

Dear Maverick Business Insider,

I just spent Spring Break with a group of great kids from the first ever NFTE Ignite program. NFTE stands for “National Federation for Teaching Entrepreneurship”.

It's a non-profit that works with high school students in underserved communities providing business classes and mentorship.

Previously I'd gone into a school to do a guest lecture, but this was a more engaged program for most of the week.

20 high school kids from NFTE had given up their Spring Break to have a specialized program and meet with entrepreneurs who had a challenge.

Their role was to act like consultants and provide recommendations and feedback. I went in with the challenge of building out Maverick1Million.org. This is the one-sheeter they got:



Goal: 1,000,000 Young entrepreneurs between the ages of 13-23 impacted, engaged and inspired to create or enhance their own business start-up.

Maverick1Million.org is a **FREE** multi-media platform for online learning, virtual mentoring, community and idea incubation for young entrepreneurs.

It consists of the four following sections:

1) Maverick Entrepreneur Knowledge Bank

- Success Secrets Interviews of successful Maverick1000 members and celebrity business icons (i.e. Sir Richard Branson, Tony Hawk, etc)
- Tools and additional resources provided by members and partners (i.e. Dan Sullivan's thinking tools)
- Business blueprint created from Maverick1Million members offering up step-by-step advice on how to start a particular business. (i.e. everything from a lawn care service to an iPhone app)

2) Maverick Upstart Platform

- This allows young entrepreneurs to showcase their ideas to compete for seed capital through crowdsourced funding. Young entrepreneurs can choose to make their ideas public for wider funding or private for just Maverick1000 members to see, fund and virtually mentor them.

3) Maverick Idea Incubator

- Maverick1000 members have many business ideas that are not the right fit for their current ventures for numerous reasons. But instead of letting these ideas lay dormant, they're uploaded into the Idea Incubator so young entrepreneurs can then develop them. The affinity for the original ideas can drive one-on-one virtual mentoring and possibly even a full-fledged partnership as agreed on.

4) Maverick Upstart Q&A

- An ongoing knowledge base of questions and answers related to business and entrepreneurship. Answers are voted up or down based on merit.

I was looking for their help on what should be inside the platform (did the items I had highlighted seem like compelling draws?), how to make it go viral, and also how we are going to build the platform in a very lean way. Here's me and the winning team of Sabera Syeed, Autumn Fletcher, Ivonne Alba and Dion Wheeler.



I got a lot of good ideas from the team including having a board of young entrepreneurs as advisors and even incorporating a Meetup.com element of Maverick Business Adventures for the young entrepreneurs. That was a big one beyond the online learning, incubator, etc.

I'm really looking forward to getting this project back on track after a false start last year.

If you'd like to volunteer your talents or time, please let us know. Just shoot an email to: support@maverickbusinessinsider.com with your area of expertise.



Blah...Blah...Blah (They're all just meaningless words, right?)

Perhaps you've read the famous quote by William Shakespeare:

"What's in a name? That which we call a rose by any other name would smell as sweet."

With all respect to Willy the poet – I don't think so!

As a copywriter, I know different words can have a profound impact on results. Seriously.

There have been multiple tests where changing one single word in a headline or even a Google adword has seen a tremendous difference.

There's a reason I carefully consider different words for the different impact they'll have in a piece.

A couple of marketing examples:

"Investment" vs. "your cost" when talking about the price of an item. Nobody wants to hear "cost", but they're willing to invest.

"Discover" vs. "Learn". If you are selling any sort of information it's mostly the kiss of death to talk about learning. People prefer discovering, which sounds more like they are stumbling over something without as much hard work.

One of the most interesting books I read on this was written by Dr. Frank Luntz, a political pollster, who had helped craft compelling messages the American public wanted to hear.

He's the person responsible for turning 'estate tax' into the more emotionally charged "death tax".

He also reframed the derisive “drilling for oil” by turning that into “exploring for energy”. There’s no doubt about it words make a significant difference and I think most people are too lazy when using words in their own businesses.

I’m frequently chiding people I do critiques for when they are selling eBooks to rename them something else. Anything from ‘resource’ to ‘tool kit’ to ‘step-by-step’ system has incredibly more value than simply an ebook.

With an eBook people already have a basic premise of what it might cost. With a “resource” or “tool” the value/cost basis is left up to the compelling copy.

One of the Underground® 7’s breakout speakers and former Millionaire MasterMind member, Bernadette Doyle, really understood this.

There are lots of people running teleseminars these days – well instead of going down the normal path, Bernadette called her teleseminar a “Master Class”. I loved it! I think that implies so much more value than a regular teleseminar.

[Note: If you’d like to see Bernadette’s presentation from Underground® 7 plus 16 other Internet renegades check out www.UndergroundOnlineSeminar.com]

By creating your own specialized vocabulary, you actually have the ability to define the term and own it.

Ever heard of a “Real Estate Artist”? Probably not. That’s my friend, Frank McKinney (www.Frank-McKinney.com). From part of his bio (the bolding is mine):

Each of the estate homes Frank creates is a **one-of-a-kind work of art**, infused with vivid imagination and **designed on a canvas of sun-drenched Atlantic ocean** (just look at the videos and photos on the preceding Acqua Liana link!).

Accordingly, Frank McKinney is now known around the globe as a **Real Estate "Artist," and the creative force** behind some of the world's finest and most magnificent mansions ever built. Prior to the sale of his new multi-million dollar "Acqua Liana" mansion, he had sold, with an asking price of \$50 Million, the largest and most expensive spec home ever created, containing 72 rooms, 32,000 square feet, 12 bedrooms, 18 baths, and a 14 car garage.

Since his first \$2.2 million oceanfront spec home in 1992, Frank McKinney has created and sold 38 oceanfront properties with an average selling price over \$14 million. In addition to his **real estate artistry**, Frank McKinney has now become a 5-time International Bestselling Author, and is focusing more attention on his books and writing.

Frank builds these amazing multi-million dollar homes on spec. Now instead of just allowing others to label him – he’s given himself the title of Real Estate Artist.

It has much more implied meaning and value than simply being an ultra luxury home builder, right? And it’s something that sets him apart from others, even on this elite stage.

Looking for a DJ for a party? Well – you probably won’t find a ‘regular’ DJ calling themselves a ‘musical stylist’ like Girl on Wax (girlonWax.com)



Once again this implies a level of sophistication (and expense) that is head and shoulders above a regular music DJ.

Hopefully you're getting the idea on why I'm so high on unique and compelling verbiage. Why do you want to let others

pigeonhole into a category that already exists? With your own unique language or title, you can own that spot.

Last month we looked at Kennedy's Barbershop and their unique membership model for re-inventing a regular barbershop. It's worth re-visiting their unique language for the membership plans too, instead of the all-too-typical Silver, Gold or Platinum. They use different wording for the membership levels that really fits the concept incredibly well...it's "Life", "Liberty" or "Pursuit of Happiness".

Another area you can consider creating your own unique language is with job titles. For Maverick we have different titles like "Community Commando" or our newest team member, Aydika Jack James, is called "Maverick Communications Samurai" (this is also a nod to her Japanese heritage). Interesting titles give your company a certain unique culture and fun aspect to it.

I like the way Arico Natural Foods Company in San Diego calls their head of online marketing the "Wicked Witch Of The Web".

Liberty®

"Give Me Liberty or Give Me Death" that's what we think, too . . . at least when it comes to freedom from those other "chop shops." We'd rather get our haircut from a Licensed Barber, skilled in the art of consistently crafting the exact haircut you've been looking for all your life, than from an 20-year-old cosmetology school graduate who doesn't know how to fix her own hair...or the first thing about a first-class experience . . . wouldn't you?

Benefits:

- Unlimited Signature Haircuts.
- Unlimited Signature Haircuts for your children under 13.
- During each visit, you may also choose from one of the following services:
 - Signature Straight Razor Shave™
 - Mini-Facial
 - Facial Waxing
- 10% Discount on all Kennedy's™ Grooming Products.
- Complimentary beverage during each visit (choice of water, soft drink, beer, coffee or tea).
- Yearly Birthday Present from your local Kennedy's™ Proprietor.
- Complimentary Kennedy's™ Lifestyle Magazine.
- Nationwide Usage Rights at all other Kennedy's™ (with a minor "courtesy charge").
- Shoeshine During Service (where available).

Startup Selling

A few weekends ago in Baltimore, I attended part of the Baltimore Startup Weekend. It was really cool! Ever since I heard the concept – I've wanted to check it out. Here's the deal...

You put together about 100 ambitious and aspiring entrepreneurs with a mixture of tech and non-tech skills. Then have them pitch their ideas for 60-seconds each on Friday night. The 20 best ideas, as voted on by the group, get selected to be developed. Everyone divides up into teams on the idea they were

most excited by and then the fun begins. The teams have 54 hours to create the project and get something working by Sunday night. On Sunday they pitch their idea to a group of judges for cash and prizes.

I love it! (You can read my full account of it on my blog at www.InternetLifestyle.com)

One of the big tenets I work on getting startups to think about is immediately getting marketplace feedback from potential users. While I'm not a huge fan of surveys (since people are not plunking down money), I do believe they have their place. One of the best uses of a survey integrated into a "coming soon" sort of release was a recent startup project from Startup Weekend.

Clutch is an iPhone app to help you in the event you lose your wallet – www.ltsClutch.com. Here's their coming soon page:



And then below the screenshots of the different features there is a short survey.

How much would You Be willing to pay for this app?

\$.
Dollars Cents

Evaluate the following statements.

	Strongly Disagree	Disagree	Agree	Strongly Agree
It's important to back-up your wallet	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Clutch would make me feel more secure	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

Please share your thoughts about the App?

- I'd like to be notified of the launch
- I'd love to use this app
- I'd recommend this to others

Name *

Email

Here's what I like about this survey –

1. They are capturing email addresses of interested prospects.
2. There are small commitment/consistency instances that help the potential of people actually buying this app once it's available. I don't know if they are aware of the psychology of this or not but taking a page out of Cialdini's book *Influence: The Psychology of Persuasion*, they are getting small commitments (i.e. I'd love to use this app), which will turn into a much higher percentage of people than normal buying that app if they've checked that box.

This is a cool example that's easy to implement for your next idea you put up online.

Another tool you might consider to help is www.LaunchRock.com. They provide an easy-to-use page builder that helps users virally spread the word about your new startup.



Here's one of the best ads I've seen in awhile that integrates fun and functionality into it:



(Source: CoolHunter.com)

Amichay/Y&R Interactive in Tel Aviv, Israel created a campaign for Clearax acne gel. A pimply-faced, 5-meter-tall climbing wall at Israel's largest climbing center exposed 8,000 teenagers per month to the brand during their summer holidays.



Here's an interesting concept. A yet-to-be-opened bar in Melbourne, Australia has been getting some press for an innovative idea. Here's the idea from their site (<http://shebeen.com.au>)

Some things are so good, you've got to wonder what you'd do with out them. Take beer for example. Isn't it amazing what the right combination of water, barley and hops can do for an otherwise awkward moment?

But what if beer could be made even better? What if by drinking a beer, you could do something incredible for someone else? That's what Shebeen is all about...it's a bar in Melbourne that will allow you to grab a drink and give something back.

How? Well, Shebeen is a non-profit bar. It's really very simple. Exotic beers and wines from the developing world are sold at Shebeen. Profits from each drink sale support a development project in that drink's country of origin.

So, buying an Ethiopian beer guarantees a microfinance loan for someone in Ethiopia. Buying a Vietnamese beer provides a street kid in Hanoi with hospitality training.

It's a very cool idea, and we'll see what happens once it gets off the ground. I wonder how many people have a deep affinity for the beer's country of origin with a correlation to a charitable impact in that country. But I'm all for it as a simple way to make an impact for an action you're already doing.

See ya next month,

Yanik Silver



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 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.



“How To Trade Your Way to the Top of Your Niche”

With John Carter

May 2011

Yanik Silver: Hey everyone. This is Yanik Silver, and welcome to another Maverick Business Insider interview. I have with me another Maverick 1000 member. This is John Carter straight out of - I don't know where you are today, Austin?

John Carter: I'm in Austin, yes.

Yanik: Alright. John's got a great story. John and his partner Hubert have...

John: That's business partner.

Yanik: (laughs) His partner – you can make it out to whatever you want it to be – have a great company called Trade the Market.

John: Trade the Markets, plural.

Yanik: Ok. They're a part of our mastermind group. They're part of Maverick. They've done a lot of interesting stuff in the investing world. I'll let John give his background, but taking really what was a best-selling book and then taking that... where most people are happy with the best-selling book but they don't make any money on the book.

John and Hubert have figured out a way to really turn the internet into a nice – very nice – profitable venture for themselves. They were actually speakers at Underground one year, and you guys, I think you won Underground Speaker of the Year... Underground Marketer of the Year.

John: Yeah, what year was that? Was it...? Time flies when you're having fun.

Yanik: Was it 2006 or 2007?

John: 7 or 8, I don't know. You always have such a good group of folks there. It was an honor to win that. It was an amazing group there.

Yanik: Yeah, I mean talking about what you guys have done with the membership site and you guys really laid it all on the line. So hopefully we'll get a little bit of that today, and then some of your other philosophies on our other aspects. So, John, fill in a couple blanks for us on your background maybe.

John: Sure. I started off in essentially Corporate America, but growing up (this is the real short version) I was always a little entrepreneurial. In elementary school and my freshman year in high school, I bred rare albino boa constrictors and got the eggs and was able to sell the hatched eggs for like \$1,000 apiece.

I had this whole business going in my room, and my mom was freaking out. And then I think about the time I hit 16, I realized that girls really didn't find that too attractive, and I kind of started liquidating my business at that point.

It was an interesting venture into entrepreneurialism in terms of having a niche product because there are people out there who love reptiles. They love these exotic

things; they've got them in their homes.

It's a small niche for sure, and I could place this little ad in this magazine, and people would... You know, I'd ship snakes. I'd go to the airport with my dad, and we'd pick up snakes and ship snakes. It was pretty interesting. I got bitten a lot, but it was fun. It taught a lot of stuff.

Yanik: How old were you again?

John: I did that from when I was about 10 or 11 until about 15 or so.

Yanik: Ok.

John: Yeah, I'm not totally sure how I got into it. I spent a summer working in the herpetology department in a museum and just kind of was like oh this is cool. I literally had about 40 or 50 snakes in my bedroom in different cages and stuff like that.

Thinking back on it, it's a little freaky, but it was... I had a zoo at my house, and friends would come over and were like oh my gosh that's awesome!

Yanik: (laughs) That's awesome. Alright that was your first entrepreneurialism, and then what happened in the later years?

John: Well, ok from there... when I was about a senior in high school, I got interested in the stock market and in trading. My dad was a stock broker, and he started showing me things about options trading. So long story short on that I got really interested in it.

I was never interested in being a broker, so through college I was trying to figure out how to make money in the stock market. I had this little pattern where I'd have \$10,000, and over the course of a year I could build it up to \$80,000, \$90,000 or \$100,000, and I'd lose it all.

And then I would try it again. I'd make 80, 90, or \$100,000 again over the course of a year or two trading options and then lose it all. It was just kind of frustrating.

This was through college and going into... after college, I worked as a financial analyst. I analyzed retail companies and my main goal was just to have a job where I could continue to trade.

So after about 6 or 7 years of that, I was getting consistent making money in the market. That was the thing in trading is anybody can make money. It's can you make it consistently, and can you do it and not blow up your account?

A lot of times people will get into a market and say - wow the last 3 months have been great. I've made all this money. And then if the market turns and they aren't ready for it, they lose it all.

What happened is I was sitting there one day, and I subscribed to some newsletters

“That was the thing in trading is anybody can make money. It's can you make it consistently...?”

on the internet. This was, gosh, I think in 1996 or '97. Of course back in those days the internet was a lot different than it is today.

But at one point I realized that the picks and the information I was getting in the newsletters, I could do that. I was sitting there going this is something I could do, and it hit me.

At that point, I had actually left my work. I had quit working just to trade full time. I'd been trading for about 2 years. It was a little boring to be honest. You're sitting in an office by yourself. You kind of want human contact.

I started looking at this website subscription business. So I found a guy who could build a website, and it was like the simplest website you could think of. It was the equivalent of a Word Press site with a memberlink plugin or something like that, and it cost me \$30,000.

I just started posting on Yahoo boards and stuff like that and started getting subscribers, and pretty soon the site was doing a couple hundred thousand dollars a year in revenue.

Yanik: That's pretty good.

John: Yeah.

Yanik: But you were giving away free info, and then there's a paid aspect too?

John: Yeah, well at that point when I first started, it was just a paid subscription. So then what happened from there, and kind of jumping ahead, I kind of partnered up with this other company and it went really bad.

Then I broke away from them, and then I met Hubert. And then Hubert and I launched Trade the Markets in 2002. About that time also I'd been approached by McGraw-Hill to write a book on trading. I had started speaking at some of the circuits and stuff like that.

The book came out, and we really latched onto the idea of having the book out there and then driving traffic to the website.

Then we really got into the idea of – we ran across some material from Ryan Deiss and from you about well there's ways to set up a website so we can capture the most amount of traffic as possible. That's where things really took off.

So about 2004/2005, the website really took off to where it eclipsed 7 figures and kind of formed the basis of everything we do today. A lot of it was just using the simple techniques that we learned just from a lot of the people you brought to Underground and things like that.

The real basis of it was - because we had to be really careful – is in the financial arena, you can't do guarantees and different things like that. So we were real -conscious of trying to keep our names as clean as possible.

The bottom line was we'd have talks like, if we do this are we going to prison? Yes or no. If the answer was yes or maybe, we'd say no.

It really came down to a lot of free content and making our free content as good as or

better than other people's paid content, so that people would look at the free content and after a couple of months say, wow this is so good I've got to try their paid content.

And that's been the basic formula that we've used since 2004/2005. When we switched to that, that's when we really saw an explosion in growth.

Yanik:

Alright, so talk about that a little bit. It's almost like... everyone hears the model that there's so much free stuff out there, how are you going to charge for anything online?

“The bottom line was we'd have talks like, if we do this are we going to prison?”

You just said that your free stuff is as good or better than a lot of the paid stuff out there, so how are you getting people... it's easy to get people on the free side I guess, and we can talk about that.

But how are you getting people to pay for what they're getting for free or seems like they're getting for free?

John:

I think what we've found is it is a fine line. I've met people who've been on our list for 8 years and are like yeah I get your free videos every night. And I was like have you bought anything from us? And they're like no, the free videos are so good.

So there is that element to it, but what I've found... and a lot of times when those people actually try the premium videos, then they're like oh ok we get it.

So there's a couple of tricks that we've found for that. 1) The free videos are generally very short, 2-3 minutes. One of the things we did that really helped convert people to the premium is that we would start off on the free video and say we would analyze one market.

And we'd go into depth and say ok this is what we're looking at on the S&P 500. Now let's go ahead and take a look at the Euro on the premium video, and then it would just cut off.

So for people watching the free video, they realize that they're missing something, that there's something else they don't have access to. And then on the bottom of the video, there'd just be a link saying – hey sign up for the free 30-day trial to the premium video.

So once we did that... that actually took us to the next level.

Yanik:

Ok, so letting them know that hey you're getting good stuff, but there's some more stuff behind the door.

John:

Absolutely and just hammering them all the time on that. The free stuff is great, and if they're interested in that one thing we talked about in the free video, then that's great.

But letting them know that now we're going to talk about these four other things in the

premium video and we're going to get started right now, and then it just cuts off.

So they're missing out on that – just letting them know that they are missing out on more information.

Yanik: So your model, if you were going to describe it to people, is it's a video a day, so giving great free content every single day. Is that what you would tell people to start doing right now if they were thinking about taking their expertise? Or, you know, there's another option we'll talk about in a minute with the publishing, which is an interesting side of what you've been doing.

So let's say you're talking to somebody who wants to take their expertise out there and put up a membership site like you guys have, where would you tell them to... what model would you tell them to follow?

John: There's a fine line here because if you give away too much for free, then people will just say – well that's good enough. I don't need additional information from that.

From what I've seen and what we've seen with other people who have done sites and things like this is a lot of it is say that there's 10 tips for something or whatever it is.

I'll talk obviously about the financial markets, but I've seen this kind of work in the health and fitness industry and things like that. But it is posting something that people can find useful.

I like at least a couple times a week. For us, we'll do it 5 days a week, essentially the days that the markets are open. It's something where they get it in their inbox, and they find that it's useful. It's something they can use that day.

Then at the end of that just letting them know that here's one tip you can use today, and now I'm going to talk about the next three in the premium content. A company that actually does this really well is the Wall Street Journal site.

The Wall Street Journal – we studied that. They have content on their site. Some of it is free, and some of it is premium. You can go through and read a free article, or you read maybe the first paragraph of a free article and then to read the rest you have to be a member.

I thought that was really intriguing because it gives you enough information, but every once in a while something will come along and you'll say – man I really want to read the rest of that, and that's the idea there.

You're giving them enough information to keep them interested and to make it a valuable resource, but then coming along and letting them know that there is more valuable information here and all you have to do is sign up here to try it out.

Yanik: Ok, and you guys – you've been running your membership for several years. What I was hinting at before with that question, and maybe we'll talk about it right now, is that you guys have started taking on other people to publish, right?

John: Yeah, and this is something where it kind of hit... I think it was about the time that we did the Underground event.

We kind of noticed out there that there were a lot of people, at least in our niche and trading, that were good traders but they didn't know... When it came to the internet,

they didn't know their ass from a hole in the ground, pretty much. They just didn't know what was going on.

We thought, well gosh, that's something over the last 5 years we've done all this stuff. So we could find these guys and say ok maybe they were doing something where they were coaching and making like \$5,000 a month, and we'd put together a website for them.

We do a lot of natural SEO – just throwing good original content out there. For people who don't like to write, if you like to talk, you can just do videos. Do Camtasia videos, have them transcribed and get that up there. Just make it original content. It really pays off.

What happens is that people then start coming to the site. We've had a couple of people who... people who had books and things like that, who were doing \$5,000 or \$6,000 a month on their own selling some indicators and trying to do some subscriptions.

We will bring them under this umbrella, and 6 months later, they're doing \$50,000, \$60,000 and sometimes 6 figures a month. It's been phenomenal. It's a tough mix.

Some people just don't catch on. Some people when they're doing their free content, you're listening to it, and it's just not enthusiastic. You can kind of, like they're holding back.

I find that the most successful ones is, you know, they give enthusiastic, useful content in the free stuff that makes people intrigued enough to want to know what they're doing with the premium.

Yanik: Right. And so you guys have been running these membership sites now for other people, for yourselves. What do you think are a couple of key lessons that you've learned along the way on making these work?

John: It's always interesting on a journey like this because what I've always found is that you know... and I don't know how this works for you, but there's some things that will come along, and you'll think wow this is a great idea. And it will fall flat on its face.

Then other things that are a half-thought that are like oh yeah let's do that, and it turns into the stellar, workable thing. So one of the main things that I've learned is that you've just got to try stuff.

So if you have different ideas and things like that, just bootstrap it. Find the low-cost way to do it and see what the results are. If you are interested in trying to publish other personalities, you kind of need to do a trial run with that personality.

“...and 6 months later, they're doing \$50,000, \$60,000 and sometimes 6 figures a month. It's been phenomenal.”

If somebody is like a prima donna, there's pros and cons of working with people like that. The only way you find out is you just have to try it out.

What we started doing is for people that we weren't really sure about is having an out clause for us as well and saying – look, we'll get you set up. We'll get this going. Let's try it for 6 months.

If they don't get it, just kind of having an out clause where it's like look this isn't working. You can have the site that we built for you. We'll tell them up front. It's like, our costs were say \$12,500 plus we did all this, so if you just want to buy it you can have it and do it on your own, or you can go do whatever you want.

Usually if it's going to be successful, you'll know in about 6 months.

Yanik: That's interesting. So someone that wants to put up a membership site right now, there's obviously almost like the Mercedes solutions, and then there's sort of like stuff to get it up and going that are probably good enough.

Where's your thinking on what resources and tools that they should be thinking about?

John: I go back and forth on that, and Hubert and I debate that a lot. We essentially have used MemberGate a lot for everything. We really like it. It's a little bit more of a higher-end solution.

No solution is perfect, but what I really like about it is how they handle multiple memberships and their backend. However, today you can do a WordPress with a MemberWing script, and you can do essentially the same thing. So it just kind of depends how comfortable you are.

If you have somebody who's kind of a WordPress guru and can help you set that up, and you can go on Elance and find someone to do that, that's a very, very low-cost solution to get going.

You can get a membership website going for less than \$500. The MemberGate... I think now it runs about \$3,500.

We run, gosh, 15 different MemberGate sites right now, and so far we just continue to be very, very happy with them. They keep coming out with new updates.

But there's definitely an advantage to using... if you just want to try something out, just throwing something up on a WordPress site and driving traffic to it.

Yanik: Right. So if you were going to tell someone... you know, they're like yeah I think I could probably do a membership site with what I've got versus just a straight up e-book or a product or a course.

Obviously, some of the benefits are that you keep getting the recurring revenue. That's probably one of the biggest ones and certainly the sense of community inside there.

If I was going to try that out next week, what would be some of the steps that you would have someone do, if they have great content, but they didn't have anything going aside from that?

John:

Ok, so if you have great content and you've got nothing else, the first thing is getting comfortable with the idea of being able to share.

A lot of times when I've talked to people, they have all this great information but they don't want to throw it out there.

So it's like, oh somebody's going to steal it. Well, yes people will steal it. That's just how life works sometimes, but if you don't get it out there, nothing's going to happen.

There's some things like that that I see getting in people's way that you just have to toss to the side. On the one hand too, there really is no original content. It's just your spin on it.

The mistake I see a lot of people make is they want to start producing content, and it's generic. Maybe they copy and paste it from another site or something like that.

That's the biggest detriment I see is that if it's generic content, people are not going to be interested in that. What people are interested in is your take on the content. It's your interpretation of the content. So maybe it's a recipe, but it's how you do it. How do you use it in your life?

A good example is Tim Ferriss's book, you know, the *4-Hour Body*. A lot of publishers didn't think it would work, but what I liked about the book – it was his take on it. It wasn't just regurgitated scientific research.

It was, hey I tried this and this didn't work and I tried this and it worked. That stuff is priceless, and that's the stuff that people want.

You get somebody out there that's hey here's a generic regurgitation of what you might want to think about... people want to be told how it worked.

It's almost like if you and I are talking during a mastermind group or something like that, it's kind of like hey what have you seen that has worked the best in pushing traffic to your site?

I'd rather get somebody's personal opinion and get your take on it than some generic book that says here's ways to get stuff to your site.

Yanik:

Right, right. That's a good point. You and Hubert do it really well. I don't know if it's natural, or if it's been developed over the years now.

But you guys have such a great almost back and forth and the personality – you know, Hubert is from Kentucky and you're more of the... I don't know, how would we categorize you?

John:

We kind of do it. I'm corporate guy; he's country guy. City boy and country boy – that's kind of how it's fallen into.

“What people are interested in is your take on the content. It's your interpretation of the content.”

Yanik:

Right.

John:

And it works because it's all... you know, at first it wasn't originally planned like that, but what we found... And it's nice having two personalities like that because what will happen is people will start looking at us.

One person is going to look at Hubert and go – oh gosh that accent. Obviously he knows nothing, and they're going to gravitate towards me.

Then other people are going to be like oh gosh, you know, another damn city boy. I can't stand to listen to people who don't have common sense; let's listen to Hubert.

Whatever their preconceived notions are, they're going to put those on you. When you have two different personalities like that, what happens is you're typically able to capture the interest of someone.

Yanik:

Yeah, that's good. And of course the back and forth also generates, like you're saying, it's your take on something.

A lot of times it's even your personality that people want to stick around to see what is John going to rant about? What is he excited about? What's Hubert going to rant about?

And that interaction keeps them there, and of course the great content does.

John:

Well, one thing we found too, and again this is just stuff we've learned along the way, was that at first when we'd throw content out there, we'd try to just be... I don't know what the right word is... just like – ok we're teaching people how to do this, so we can't show that we've made mistakes or anything like that.

At some point we just said let's just throw everything out there. What I found is that people gravitate toward you. The more open and honest you are, the more people recognize that.

They're fascinated almost by the mistakes or the flaws. We actually now spend more time emphasizing that just so people know that it's ok. You guys are human, or you are going through the same things that I'm going through.

And it's not having to be the kind of "being in the guru business". It's just – hey, I'm just another human being relating my experiences to you, another human being, and take this information and see what you can do with it.

And that's what we found is just throwing it all out there, people really appreciate that, especially in our industry. There's so much guru-itis of people doing everything perfectly and not making mistakes.

I think people appreciate that it's like, hey you know what? Let's keep it real, and this is what's going on.

Yanik:

Yeah, that's great. I mean, I really think right now more and more people want to buy from individual people that they can connect and relate to and that authenticity and that transparency that we see.

Also as a small entrepreneur or the budding small business owner, we have that opportunity to connect in a big way that big companies can't.

John:

Well, absolutely. And I think the advantage of somebody reading this and thinking of starting a business... and what you've got to remember is a big company is very impersonal. They've got a manual that they have to follow.

A person who is in a position there will be gone in two years and doing something else. So it's very, very generic.

As an individual, you can go out there and move, touch and inspire people on a level that they can't. That's the thing. To make 7 figures on a website, you only need 1,000 loyal subscribers, who will subscribe to you, who will buy your products.

There are 1,000 people out there somewhere in the United States or Australia or England or Singapore or wherever that will be interested in what you're doing.

It's just a matter of getting that content out there, and then just some of the different ways to drive traffic to your site, whether it's SEO...

A lot of what I find too is just finding other companies – thinking in terms of how you can help other companies.

One of the ways we've grown a lot is approaching different brokers and exchanges and showing them how we can help their business. We can show people how to trade their products.

Going at it from that approach, it has paid significant rewards too. I think that's one of the things I've seen successful in people that are starting sites is you just go out there. And there's going to be other large businesses out there who need help, and maybe it's a product that you're using of theirs.

It's like just going out there and talking about it, and they'll help you be in magazines or different things like that. It's one of those things where you start with this little snowball, and you start rolling it, and pretty soon – 6 months later – it's going downhill, and you're off and running.

Yanik:

That's a great point. I love the piggybacking on someone else who already has customers, who already has the velocity going. So when you guys are working with brokers, give us an example of something that you guys did that worked really well for the site.

John:

Ok, so a really good one has been – one of the brokers that we'll use is TradeStation and also Sink or Swim. Those are two brokers that we work with.

Brokers cannot talk about specific trades. They can only talk about their platforms in very generic terms. They're barred from giving any trade recommendations at all.

So what happens is that their presentations are very boring. Traders want to know

“The more open and honest you are, the more people recognize that.”

what they should do. I was talking about before – what are you personally doing? What are you thinking of? Anybody that works at a brokerage company can't do that.

So what we would do is we approach both of them, and we would say look, we love your platform. We drive a lot of people your way because people always ask us, what do you like to use?

And of course you can actually set up a relationship like that and at least set up some kind of affiliate once they recognize that.

But more importantly, above and beyond that, is just kind of opening up the opportunity to say – hey, how would you like your current account set to trade more often and trade more instruments so that they generate more commissions for you? And of course the answer to that is always – ok, what do you got?

And the proposal is always – you guys send a blast out to your folks. We'll do a webinar using your platform, and we'll show how we use it and the different stuff that we're trading and the different time frames. And they'll look at it, and yeah that's great. That'd be awesome. So we can do that.

We'll get an audience of anywhere from 400 people to 3,000 people, show how we're using their platform, which benefits them because now these people are going to be more active traders and they're going to generate more commissions for them.

And of course at the end, we'll say and if you guys want to see our free videos every night that we do on the markets, here's a link.

Then they can sign up for the free videos, and then now we've got them in our funnel and can let them know about our indicators and our premium videos and things like that. That's something that costs nothing. It helps the broker, and obviously it helps us.

Yanik: I think that whole just line of thinking is so powerful. It's like who else has more to gain really from you educating their customer base, or who else already has your customers?

I'm always thinking about who else has my customers before I touch them or I need them in my funnel. So that's a perfect example. They need that education, and it's only going to benefit them. It's a total win-win, and they're excited for it I'm sure.

John: Yeah, it's worked out really well. It's the same thing even with the exchanges.

The exchanges are even more hindered, and it's the same thing – doing talks for them or doing webinars with them. It's phenomenal because... I use to work at a large corporation, so I understand how they work.

If you can find somebody in a large company and make their job easier, you will be their hero and they will do whatever they can for you.

Say there's a marketing rep a brokerage company. When we do something, we make sure we're in alignment with their core values and it's like we're representing you- yes.

At the end of it, making sure that the customer feedback back to them and back to the company is so positive that it makes that person look like a star within the company. And that kind of stuff is gold because in a corporate environment it's always about,

you know...

Yanik:

Looking good.

John:

Looking good, yeah.

Yanik:

Or making things easier, like you said, and looking good and getting...

John:

Yeah, absolutely.

Yanik:

That's a huge lesson right there. That's really good. That's a good one.

Alright, one more thing on the make money part. Let's talk about the best ways that you guys have driven traffic and then let's move on to the other sections here.

“If you can find somebody in a large company and make their job easier, you will be their hero and they will do whatever they can for you.”

We talked about partnerships and piggybacking on relationships, and those are great. Anything else that you would suggest to people?

John:

For traffic, the partnerships are really good. In terms of just getting out there, we've actually never done a lot of active things like pay per click campaigns, which I know works for a lot of people.

It's just one of those things where we actually have it on our list to try, but it's done so well focusing on what we've focused on that everybody has their niche. On our list is, you know, we should probably try this too.

The point of that is you don't have to do everything out there to drive traffic to your site. If you go through and say, oh gosh here's 20 different things to drive traffic to your site. You don't have to do all 20.

Find a couple and really focus on them and knock them out of the park. Then you can continue to add things from that.

You know, above and beyond just kind of that, the natural search engine optimization works really, really well. One thing we've done is we've set up a series of about 10 different WordPress sites.

And we've had on Elance we've got, gosh, over the course of the years, we've made 3,500 videos. And of course that's not searchable by Google, right?

We went on Elance, we have 5 writers who are transcribing each video for like \$7.00 a piece, and these are good writers. These are guys that have published books and things like that.

What's nice with this is you put these up on a WordPress site, and you get ... WordPress is very, very SEO friendly, and you just set up a capture, a basic capture – 3 free tips or anything like that to get them in your funnel, and that's something that we're really starting to see the benefits of.

I mean, it takes about 4 or 5 months to get really integrated into Google. But now we're at 1,500 articles and growing of original content. Each one is keyword modified.

The idea will be that when somebody searches for gosh, how do I buy a car option, whether it's a long tail search or something as simple as online trading, is that these sites will come up in the mix and direct traffic to us.

And again it's a very low-cost solution. If you're just starting out, especially if you're a good writer, you can do it yourself.

But on Elance, you can get really, really good writers who will do things for like \$7 and \$10 an article. A lot of times when people are starting out, they're starting out by themselves, and that's fine.

Just don't get caught up in having to do everything yourself. Elance can save you and get a lot of stuff done. If you can spend 1 or 2 hours organizing exactly what you need and getting that posted very specifically on Elance, that's going to save you tens and hundreds of hours in the future of trying to do it all yourself.

Yanik: Yeah, that's a great tip.

Alright, so let's move on to our next kind of big, broad brushstroke area, and that's the entrepreneurial lifestyle of have more fun for lack of a better word there.

What do you do, John, in your own life to make sure that it's not just business all the time because it's pretty easy to get stuck with an inbox that's completely full and more projects than you can handle?

I mean, you and I before we started this recording, you were telling me about all the crazy, good stuff that's happened this year. That only creates more and more opportunity and more and more projects you could be working on.

Actually, before we go there, tell me about – since all these things did happen and you don't have to publically say which ones are happening, but how do you guys filter opportunities? I think that's a big question that a lot of entrepreneurs have.

John: That's a really good question. Yeah, that's a great question.

Yanik: It's something I struggle with, too.

John: No, it is. It's tough. I think it's the biggest challenge.

Yeah, some of the things we're facing right now, and Yanik and I were talking before the call, is that we have a lot of potential nice partnership opportunities and we have a couple of companies that are interested in buying us – public companies. And it's just going through those discussions. What happens is now you come across a lot of decisions that you have to make.

And in terms of the partnerships what I've found is you get so many opportunities that the filtering part of them is sometimes you just have to be brutal and just say that sounds great, but that's not my thing right now or that's not what we're about right now. And just kind of leave the door open for future possibility.

A lot of times quick phone calls and things like that. But the toughest thing for me, and I'm sure it's the same for you and all of us that are doing this, is that you can add

more stuff to the to-do list, that doesn't mean that time is going to expand magically so you can get it done.

Yanik:

(laughs) Yeah.

John:

...which is tough. So the one thing that I found that seems to help is if somebody does approach us with an interesting proposal is that we figure out a way that they end up doing all the work.

It's not that oh, that sounds great so we'll take this on and now we have to hire another person to do this. It's let's find a way to do it is all we have to do is say yes and let the other person do all of the work. That's something I've found that has helped.

So what happens in a situation like this is you give up. You either give up control or income on the project.

So say normally it'd be something where you'd get 70% of it and they'd get 30%. You just say well how about this? How about we split it 50/50 and you just do all the work? A lot of times they'll say ok. So that's one thing I've found, and that's been a tool.

It's honestly been a struggle because it's been over the last year or so as things get busier and busier... and as you know too – you've got 2 young children. I've got 3 young children, and you don't want to work all the time.

There's life before children, and there's life after children. And life after children, I'm not going to work like 16 hours a day away from them. I want to spend time with them, and it really does mean you have to really get kind of laser-focused on your time.

And that's one thing I've found is just when you're bringing on partnerships is give up some of the money. Give more to them, and let them do the work.

Yanik:

That's a really good one. I haven't heard that or at least that focusing element of why do you need the bigger part of the pie, especially, you know, if you don't need to make it easier on yourself? That's a good one.

Alright, so let's talk a little bit more about lifestyle. You have 3 young kids. I have 2 young kids. What are you doing right now to make sure that you're not working all the time or creating that time for yourself where you can recharge and rejuvenate your energy?

John:

It's interesting too because it's what I've found, and you know we've done like with the Maverick Business Adventures, I mean, it's awesome. We went to Iceland and then the Africa trip and racecars. That stuff is awesome, and as I'm finding as my kids are getting a little bit older that I really want to do more stuff with them.

So the whole part of having more fun, the two main things I've found is: (1) Trying to do planning like a 4-day trip, 4-5 days, with the kids about every 8 weeks. So like in

(On partnerships)
“...give up some of the money. Give more to them, and let them do the work.”

January we went skiing.

Yanik: Is this the whole family, or is this just you and the kids by yourselves? I know you do a ski trip where it's just you and your older boy, right?

John: Yeah, James, so when he was 4, ok so now for those of you reading this, if anybody has young kids if you want an adventure, he and I went by ourselves for 3 days.

It was just me and him, and I didn't really think about things like when he goes to sleep at 7:00, I can't go downstairs to the bar and grab a beer. You can't leave your kid in your room by himself.

Yanik: Well, you could... You might be a bad parent...

John: Yeah, you could (laughs). You might be a bad parent... It was actually a really awesome trip. It was a great bonding experience. It was a lot of work.

I remember I made best friends with the concierge. I'm like, yeah I need you to go to the store, and I need a 6-pack or just different things like that. That was a lot of fun.

Now the next time we went, we figured it out where we took all 3 kids, and my wife and I, but then we also took one of my wife's younger cousins. We ended up breaking down and getting an au pair, just to help.

The point of that is it's not to have somebody else raise our kids. It's so we're not running around frantic making sure every little detail is done. This way we actually got to enjoy time with our children.

So we did two trips this year. One was to Disneyworld, and another ski trip where we took help like that and set it up where we could actually enjoy quality time with our kids. So that would be, for me, downtime where I get to focus 100% on the kids. That's been really helpful.

The other thing is we ended up getting a house just like 45 miles outside of Austin, just kind of like a farm – horse farm. We just go there almost every weekend. Work hard during the week, Friday head out there, and it's nice. It's relaxing. You get to check out.

A lot of times, I mean I work in an office, but it's an internet-based business. So at home, I'm always thinking about the business as well. That's a place where I can really go and just check out.

We spend quality time with the kids. It's only a 45 minute drive. By the time you get there, your brain has mentally unwound itself, and you just kind of get to hang on and get recharged for the week ahead.

That's something I've found has been key. It's a short getaway. You just drive there; everything is already set up. We already have clothes there and things like that. That's been a big help to.

Yanik: Is there internet access up there, or is it totally (unintelligible)?

John: Yeah, I've gone back and forth on that. I ended up when I first got out there, I got a T1 line, and out in the country it's like \$600/month. You've got no choices, so they have a monopoly on it.

Yanik: Right.

John: And that worked fine. Then what I found is that ... because I kind of thought that I'd maybe do more work there even during the week. Then I eventually went and just got a – I had an AT&T 3G card, wireless card, that actually worked fine out there.

You can get a little antennae and hook it up to it and just put it on the roof. And that's like \$40/month, and the connection is almost as good. It's not as solid, but then what happens is you don't feel that you want to actually do some stuff on the internet.

So you can check email and stuff like that, but you know, you're not going to be downloading movies or anything like that.

Yanik: Right.

John: So it was a fine line, but I've found that that's been kind of a happy mix where you're not completely wired in, but it's enough where you can kind of do some updates, check some stuff, and things like that.

Yanik: What would you tell people about finding that space? Is it all about just scheduling that time? Is it about... I mean, in your case you bought another place that was outside of your office.

You know what's interesting about that by the way, John? I've been fortunate to spend time with Branson and actually the guy who built Amway – one of the co-founders of Amway – his name is escaping me now.

John: DeVos or the...?

Yanik: Yeah, Rich DeVos. Thank you, yeah.

John: Ok, yeah so what do they do?

Yanik: Well, what's interesting is they... one of the best things... So Richard DeVos said the best thing that he ever did was – and this is all taken in the context of your means, obviously, right?

He said the best thing he ever did was he got this boat, and he takes his whole family and his family invites their friends, and they go on this boat for, I think it's like 2 weeks in the summer or 3 weeks in the summer or something like that.

But it's like, they got away, and they bring all their family there with them and their kids' friends, which is cool. And he says there's nowhere to escape, and it's just great family time.

“So, at home, I’m always thinking about the business as well. That’s a place where I can really go and just check out.”

With Branson, he said the best thing he ever did was buy Necker Island because that became the spot for his family and their friends and so forth.

It's just interesting how a lot of people talk about that same thing, just in a different way. You know, like I'm not going to go out and buy an island tomorrow, but...

John: Yeah, you just do it based on your circumstances.

Yanik: Yeah, but I think it's pretty powerful, right? That aspect – that really strikes me when I hear entrepreneurs talk about that and that sort of haven that they've created. That's just powerful.

John: Well, I like that, and thank you for sharing the story about the boat. I've never been to Necker Island. I know that when you guys do the trip I always look at it longingly and want to go on it.

It always coincides with our biggest trader's expo in New York, and it's always like alright do we go to the expo and grow our business or do we go to Necker?

But what I'm intrigued by when I hear something like that and I've found that a lot of that stuff is... you know, there's a saying if it flies or it floats or does something else, just rent it, right?

On something like that what I've found is that with a boat, that boat idea totally intrigues me. Now am I going to go out and buy a big boat? No, but can I rent one for a week or two, try it out, and see what it's like?

Yanik: Yeah, that's a great way of just bringing it down to a different level. Yeah, that's awesome. Yeah, because everything is available right now for rent.

There's even a... I'm even thinking about doing this for Maverick trip, who knows? But you can buy the entire... I'm sorry, rent the entire country of Liechtenstein.

John: (laughs) That's awesome.

Yanik: It's \$70,000 a night. You can do it in a big way or a small way, but yeah that's powerful. For me it's always been setting stuff on the calendar. If it's not on the calendar, it's not going to happen.

That's really powerful with including the children in those adventures and the trips and making sure that happens.

Going back to the nanny that you brought, how does that work? What's their responsibilities? Are you just putting them in a separate room, I guess?

John: Yeah, and of course I get a lot of Tiger Woods jokes on this, but it's a Swedish au pair. There are photos that we pick, and Maria and I picked. So of course she did cross out the ones that could be on the cover of *Sports Illustrated*.

What we found, and it was kind of tricky because this person is going to live at our house and kind of be part of the family. So we didn't know what it was going to be like, and honestly the first two months were a little difficult.

We almost stopped and said ok we're not going to do this. But then as we kind of got... and really part of it was getting used to having another person in the house.

Yanik:

Right.

John:

And part of what we do too is, like I said, we have the horse farm, so on the weekends we go there. She would stay at the house. That works good because then you get your time away and stuff like that.

And she made her au pair friends and stuff like that. In fact our house is the au pair party house, so I guess I should put up a webcam there.

Yanik:

That's your next membership site.

John:

That's another membership site right there. Gosh, you know we're getting all these great ideas.

But what's really helped is – so our kids are 5, 3 and 1, and they love her. She's great; she's really good with the kids.

What it came down to first of all is if you need to run down the street and go to the gym or go to the store or anything like that, everything's covered. It's not like you have to sit there and figure out like, ok I've got to pack all the kids in the car or I need to find a babysitter or anything like that.

You've got somebody there to help you and to kind of take part of that responsibility, which is really helpful.

But the other part is just kind of exactly what they were going to do. Part of where we failed is not saying from the beginning is these are your exact responsibilities.

So it was kind of something where it was like – well, you know it'd be nice if you'd wash a dish, and we just didn't make that clear from the beginning. But it's something where it happened, and then we'd go out on trips and take her and kind of bond with the family and stuff like that.

It's been a great experience, and we're at this point kind of figuring out like ok at the end of the year, do we try it again with a new person or what do we do? It's been a worthwhile experience.

Yanik:

Have you guys ever tried just bringing one just on a trip only and not having a live-in?

John:

I haven't tried that. The ones we've brought on the trip has been the live-in. Is there like a service that does that? Like you go to a country, and they like provide you with someone for two weeks or something?

Yanik:

I don't know. I was just curious if you knew of something.

John:

Well there's another business idea.

Yanik:

There you go. Alright, so the last part of this is always around the give more section. I

“...it was kind of tricky because this person is going to live at our house and kind of be part of the family.”

know you've been... probably I don't even know if you count this or not, but you are an incredibly generous Maverick member.

Just from one of the things that I know personally because I was involved with it was at the last Summit series, which is an event put on by one of my friends, Elliott Bisnow and his crew. He brings in these really cool young entrepreneurs.

John: Yeah, that's an awesome group.

Yanik: Yeah, so they had a silent auction, and you gave away your final ticket to the World Cup in South Africa and made all the proceeds go to this charity called Charities for Kids.

Just because of that I've since gotten involved with them. I actually got a chance to do a very cool hockey day that they did for Special Olympics.

John: I saw that, yeah. I saw Tom had posted that on Facebook. I saw that, and I was like oh that's Yanik. Alright.

Yanik: Yeah, that was fun. I got some of my fellow hockey player friends involved with it, so a nice little ripple effect. That was the ticket that raised, I think, \$20,000 or \$25,000 – I can't remember.

John: Yeah, oh that's right because there was Google person there who bought it, and it was \$20,000 and it went right to the Dreams for Kids. That was great; that was fantastic how that all worked out.

Yanik: So what's your philosophy on that aspect, and what do you do to keep that going?

John: There's a couple of different things on it. The two areas I'm really interested in are ... well Dreams for Kids was founded by Tom Tuohy. I've gotten heavily involved with them, and I'm on their board of directors.

We've flown up to Chicago to help – you know they do things like kids who are paralyzed or have disabilities and different things like that, and do things like get them out of the house and take them skiing – take them water skiing. Just trying to expose them to different things that are available out there.

For me, it's really moving because that's something your day to day that you just don't really think about or come across. It really makes you appreciate just ... and you learn so much from them, just listening to their stories and things like that. It's very moving and very inspiring.

It really does make you feel like sometimes you get really, really busy. It's like, gosh there's just so much going on here. It's actually a motivating factor to be able to say, you know what? Well, I'm going to do this, then. If I don't have the motivation to do this for me today, then I'm going to do it for those kids.

So then go through and build something like that. That's something that has been, for me, just very inspiring and worthwhile.

There's even some of the groups down here in Austin that teach financial money matters to children. You know, like in elementary and just beginning in high school. I've just started getting involved with them.

A lot of times what I see is kids go out into the world and they have no money experience. So what happens is they do what society expects of them. They go to high school; they get a good job, and then they're trapped in debt their entire life trying to pay it off.

I would have bet it's a miserable existence, but it's a lot of times it's because they don't know any better. Nobody in school teaches them about things like – hey you can use money to make money and different things like that.

So that's something I'm very passionate about because not only do I think it frees people from the bondage of Corporate America and the debt trap but that's what grows economies and creates opportunities for people.

People understand how that works, and they go out and not only create their own opportunities and follow their dreams, but that helps everybody. That creates jobs and all that kind of stuff.

To me, I think it's the most powerful thing you can do is empower children to realize that there's more to life than a college degree and a paycheck.

Yanik: Yeah, get them into that opportunity. Like you said, use that money to make more money or just that self-sustaining kind of entrepreneurial thinking.

John: Absolutely.

Yanik: So the way that you give is between time and money, I mean, do you have a percentage? How do you look at it if somebody is coming to you saying – hey John, can you donate to this cause or can you give me this and this? Do you have a criterion for that?

John: Yeah, it's a good question. I'm actually very selective, and I actually don't like to just write checks to big charities. You know, it's like hey Red Cross and all that kind of stuff for twofold.

One is that I kind of like to have ... maybe it's selfish, but I like to see the impact. I'm more inclined to help a smaller charity or an individual, and say oh here's a person who has an idea but they don't have cash. They're smart, but they don't have the means to do this, so let's help them out.

Another thing that's intriguing is I met with a guy. I actually met him through Tom Tuohy. He spent 20 years in third world countries working with charities and helping to get all the money that's sent from the US and whoever that's supposed to set up all the medical supplies and food supplies.

After 20 years of that of trying to save the world, he came back and just realized that it

“If I don't have the motivation to do this for me today, then I'm going to do it for those kids.”

was the worst thing you could do for those people because what happened was at first it enabled them to be dependent on aid instead of doing something for themselves.

And it also enabled the corruption that comes with the people that control the supplies. He said it just doesn't work.

It was very powerful for me. You hear – oh we're sending money here, and we're sending money there. Then a lot of times it actually makes that society worse off in terms of setting up for future generations and things like that.

It creates a society that is dependent on aid as opposed to a society that is like, alright how can we empower our children to do things?

So from that point, and that doesn't mean if there's a disaster that we shouldn't send money or anything like that. It's just from my point of view, it's like looking at things that empower people to make a difference as opposed to enabling them just to kind of sit back and accept help, for whatever that's worth.

Yanik: Yeah, that's good. I think that's a good criterion, and that's really powerful.

Alright, John, anywhere that we should send people to get a hold of some of your information? What's the best website?

John: Well, if you're interested in trading, the www.TradetheMarkets.com website.

We do get people that ask us a lot in terms of if you're setting up a membership site or you have specific questions, if you want to contact us, I mean, Hubert and I actually like talking about that.

If you have an idea for a membership site that you'd like some help, we do listen to proposals and we're fine with that. On the Trade the Markets site, there's like a support@tradethemarkets.com. You can just send it to us, and we'll get it and take a look at it or call the office.

I mean, we do focus on the financial markets; that's kind of our niche. But we also have helped people in other niches kind of get started just because it's something we enjoy doing.

Some of the best people that we've met are people that we end up just kind of partnering up with because they have a passion about getting something out there and we can help them get it out there.

Yanik: Awesome, very cool – very generous of you. Alright, man. I appreciate it. Thank you so much, and I will hopefully see you soon.

John: Ok, Yanik, good talking to you. Let me know if Missy and Maria need to talk and you guys are going to start working on your third kid.

Yanik: Yeah. (laughs) That good peer pressure from other parents always works well. Alright, cool. Talk to you later.

John: Alright, yep. Take care. Ok, bye bye.