm not making money, then family life sucks or could suffer dramatically, let me put it that way.

**Yanik:** That becomes the overriding, nagging problem that surrounds everything then.

**Ed:** Yeah, and a lot of guys talk about well you need to spend time with your family. I spend a shitload of time with my family. I walk them to school. I take them wherever, and we go play games. And then when it's time to turn off the cell phone, you turn off the cell phone.

***“The reality is if you want to be phenomenal at anything at any given time, there are phases in which you have to be extraordinarily unbalanced.”***

yet in any of our interview series, which has been this licensing opportunity where you licensed material from someone else who was already successful in one industry.

**Ed:** Yeah.

**Yanik:** So you get to have a shortcut in another one. Do you want to talk about that a little bit?

**Ed:** Yeah, I mean for sure. I didn't even know what licensing was at the time. And I still really don't, other than it's an opportunity to use somebody's either intellectual property or their customer-base or their product, and then leap frog into that market with it.

I'll tell everybody right now. Even to this day, I'm still... and when you hang out with all the Maverick guys or guys Yanik has at his events and stuff like that, you'll notice a pattern I'd say amongst all of them.

But I'll just share my philosophy, which is we're all busy. We all have a ton of things going on. I've got 4 kids. I like to spend a ton of time with them, so my philosophy is very, very simple. It's either: (a) I look for strategic relationships or partners that have something that I don't. If we can synergistically work together, that's great.

If that doesn't work... Actually my first step is I look for a model in the marketplace, and it doesn't have to be the same place.

And then my philosophy on finding a model is pretty simple, but I really never heard anyone talk about it in this way. I'll study like a handful of guys doing something I want to learn how to do. I'll identify one or two who I think are the real deal, and then I shut everybody else out.

What I look for when I look for these shortcuts is I look for a model that has similar value systems that I do. Then what I try to do is map out their values and their beliefs and then their strategies.

What I mean by values is what's important to them. So one of the first things I'll ask people on a daily basis, monthly basis, weekly basis is what are the things you're thinking about because that's what's important to them.

Then I'll map out their process. Then I think where a lot of guys screw up, Yanik, is they'll hear you say something like as a guy teaching them. Like, hey go test this ad or run this pay-per-click campaign on Google, rotate two different landing pages, and then send them to this offer.

And then they hear someone else's philosophy and then they try and meld like a third party philosophy.

So when you're just starting out I try and get as clear as possible as to the steps and since I'm a little ADD on things, I need those steps or I'll never get anything done.

Then so that's the shortcut principle there.

And then licensing, if you're going into a new market, you can license (in the nutritional market, it's private labeling, which most people don't know about), but you can have almost any product in the world and stick a label on it, and it's yours for almost the same price as if you build your own.

Well, actually it's a lot cheaper than building your own. So I rambled a little bit there, but I'm always looking for shortcuts.

**Yanik:** Yeah. Not shortcuts as far as short circuiting the system and not trying to rip people off by having the shortcut, but it's a shortcut to creating immense value.

So as far as the licensing aspect – we've licensing some of our intellectual property. The way it works... I kind of stumbled on it way back before I really knew what I was doing.

***“...there were a ton of competitors in dentistry when I went into it. We saw it as a good sign because we knew it was a market that would spend money.”***

But one of my first products was to cosmetic surgeons. So I had the product on and it did pretty well, especially for being how old I was at the time.

**Ed:** Yeah.

**Yanik:** I was just talking to someone locally in my area. He was a chiropractor, and he kind of saw what I was doing. He was like, well why don't you just give me your course; I'll fix it up and I'll sell it to another marketplace.

I licensed it to him to go out to veterinarians. It worked for a little while. He just didn't put in the time and effort, really. It didn't really blow up, but it obviously saved him a massive amount of time and effort to create it himself - just to go out there and go put it out in the marketplace and see what happens.

You said you ran some ads, got a pulse, and away you went. You know, the other thing that's interesting is the dental marketplace.

Maybe you could give us your overall philosophy on this? There's obviously more than one or two people who are out there selling how to improve your dental practice.

**Ed:** Oh my gosh. Well to give you a little historical perspective, and I don't want everybody to jump into the dental space just because they heard that you can do really well in it.

**Yanik:** Right.

**Ed:** For a couple of reasons, and I'm being very transparent here, one is when you go back to like when Ben Altadonna was in chiropractic or like Jeff Paul was teaching financial planners, that goes about 12 years back.

It costs them around \$2.00 to get a lead, and they're converting. They're the only people in the space. They were converting at like 10-20%, so the game has... it's not even the same world, ok?

But the point that, Yanik, you're trying to go for there and I think it's right on, which is the fact that there were a ton of competitors in dentistry when I went into it. We saw it as a good sign because we knew it was a market that would spend money.

When you want to go extended times, you go do that. I don't know if I'm articulating everything as well as I'd like to.

But I would say: (a) you've got to focus on what's going to generate the cash flow so that you can relax and build the entrepreneurial lifestyle, (b) you've got to sit and go, hey what are the 3 or 4 things that are most important to me in my life?

And you go well it's my family, my physical health, my relationships. Whatever they might be for you, they can be for you. Then you really want to take a magic wand, and imagine what your life would be like. You're making the money that you want. You have the people around you that you want, and you're dealing with the people that you want to deal with.

I'll tell everybody on this. One little thing you can do to improve your entrepreneurial lifestyle instantly.

I wrote this little book called *Prosperity Was Never Meant To Be A Struggle*. It's like 20 pages long because it covers two simple principles.

One is to stop doing things that you are doing out of obligation to others, and stop doing things you feel you're doing because other people want you to do it.

And if you take those two things... or stop seeking the approval of others. You to take those two simple things and filter your whole life right now, and anything that falls in those filters, either immediately eliminate it or have a plan to get them out of your life.

Your excitement for life will just bump up like 3 levels.

**Yanik:** Say those 2 one more time, Ed.

**Ed:** Well, you stop doing things out of obligation. Just eliminate it. Anything you're doing out of obligation or guilt is only going to bring you down a path of more frustration and negative anchors.

The second one is... I wrote this. I haven't even looked back at it. It's something like stop seeking the approval or confirmation or acceptance of others.

**Yanik:** That's a huge one. I'll jump off on that for one second.

**Ed:** Yeah please do.

**Yanik:** That was like one of the biggest decisions of my life that sent me down a much more serious entrepreneurial path. It was a very hard decision.

I grew up working in my dad's business with medical equipment. Literally started when I was 14 years old and left that business when I was 25, I think, or 26.

The easy decision would have been, and the decision I know he would have wanted me to at the time anyway to do would have been to stay in that business and grow that business and take it over.

To do that of course would have gotten his approval and would have lived the life that essentially he wanted. And that was one of the hardest things to do is to decide hey I'm going to go off on my own and do my own thing.



**Ed:** That's huge.

**Yanik:** I'm very, very happy I did it, but it was an incredibly difficult decision or seemed like it at the time.

**Ed:** Absolutely. The other thing is too is like now being married and having 4 kids, the "obligations" or things that you're looking for acceptance, they evolve into different things from different people.

So I'm obligated right now. I have to make x-amount of dollars on a monthly basis to support my kids, right?

**Yanik:** Right.

**Ed:** That's just like a necessity. It's like the whole Maslow's thing. That's why it goes back to my whole thing about having more fun and living the entrepreneurial lifestyle.

You have to ask yourself what is bringing me cash, and what is the quickest path to the cash? From that you can move into building out maybe mid-term to long-term strategies.

I swear, man. I see guys all the time, Yanik, and you see it all the time. You go to a seminar. You talk to guys in the hallway. Hey what are you working on, man?

Oh you wouldn't believe what I'm working on. I've got this cool thing. When's it coming out? Oh, probably about 60 days. What are you doing now? I'm just waiting for this thing to be done. Well... what the...?

I mean, seriously, bro, you have to be making some cash rain today and building new skill sets all the time. Otherwise, you're going to be left there. You know the whole...

Harvey McKay and I think it was the Taoist principle or something like that. You know, dig your well before you're thirsty thing. Your well is going to run dry, and your thought process and your creativity is going to be stumped, you know?

I know a couple of guys that just did the whole burn the ships and they started on a journey.

Well I understand that too, but at the same time if you've got a job and you're making enough money to cover your nut. Cover your nut, and then work overtime on the weekends, at night, building your internet business or taking it to the next level.

For me, I have the dental business, and I have a couple of other things I'm working on. I have to maintain the dental income and make sure that company is running well while I'm building out new things.

If you stop one and then focus on the other, you're like the typical ADD internet marketer who never makes any money, who overspends, who wonders why he's all alone sitting at the bar with the bartender.

***"...you have to be making some cash rain today and building new skill sets all the time. Otherwise, you're going to be left there."***

**Yanik:** (laughs)

**Ed:** Actually, by the way, that's not always a bad place to be. (laughs) But, you just, you know, you've got to be there by choice.

**Yanik:** Exactly. Alright, let's talk about what you do to rejuvenate/re-energize yourself as an entrepreneur.

**Ed:** Yeah, I mean rejuvenation... probably the number one. And two is workout and get physical 4-5 times a week if I can.

**Yanik:** You do the MMA stuff, right? Is that part of your workout?

**Ed:** Yeah, now I'm doing a little more of the Jeet Kune Do and the Philippino stuff. Yeah, it's just martial arts. I love all that stuff. That excites me. I love talking about it. I love learning it.

**Yanik:** So the four times a week, that's set in your schedule. It's pretty much set in stone. Is it a set time?

**Ed:** Pretty solid, yeah. Brian Tracy has a phrase that says, "Hard time will push off soft time." So meaning like this appointment you and I had today was hard time. I made it, you know?

**Yanik:** Right.

**Ed:** If you and I were like, hey dude, let's just catch up on the phone. It'd be four weeks from now when we finally caught up.

It's the same thing when you go back to your value system questions. This would be worth listening to again just because of answering some of those questions like what's the most important to you and scheduling that.

My thing is I usually take an hour and a half in the middle of the day at a certain point where I go pick up the kids or I go spend a little time with them. And so I'll work until 6 because I take like 2:30-3:30 where I go pick up kids and hang out with them a little bit.

But at 6:00, I'm immediately hitting my hard time with my family. And so that needs to drop. That's how I rejuvenate.

With the kids, man, I'll tell you something. With 4 kids, traveling on vacation because I know some people would be like wow this sounds... is not necessarily relaxing.

But we in the summer, we do have a lake house. The kids are getting a little bit older, so all that kind of stuff is getting easier. Just reading and learning is relaxing to me too.

**Yanik:** Yeah that's good. One thing that you talked about earlier that's interesting because I'm reading a book right now that I'm really enjoying. It's called *Be Excellent At Anything*. It's by this guy Tony Schwartz. You've probably heard of *The Power of Full Engagement*.

**Ed:** Yeah, totally.

**Yanik:** So some of the similar stuff in *The Power of Full Engagement*, but it's a little bit different.

One of the big principles in there is called pulsing, where you have something where you're working really, really hard and then you rejuvenate/re-energize and then go back to working really, really hard.

**Ed:** Yeah.

**Yanik:** Your comments about sometimes you have to be unbalanced really strike that I think. You go for it really hard, but then at the same time you come back and you want to re-energize and just refuel for the next one.

**Ed:** Yeah, I've never met a world-class champion who did not do... if you really look at it because I was thinking about this, man.

I was like, man, if you look at world-class athletes, they are so dysfunctionally in one way. Like, they're extraordinary in one way.

But here's something I want to tell you about too or share with everybody. I also think you need a coach on how to rejuvenate.

Not necessarily how to rejuvenate but how to live... I think it's good to read books on if you're going to be a parent, read the books on how to talk to your kids and how to help guide your kids.

And I think it's good to surround yourself with mentors who have cracked the code because I'm like 35. There's a lot of guys a lot older than me and us that have that side figured out.

I think it's good to have mentors in every area and every phase of your life.

**Yanik:** Yeah, absolutely. Let's tackle the last part a little bit.

**Ed:** Yeah, yeah.

**Yanik:** You know, the give more... giving forward, giving back. Some people call it different things. This notion of giving.

Is that a big part of your entrepreneurial endeavors? Is that part of your personal life? Is that part of your philosophy?

**Ed:** Yeah, it is. I'll tell you the mistakes I've made and the things that have kind of evolved to my current philosophy.

There was a phase where anyone who asked, I said yes. That gets old quick because you're not valued. There's no real end result because you're scattered.

***“I think it’s good to have mentors in every area and every phase of your life.”***

**Yanik:** Well, going back to your obligation too.

**Ed:** Yeah, it's just crap. Well my brother's got money so he'll be happy to sponsor. It's a tax write-off.

It's like well, why don't you give your \$100? It's a tax write-off. You know what I mean? That's just a stupid mentality.

Well, he runs a business so it's a tax write-off. Yeah, so I'm still giving x-amount of dollars now to get a 30 ... you know, whatever. You see what I'm saying?

You can't allow other people to dictate what you give back to. My belief at this point is: (a) when you start learning marketing, your initial response is going to be to help people with their marketing.

Do not do that, unless you are so passionate about it and you have total control over the whole thing.

My experience with that is that you're going to be dealing with people that have NO idea, and you're going to be trying to teach them everything Yanik taught you in like 30 minutes. And you're just going to end up frustrated. That's just my two cents, ok?

And I might have just saved you a lot of time and effort trying to help people that will never understand. They'll think you're just... don't do that.

So what I do now is I have a couple of charities that I specifically have more than... I have a lot of... I give money to but more importantly I have a relationship with them, and I have the ability of sharing my creativity to help them solve problems.

The thing that I'm passionate about is helping parents with kids with cancer. There's another local foundation that is synergistic with it. They kind of work together, so that's kind of like my number one.

**Yanik:** Is that from a personal source, or is it just something that you...?

**Ed:** No, I don't know what it is. Just anything with kids...

**Yanik:** Right.

**Ed:** Well, I'll tell you ... what happened was every year what we do for our Christmas party, I'll take the staff out shopping.

With our team, we've had as many as 18 in-house here in Chicago. Now I'm utilizing the philosophy of moving and leveraging things overseas as quickly as possible.

But I take everybody shopping, and then I say hey here's an extra \$50 or \$100. Go get... they'd have an assignment but for somebody – we'd sponsor families or whatever.

Then last year, I called up Children's Memorial Hospital here in Chicago and I said well we want to sponsor a kid. I got hooked up with them through my friend who lost a daughter with cancer.

What really surprised me and it blew me away was the lady said we don't need

anything for the kids. But if you guys can buy gift cards, and they gave me a list of stores, for the parents. They're the ones who need the most amount of help.

She explained to me that a lot of these parents can't work, or they're on public aid or whatever the issues are. Or they lost their jobs because they couldn't work, and they can't even put food on their table.

So that became our new charity that we were sponsoring.

**Yanik:** Right.

**Ed:** I have a few short goals for it that I'm not going to share because I'm not doing it yet. But it'd be nice to find a way to have it be a residual... I'm looking at a couple of the businesses that I'm building where we just earmark it into the entire business so that they get a check monthly and I don't have to think about it.

So we'll see. It's not there yet, but that's kind of the vision.

**Yanik:** Yeah, that's great. And then the creative input. I think that's interesting too. It's not just about the money, always. It's about sharing what your expertise is and what your unique talents are.

How is that going over? Is it like pulling teeth convincing them to do some of the things that we know?

**Ed:** Well, yeah... that's a good question. I've tried working with different or helping these local like school board and stuff on different things, and that just doesn't really work out well. That's more of a slow process.

But what it is is more of a "tell me what problems the parents are facing, and let's go over some game plans on how we can solve it."

Now I want to share this with everybody because here's the thing. When you're looking at stuff like that, the people who are running a lot of these organizations are people making \$35,000-\$40,000 a year. They've had no other education than maybe being Social Work, Counseling, or Communications.

So for all of us, a lot of times entrepreneurs have the unique ability of solving problems. That's what we do is solve problems and that's how we get paid and so to look at things from a totally different perspective.

So I would say, again, that kind of thing is in the infancy as well. It's really hard to come into somewhere and tell them if they've been doing something for 20 years how to do them differently.

**Yanik:** Right. There's a right way and a wrong way and approaching it from... just being empathetic to their point of view and seeing it through their eyes a little bit is helpful.

**Ed:** Yeah, I would say this though for everybody on the thing cause you know, the

***"You can't  
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greatest thing you can do for the entire world is to go and become impeccable and make all your dreams happen.

If you're not at a place where you can give back yet, in a bigger point, I mean cause there are bigger things I'd like to be doing but I'm just not there yet... is just have the vision, have the goal and then go build out your company or build out your marketing plan.

Build out your thing. Make the money, and just like the wake of a boat how it pulls forward, you know, everything else that you want to have happen will pull forward with it, but you've got to get that engine rolling.

Get that cash machine rolling. That has got to be your number 1 focus.

I say this too, you know? With Yanik, because I know we're wrapping up here, but with Yanik and the guys he introduces you to, I would really recommend unsubscribing to 90% of the crap that you get from your email and stop buying crap that is promising to you, "buy this software, download it, get 7 million backlinks to your domain, and become a gajillionaire".

**Yanik:** That stuff works? (laughs)

**Ed:** It works for some people. But they've also figured crap out that ... they're doing like 10 other things simultaneously with that. And that's the game they're playing.

None of those guys have been in internet marketing a few years. The guys that know how to figure all that crap out, they're way smarter than me. I'll let them do that crap, and I'll do things a little more strategical and a little more long-term.

**Yanik:** Yeah, that's great. That's probably a good spot to wrap up. You got any last thoughts on what we talked about or anything has kind of triggered any other thoughts?

**Ed:** No, man. They're listening to you. They're in the right place.

I appreciate you letting me be a part of it. I would just say every time you try to bump up the ladder of where you're trying to be, so if you're making just say \$40,000/year or \$300,000/year, the only way to get to the next level is to surround yourself with people who are already there.

I have a philosophy on this. I really do. This is a sincere philosophy.

When I ask advice from somebody who I've identified as my model or my mentor and I get it, whether I like it or not, I do it.

Because you'll never get another piece of advice from them ever again unless you do it. The best way to enter a group like that and just get like inner circle secrets, besides paying to be in them, but I'm talking about true let me show you behind the curtains, is to be someone who executes at a very fast level and is verbatim with their advice.

When they see that, I have guys that are older than me and much younger than me that when they tell me something, I go do it. Then I'm like alright I'm ready for the next portion, you get it.

And that's how you earn your way into that ranking and into that group.

**Yanik:** That's awesome advice. That's great. Whether you like it or not, if that's advice go try it.

That's the biggest currency you can get to keep that relationship open because the people that you're asking in a mentor capacity, they're obviously extremely busy and they don't have time to really waste with people who are simply... if they listen to what they have to say but not do anything.

**Ed:** Yeah. Totally, bro.

**Yanik:** That's great. Yeah. That's a good one. Alright, so I know you've got a lot of things going on. Is there any site or place that we should send people?

**Ed:** Just go to <http://EdOkeefe.com>. I have really nothing up there. You'll see some stuff about me. I'll probably get an opt-in box up there and let people... I don't know... I thought about it yesterday.

Maybe I'll just do a behind the scenes thing and let people see what I'm working on and what I'm doing. I'm doing a lot of crazy... not crazy, but really cool stuff. I'm learning a lot of stuff.

I have two – and this is very important to understand too. I have two guys I'm working with, Yanik, that are strategic partners that I met through Maverick.

**Yanik:** Oh, cool.

**Ed:** Yeah, I mean in a short amount of time that are just really killer guys. I'm learning a lot, and I'm excited about life. Things are great. The kids are great.

I always wrap up with people – you've got to go out there and just take massive action. Fail on your face, and that's just so much wealth equity that 99.999% of the people are not going to do.

And the last thing I say is always be fair to people. I've spent more money in the last year cleaning up other people's problems that were either a. were affiliated through one of my companies or joint venture partners and I didn't go back to the JV guy.

Just paid the customer and you know, and I just ate it and moved on. It's a much higher level of energy of life. If you're not studying anything about energy and about raising your awareness and stuff like that, you should jump on that as well.

It's one commonality I see with all the high-level entrepreneurs.

**Yanik:** You know, just in that there's a tiny... that's a great lesson. And I do the exact same thing.

If I have a joint venture that unravels and the partner is unwilling to refund the person

***“...the greatest thing you can do for the entire world is to go and become impeccable and make all your dreams happen.”***

after they technically had the refund period. Then I'm like, whatever, I'm eating it and I'm refunding it because they're my customer and it's my responsibility.  
Yeah.

**Ed:**

Some people would be like, well technically it's not this and you can't get your money back. It's once again long-term versus short-term thinking. That's great.

**Yanik:**

Alright, awesome. So <http://EdOkeefe.com>.

**Ed:**

Yeah, correct.

**Yanik:**

So people can check out what your latest adventures are and what you're up to.

Maybe you'll put an opt-in box there at some point and let people in behind the scenes. I look forward to seeing you really soon.

**Ed:**

Yeah, or hit me up on Facebook, and let me know. If you have any questions, you can hit me up on Facebook. I'd be happy to answer simple questions.

Alright, bro. Thanks, Yanik. I appreciate being on. You're the best.

**Yanik:**

Alright, Ed. Yeah, I'll talk to you soon.

