

## Dear Maverick Business Insider,

About to hop on a plane for the Maverick Ultimate Baja experience. It'll be my 5<sup>th</sup> time out in Baja off-road racing, and I absolutely love it every time! So forgive me if the intro is short here.

I just spent an awesome 2 days with maverick member, Robert Hirsch, going over strategy for our businesses. He's pretty awesome, and I think he'll be making a big splash soon.

He's been pretty behind-the-scenes running a few venture backed companies and helping to take others from \$5M to \$50M. I have an interview coming up with him for you guys next month.

Here's his site – [SouthForkVentures.com](http://SouthForkVentures.com)



It's simply the red pill and the blue pill from the Matrix movie. If you choose incorrectly you get taken to Monster.com (ha, get it?)

Robert told me a fairly famous business icon chided him for this site and taking them to Monster. I thought it was awesome. If you choose the right pill you get to apply for Robert's high level business consultancy.

(Also Robert is going to be one of the featured speakers at Underground 8 this year. Don't miss it. March 1-3, 2012 — Mark it on your calendar.)



### Creating an Exceptional Experience Once Something Goes Wrong

A few years back I went to the Modern restaurant in New York City with a colleague of mine. The Modern is run by Danny Meyers, the famed CEO of several top NYC businesses and author of *Setting the Table*.

One of the touchstones of Danny's book is his philosophy of 'Enlightened Hospitality'. He hires people who are eager to serve others and do whatever it takes to make their meals memorable.

I wanted to go to one of his restaurants to check out how they do it and keep my antenna up for marketing nuggets.

Now the Modern is a pretty upscale restaurant, but Danny's restaurants range from the elegant to a simple 'Shake Shack' serving up shakes (obviously), burgers, and hot dogs.

The meal at the Modern is typically a tasting menu or a 3-course prix fixe menu. I went for the tasting menu accompanied by a glass of wine for each course.

The service was spot on and the food was excellent – but the real story of 'Enlightened Hospitality' came about ¾ of the way through our dinner.

Our table backed up to a table of a 50-something couple who were obviously not happy with each other.

He was yelling at her about why her parents had to come for Thanksgiving to just general obscenities. Seriously.

As the night progressed they got louder and louder. Dan was right behind them and it was impacting our dinner conversation.

I headed off to the bathroom and while I was gone our wine steward and waiter, Nick, did something pretty interesting.

He came to the table and overly exaggerated to spill a small amount of bottled water on our table.

Then in a loud voice (to make sure the other couple could hear) he said, "Oops...how clumsy of me. I can't believe I spilled water all over the table. We can't have you sitting at a wet table so let me move you over right away."

Then a team of 7 swooped in and moved our table, wine glasses (probably 6 of them), and meals across the dining room.

I walked out of the bathroom and stood awestruck for a second because our table was completely cleared. I looked around and found my dining partner across the room.

The staff had correctly assessed the situation as being irksome and did something really smart (but at the same time not embarrassing to the other couple).

## **The Story of Stellar Service that "MUST" be Shared**

Problems like these handled incredibly well create stories of stellar service that people want to share.

It's a pretty powerful marketing concept because I've been practically forced to tell others about this experience. I can't begin to tell you how many people I've told this story to in person or from a stage. That's powerful.

In fact, I ended up meeting Danny for a few minutes at the Inc500 event last year and I told him the story. He immediately made a note of it and said he'd use it in the next staff meeting. Smart!

## **Lumpy Mail?**

With so many people backing off from mailing their customers or connecting offline, the time has never been better to breakthrough all the clutter online with compelling OFFline marketing.

I've been using lumpy mail for several years with stellar results.

I'm just about to unleash a very elaborate lumpy campaign on 100 Maverick prospects so that's what got me thinking on this again.

Most mailings don't get attention because they don't stand out. People sort their mail over the trashcan, but something 3-dimensional that rattles or bulges must be paid attention to.

Simply put, any message that isn't opened can never be acted on.

Who could resist opening a box addressed to them with something rattling inside? Or, an envelope with something 'lumpy' in there?

## **Why Does This Significantly Out-Pull Flat Mail?**

Well, the answer has to do with several things.

First, the curiosity factor. A box stands out from all the other mail a prospect gets and must be opened. It demands attention and motivates the person getting it to open it up.

So that means you are actively involving the recipient. Now combine that with the most powerful and compelling word in the world -- FREE!

Yes, and by using 'freemiums' (that's free stuff with your mailing), you harness the incredible power of giving something away for free.

Free gifts encourage the ingrained human response of reciprocation. Studies prove that anytime somebody gives you something you are practically compelled to repay them.

One of my favorites I mailed out was using a bank bag to only 138 people brought in over \$18,118.00 in less than 8 days.

I couldn't find a scan of the letter but I got the original copy.

It was done by a graphic artist who took my copy and turned it into a yellow legal pad with thick scratch outs, etc.

It looked really good and worked incredibly well.

Here's part of it –

**DON'T MISS THIS CHANCE!!!**  
**Only 50 Reseller Licenses Are**  
**Currently Available Right Now**

Friday, 5:41 pm.  
Gate B14, BWI Airport

Dear Fellow Internet Entrepreneur,

Listen, I'm just about to hop on a plane to speak at an Internet marketing conference in Florida so please bear with me a bit. (I'm writing furiously before they call my row and I sure hope you can read all of this.)

Usually I would just email you – but this announcement is so exciting and so huge I couldn't take the chance it might get deleted by a spam filter or overlooked in your inbox. That's why I had to immediately dash off this personal note to you from the airport and have my assistant slip it in at the last minute.

Simply put, I couldn't bear the thought of you missing this awesome incredible opportunity.

Here's what's got me so fired up!!!!...

If you act quickly and qualify -- I'm giving you the chance to be "instantly" set up in the information marketing business without the pain or hassles of creating your own information product.

You heard right!

Before I call it off, you'll walk away with your own insanely profitable info product (with the proven Yanik Silver 'brand identity') that could make you money for the rest of your life because I'm going to let you **pocket 100% of the moolah!**

\*\*\*\*\*

Another lumpy piece we did was sending a "Halloween magic screen" – it was a little pad you write on and then pull up the material to have your writing disappear. We put in an orange envelope with bats on the outside of it. Here's the opening.



The Halloween mailing pulled in nearly a 10-to-1 return to a tiny group of 1000 people.

Now to turbo charge your lumpy mail strategy, I suggest using multiple contacts to the same group of prospects. Plan an entire campaign.

There are lots of ideas for using lumpy mail – here are a few:

**Boomerang – “We miss you...and want you back”**

**Aspirin packet – “Let me solve your biggest headache...”**

**Ball – “Ball's in your court now...” (follow-up piece)**

You can also get really elaborate and high-end if you got an expensive product with a high margin.

I've seen people send out entire DVD players and Video Ipods with their sales message. Or one of my former MasterMind members used to swear by sending out pre-programmed cell phones that dial back to his office. He used it for affiliate recruiting.

Truly, it's just limited by your imagination because the post office will mail just about anything.

*It's SPOOKY! You're Exactly One Ad, Web Site or Sales Letter Away From a Terrifying Fortune When You...*

**“DISCOVER HOW TO MASTER THE SHOCKINGLY SCARY SKILL THAT POURS MONEY INTO YOUR BANK ACCOUNT DAY & NIGHT..ALMOST LIKE MAGIC”**

**Here's The Secret Formula For Creating More Ghastly Sales, More Frightening Profits, More Monster Wealth & More of ANYTHING Else You Could Ever Want...Using Nothing More Than Your Keyboard or a Pen**



**“OOPS”**  
**You missed out on my Ultimate Internet Copywriting Workshop – Don't miss out TWICE!**

From: Yanik Silver, N. Bethesda, MD

Dear Friend,

Why would I send you the enclosed “Halloween Magic Screen”?

Of course, it's for Halloween and I wanted a fun way to grab your attention. But more importantly, I want you to put your “magic screen” to good use. Go ahead and jot down 3 numbers for me...

I. Your ideal monthly income.



## Power Personality Names

I love using unique language and interesting naming to create personality. Here are 2 quick examples that I think you'll get right away.

### Example #1: Jimmy John's sub shop.

I love the term "Freaky Fast Delivery" – they put a little <sup>TM</sup> on it too. Not sure its actually a trademark pending but who knows. When you read that phrase it conjures up a fun attitude.

They carry it through on their blog too, appropriately called, FreakyFast.com

And there's even had a contest previously with a NASCAR driver that has a fast & fun element to it. Good tie-in. Here's part of the home page with that same sort of fun attitude.



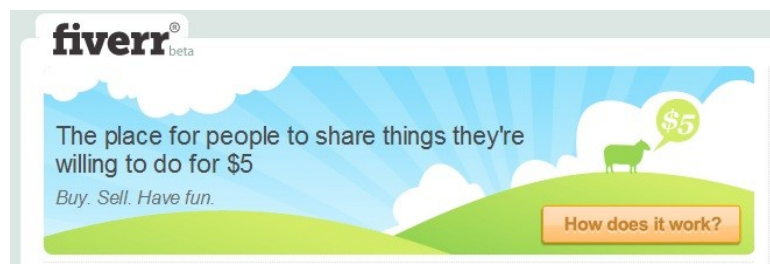
### Example #2: Fiverr.com

If you haven't used it yet, Fiverr.com is a really cool resource where people will do all sorts of tasks for you for \$5.

Quality varies, but at 5 beans its worth exploring a few. They have a pay plan called "DamnQuickPay".

I love it!

Another really descriptive and fun terminology that can be 'branded' for their business.





## Bolder

This is an interesting idea that I haven't played with but might be worth trying out for your business.

Bolder works with businesses and brands to create contests that inspire change and do good. So it might be biking to work and the reward is a discount or freebie item related to biking. Check out -

<http://bolder.is/businesses/what-is-bolder/>

I can see how this would be much more engaging than just putting out a coupon or something like that. And you would interact with some pretty hard-core fans and/or advocates for your general category.

Here's a highly involved challenge with Stonyfield yogurt -

**PERFORM A RANDOM ACT OF ORGANIC**

 \$2 off 2, 5.3oz cups of Oikos Organic Greek Yogurt  
[More Info](#)



Give a little organic love to a friend or family member, tell us about your gift, and receive a reward you can share. (Tweet your #organicgift to @Stonyfield and you could be rewarded twice!)



**2,079**  
Actions Taken / Goal of 1,000

Ended on  
**February 18th,**  
**2011**

The challenge is to give a little "organic love" to a friend or family member, hence a tie-in to Stonyfield's brand personality of being organic.

Here's a little more info on the reward:



### \$2 off 2, 5.3oz cups of Oikos Organic Greek Yogurt

Eating organic is good for you and those you care about! Give a little pure, organic love to a friend or family member, tell us about your organic act, and receive a reward you can share. (Plus, tweet news of your #organicgift to @Stonyfield and you could be rewarded twice!)

#### The Fine Print

IMPORTANT: There are only 1,500 rewards. Go to the unique link you will receive in your reward email after completing the challenge and fill in the information that Stonyfield requires to obtain your coupon. Print coupon to redeem. Coupon expires 10 days after it has been printed, so can be redeemed between 1/18/11 - 3/21/2011. Limit one print per person.

Essentially they have 1,500 rewards, so there is a fixed amount. They won't get bombarded with 50,000 \$2 off coupons in case the thing really takes off.

As the business partner you get to set the threshold and limits on this.

Here are some of the 2,079 actions completed that got people involved:



**Sarah R.**

I made an organic dinner for a close friend tonight! - 8 months ago

[Leave a Comment](#) · [Permalink](#) · 0 Likes



**Laura W.**

I made oatmeal peanut butter cookies using organic coconut oil a couple of weeks ago and everyone raved over them! - 8 months ago

[Leave a Comment](#) · [Permalink](#) · 0 Likes



**Jessica A.**

I started buying organic yogurt for my six-year-old son (instead of the "store brand" non-organic). He loves (and prefers) the Stonyfield! - 8 months ago

[Leave a Comment](#) · [Permalink](#) · 0 Likes



**amanda s.**


I turned my boyfriend on to organic snacks! - 8 months ago

[Leave a Comment](#) · [Permalink](#) · 0 Likes

Pretty interesting and worth exploring a little bit.

Now I'm off to have more fun! You do the same, and I'll see you next time.

Yanik Silver



## 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.**



## “Lifestyles of the Rich and Maverick: How to Create A Business To Get A Life”

With Ron Ipach

*October 2011*

**Yanik Silver:** Hey guys. This is Yanik Silver. Welcome to another Maverick Business Insider interview. With us we have a Maverick1000 member, Ron Ipach. I've known Ron for, I don't know, going on for... quite a while. I'd say in the neighborhood of... I don't know. If I was going to make a guess, probably about 8 years, maybe even longer.

Ron and I share some of the same sort of background. Dan Kennedy was a really big mentor for both of us. We both kind of grew up and honed our chops inside niche marketplaces. Ron's is the auto repair world, where he has...actually I'll have to get an update from you, Ron, but last I heard 3,500+ auto repair shops that were using his products and services and helping them market in the auto glass world as well.

Then I grew up in the cosmetic surgeon/dermatology niche, and that's how you and I, I think, originally met, right?

**Ron Ipach:** Yeah, absolutely.

**Yanik:** Ron has a great story where he's really one of the best poster children for just enjoying his lifestyle and creating businesses that work all around his lifestyle instead of trying to fit it in every once in a while where you can, instead of working 24/7.

Ron owns a couple of different businesses that are all around his, sort of, what he calls the chillaxed lifestyle. He works poolside when the weather allows from his home or at his beach home in Florida.

It's pretty rare for him to work more than 30 hours a week, and he focuses mainly on the high value money-making tasks and have employees or outsourcers that do all the heavy lifting for him.

So we'll be talking about that, and then we'll get into our other subjects. So Ron, fill in a couple of details there on your background real fast, and then we'll get going.

**Ron:** Alright, no problem. First off, thank you very much for having me on the call today. I enjoy doing these, and I hope everybody gets some really good value out of it.

**Yanik:** Yeah, I know they will. You've got a great philosophy on it.

**Ron:** Yeah, just a couple of updates. I think it probably was 10 or maybe 11 years ago because you were in Dan's group when I started, I believe.

**Yanik:** Yeah. So I got going in '99, really full time... '98 just getting going.

**Ron:** I started in 2000, so it was around 2000 I think that we started. My how time flies... I'm up to a little over 5,000 auto repair shops that I'm working with.

**Yanik:** That's awesome.

**Ron:** Things continue to grow. I've come up with a lot of different products, a lot of different philosophies I've kind of honed over all those years, now to the point where I'm just

enjoying life. It's going great. Challenges are met with more of a smile than a worry.

**Yanik:**

Well that's a good position to be in. Let's begin a little bit because I'm sure it wasn't always like this. Let's go back if you can remember the beginning stages. Some people are right at that beginning stage, or they've got the idea, or they're trying to get something up and going and they're not sure. They're sort of spinning their wheels.

This whole idea of working only 30 hours a week – is that something you think is actually achievable at the beginning, or do you think you need to put in the rocket fuel at first and then you can cut back a bit?

**Ron:**

Yeah, I would say I'd be doing somebody a disservice to say that the first thing you want to do when you're going to build your empire or your business is just limit yourself to 30 hours. I think that would be a big disservice because the reality is it does take work. It takes a lot of focus. It takes a lot of your attention and a lot of your passion to get things moving.

It's just like that big, giant boulder. Getting it to roll those first few inches takes a lot of work, but once you've got that momentum going, then it's easier to push it. And of course then as you go further and further, the momentum builds, and it's much easier to get that lifestyle.

I think it's also important in the very beginning that whatever business that you're going to build, you go into it with your eyes wide open - in the very beginning, that whatever that business is is something that you really want to be in and that it supports the lifestyle that you want.

So in other words, when I first started, 80 hour weeks were commonplace, first off because I didn't know any better. I figured if it was going to get done, it had to get done by me, so I didn't discover the outsourcing world.

There were a lot of big learning curves that I had to figure all this stuff out. That part can be streamlined right away by just understanding you don't need to know how to do everything yourself.

But on the other hand a lot of people build the business, and then they turn around and say this thing is just a giant time suck. Yeah, it's profitable. Yeah, there's a passion there, but if there's no time left to go out and enjoy your life, then you built the wrong business from the very beginning.

So I think it's almost a two-fold approach. Be prepared to work your butt off in the very beginning, but then also be prepared to have a business that ultimately supports what you really, really want to do.

**Yanik:**

And then how would you evaluate that to be sure that you're on the right track as you're considering business models, or you're thinking about what you're going to do?

***“Be prepared to work your butt off in the very beginning, but then also be prepared to have a business that ultimately supports what you really, really want to do.”***



**Ron:** Well, what I do, and I have these conversations over and over and over again because I love talking to people that are just getting started with their business or even still have an idea. My whole thing is build it backwards.

The traditional approach is, ok you've got an idea, let's go build a business around that idea. The way I tell people is you know, ultimately what do you want to do with your life? What is your passion? What's going to get you out of bed every single morning? Or even go much further – what's your perfect day like?

So if you wake up, where are you waking up? What hour of the day do you want to wake up? Do you want to work on the computer for just a couple of hours a day and then go surfing the rest of the day? Or are you really the type of person that enjoys putting on a suit and going to an office and spending an 8 or 9 hour day? I mean, everybody's different.

I mean, that gives me the chills just talking about that kind of lifestyle, but that's just me. Everybody is different, and that's what the beauty of this thing is. You get to choose the lifestyle you want, and then based on that, go find something that by the time you build it actually supports that.

So if you're a guy that knows you're going to have to pour 60 hours a week in person at, let's say, a retail store, and you're going to build the business brand around you where people are going to be looking for you. Well, understand that that's going to take time away from your family that you either have now or will have in the future, and after a while you may not want that.

So build it so that it's interchangeable so ultimately you can get it to the lifestyle that you want, maybe not in the very beginning but ultimately just look with the end in mind. Work backwards.

**Yanik:** You got a good example of that that you've walked someone through that, or that someone has taken your advice and actually gone part of the way and done it?

**Ron:** Taking my advice is...uh (laughs).

**Yanik:** Or even the way that you've done it yourself?

**Ron:** Yeah, well the perfect example – I built another business just recently. The whole thing was it had to have very little of my involvement in there because again I say I rarely work over 30 hours a week. Most of the time it's 20 hours a week is where I limit myself. It's not even a limit; it's just that I'm done.

But you know 30 hours a week is ... I'm still comfortable working. But I built a new coaching business that was going to require me to do all of the coaching, which is kind of difficult.

But with the magic of the Internet and this new-fangled recording system they have, recording speech, I set the business up so I can record at one time and then play it over and over and over again. So it wasn't me having to be on there live every single time.

Or some other things where if I have updates, it's a matter of when I'm in the zone and I'm wanting to sit down and record something, I can do that and then insert that into the business.

Versus for the other end, one being a live coaching model that requires you to be on the phone or on a webinar live talking with people where you have to spend an hour a day on the phone. This way I can just record it once and replay it over and over. I mean, that's a real common thing, but... I think -

**Yanik:** No, not necessarily. I don't even know if it's that common. What that sparks for me is the idea that I like, even when I'm talking to really – I actually adopted a class this year. They have a whole entrepreneurship curriculum, part of NFTE, which is Network for Teaching Entrepreneurship.

One of the things I stress with them is leverage. Many of them have businesses where they have to be the one doing whatever they have to do. I just want to expand their thinking into how do you leverage what you're doing, just like you said.

How do you do it one time, multiply it over and over again? How do you really switch that process of not having to be there "in person" so that you can totally leverage your talents, your abilities, your effort, and have it work for you multiple times over?

**Ron:** Well that's actually the perfect example of setting up a business and working it backwards. Again because you can do it live and you can do a recording. Well, it depends on how you set it up. If you start live, it's difficult then to switch to the recorded model.

**Yanik:** Right.

**Ron:** So that's why I'm saying always look backwards. Look in the future of where you really want to be, and then set it up right the first time because it's a lot more difficult to change it later on if at all.

**Yanik:** Yeah, so a little bit of thinking, a little bit of process, a little bit of going out into the future and thinking along those lines. I think that's great.

You've really built up a connection inside the automotive space. Having 5,000+ plus people that look to you for marketing advice and business help (unintelligible).

I mean, you're not a mechanic, and you don't own an auto repair shop. What's the paradigm there that you could just jump into a marketplace and really be the dominant force there without being one of them?

**Ron:** I don't change my own oil. I lift the hood of the car and I'm scratching my head. Here's what I leveraged was what I know. I built up a lot of marketing knowledge.

Actually how I got started with the automotive industry is I used to own a windshield repair company. So I used to go around working on car lots and driveways, fixing those little bulls eyes and stars in the glass.

You talk about a job that you're not leveraging your time at all because I've got to go

***“Look in the future of where you really want to be, and then set it up right the first time...”***

there and lean over a hot windshield and burn my forearms fixing the windshield or I don't get paid.

Well, I can go through the whole thing, the story of how I got involved in marketing by going through a Dan Kennedy seminar, but ultimately what it showed me is I need to know how to market.

And then once I learned how that skill of what I developed of being really good at marketing, I then started looking for a niche that needed that help. So it was sort of backwards.

Normally you're supposed to find a niche and find out what they want and give it to them, but I already had my skills, so I had to find somebody to sell it to. So marketing is marketing in my case. So it doesn't matter if it's a butcher shop, a candy store, an auto repair shop, or a chiropractic office, the skill to be able to get a customer is going to be the same. It's just a matter of how you apply it.

I walked into the automotive industry not really knowing a whole lot about fixing cars, but the way I look at it is I don't need to know how to fix a car. My accountant doesn't know how to market, but he keeps my books. He keeps the IRS off my back because he does what he does best, and I do what I do best, which is helping people get customers.

**Yanik:** What I take away from that is that so many people put these limiters on us or your own self, where it's like – well, I'm not going to be able to do this or how am I possibly going to get credibility in this marketplace because I'm not one of them?

There's always this internal conversation that is shooting down anything that you're thinking about. How did you get around that, or how did you just simply just say – well, screw it, I know how to market way better than they do, and that's exactly why they need me?

**Ron:** Well, that was one. I mean, that's the approach I walked into the business with – look, I've got a skill that you need, and I'm going to go do that. Now I do things a little bit differently because back when I started the Internet was ...Al Gore didn't even think about it yet, I guess.

**Yanik:** That's right.

**Ron:** Now, things have changed. Now I'm finding that the way to break into the marketplace is just be awesome. Help people. Get a following of people that realize that you're there to help them, and things just start taking care of themselves.

At some point they start asking you more questions, and that's when you have now a business that you can enter in, if that's how you want to enter into a particular niche that you really don't know a whole lot about.

You could "wow" them and get them asking questions, or you can sit there and pump your chest out like I did and challenge them in the very beginning, but things change.

**Yanik:** You've really been dominant in the publishing, information marketing, content world. Do you still think that there's opportunity there for other people in either niche marketplaces or just any other marketplaces?

**Ron:** Yeah, the thing I like about it is because you leverage what you know or a skill that

you can develop. Anybody that's listening to this, if you don't know anything about a particular subject, just spend time in it. I forget who it was that said you spend 1,000 hours studying any particular subject, and you're now an expert in it.

I think there's space out there, but I think the most important thing is don't go looking into it for the dollars up front. Look for people that want the help, and give them good quality information.

That's how you build a good business, not just because oh I want to get into information marketing and then just sell anything. Have something good that people want, and then absolutely I think information marketing is a great business to be in.

All my businesses that I create are all within the information marketing business right now because I think it's a great place to be.

**Yanik:** Yeah. There's so much leverage, and the margins are good. There's a lot of good benefits.

Let me change directions on you slightly. So after you got started, you were obviously putting in a lot of hours, what was that switch that you were like, ok now I'm going to start outsourcing, or I'm going to start letting other people do other things that either I'm not excited about or don't have as much dollar value for me?

Was there a moment in time, or do you think that was a gradual transition?

**Ron:** Oh yeah, a very memorable moment. It's one of those shocking stories that you don't forget. It was when my wife basically said I loved my business more than I love her and the kids. That was like, woah! That hit me right between the eyes.

Here I am thinking all along I'm building this kick-butt business and making lots of money to support my family and the lifestyle that they deserve to be, and I had my priorities wrong.

When the reality was and what that conversation showed me is – it's not the money; it's the time. Spend more time with us and put more focus on the family. For me it was a kick right between the legs that it took to wake me up.

And then immediately at that point said enough's enough. I could argue with her all day long and say no of course not, but actions speak louder than words. So I started looking at things that I could take off my plate.

It's like – why am I doing this? I could tell you every individual task – I should say almost every individual task that any business owner is going to perform, there's probably 1,000 people that could do it 10 times better.

So I started looking at that and realized, ok let's say – well, I didn't do it back then – putting up a webpage. I could muddle through learning how to do that and trial and

***“Get a following of people that realize that you're there to help them, and things just start taking care of themselves.”***

error and figuring that stuff out, which of course goes into that 80-hour workweek, or I could just go to somebody else and pay somebody that already knows that information, is much more skilled than I am, and just let them do that.

It started small. It started, actually, I think that might have been the thing. I needed at the time I was trying to figure out how to put up a webpage, and that's before it was much easier than it is now. I think that's the first thing I outsourced.

It cost me like \$150. I thought – oh my gosh, this would have taken me two weeks to figure out. Then I became an outsourcing maniac where I started looking at everything I did. I looked at it – well, this is either taking me too much time, or I don't like doing it.

It didn't take long to make that transition from getting that first outsourcer to the point where most of everything I did was outsourced. I have this thing. I let them do what they do best, and I mean I do what I do best and I outsource the rest.

So if I don't do it really good, or it's not an integral part of either making money or an integral part of the business itself where I really need to be the person doing it, I let other people do that.

That's a really freeing thing to do when you realize that you don't have to do everything. Everybody wants to say – hey I built this business on my back. I know how to do everything there is to do.

I almost laugh at them and say – ok fine. I'm on the beach right now. I don't know half of what they know, but I don't need to know that.

**Yanik:** I think that's great. I mean, identifying what are the things that you're strong at and what you actually enjoy doing, and then outsourcing the rest.

Is there a game plan that you would give people for that? I mean is it literally just go to Elance and go hire someone, or is there more to it?

**Ron:** I think that actually there's not a whole lot more to it. You learn more as you go. Get your feet wet initially. I wouldn't jump right in and make a list of ten things you've got to get rid of and then try working with 10 different outsourcers all at once.

Start with one. Get a logo designed. Go have somebody write a sales letter for you or some small sales copy. Kind of get your feet wet a little bit until you kind of develop a plan of working with an outsourcer because again every outsourcer is different. They operate differently. They have their own time schedules. Some bend over backwards and do a phenomenal job. Some are terrible.

You're going to kind of work your way through that, but understand it's not a perfect world. There are some gut feelings you can rely on. You have to keep up with it in the very beginning.

Just go to Elance, or the one I really like now is Odesk. Odesk.com is where I'm referring a lot of people to because they just have a little better tracking system where when somebody is working on your project, you can actually login and get screenshots of their computer, proof that they're actually working on your project. So it's kind of cool.

**Yanik:** Yeah, that's interesting. Now how are you keeping track of all the different outsourcers that you have? Is it inside a project management software, or is it even not that com-

plicated, or do you have one person on your team?

**Ron:** Yeah, I wish I could say that there was this magic thing, but project management software means I have to learn something that I don't want to have to learn, so I'd have to outsource somebody to do that.

As a matter of fact I have. I've had some projects that were going that I actually hired a project manager to manage the outsourcers. I've done that before.

**Yanik:** So if you had a really big project, then you would hire the project manager to keep track of it?

**Ron:** Yeah because again I'm like a lot of entrepreneurs, where you kind of get focused and kind of scattered, and I'm not great on follow up. In those cases, I'm not perfect. It's important to know where your weaknesses are and hire somebody that has strengths where you're weak.

Right now, it's just a matter of I have an assistant, Jackie. She's been with me for a long, long, long time. She's my right arm. I know if there's a project that really needs to be kept up on, she's brought into the loop because she's a getter-doner, totally unlike what I am.

I think it's important to kind of surround yourself with people that are unlike you, that you like, but unlike you.

**Yanik:** That's a great point because so often we really like people that are like us, which only means that there's already one of you. You put more of you in there, more idea people, more I don't know, visionary, entrepreneurial, ADD people, and all you do is get a bunch of ideas and no execution. That's absolutely correct.

After you got started, you got started in a small way outsourcing. And then do you just keep making a list of everything that you suck at or you hate, or is it just a seat of your pants kind of process?

**Ron:** Well, no. If you want to really systematize it, obviously you can, and sit down and write everything out. I kind of look at things... look at what the value of your time is, and assign a dollar amount to that. I've heard a lot of different ways of doing that – whatever you value your time at, if you can hire somebody cheaper, I say go do it.

**Yanik:** Yeah.

**Ron:** So if for some reason when you're getting started, maybe look at the value of your time at \$50/hour or \$100/hour. Ok that's fine. Well, if you can hire somebody who can get a job done for you for \$150 that would have taken you 5 hours, well it's a no-brainer. Let them do it.

In the very beginning that's really how I assigned projects that needed to get done. I just let somebody else do that. It does take a little getting used to, maybe a little loss

***“I think it's important to kind of surround yourself with people that are unlike you, that you like, but unlike you.”***

of control because what you're going to get back isn't always the way you would have done it.

But you know what? You're not perfect either. I know most entrepreneurs have a set way of doing things. It's got to be done this way or no way. But you know, look, there's people out there a lot more successful than you doing things differently than you, so yours isn't the only way.

**Yanik:** Yeah, and then that becomes a limiting... not necessarily a belief, but a limiting kind of contraction point for you that if you're only willing to let someone do it this way, then you're going to be the one doing it all the time.

**Ron:** Yeah, and it's hard to get... but it's a hump you've got to get over. Once you get over that hump as an entrepreneur, again, entrepreneurs are a special breed, I think. They think differently. They act differently. They have a lot more guts than most other people do and more trail blazers.

At some point you have to just say there are people better than I am at different things. Let them do what they do best, and you do what you do best. It's kind of a little marriage, but it does take a little getting used to.

But boy, once you get there, that's how you can then run multiple businesses, 7-figure income and work 20-30 hours a week. But it doesn't happen overnight. Just give it time and understand that you build it right, you can get there.

**Yanik:** What do you think yours are? What do you focus your time on right now that you're the one that actually does it?

**Ron:** The thing that I actually do is I'm really good at coming up with ideas. I'm an idea guy, not a getter-doner. Then coming up with the actual product itself. So for example the new coaching group that I came up with. I developed everything myself there. I did all the recordings.

There are some things that I do that I know I could outsource, but I just like doing them. So I like messing around with audio. I like messing around with video, so those are more hobby kind of things that I can do myself.

**Yanik:** Yeah but you enjoy it.

**Ron:** I do love audio and video, but that's just fun. Could I outsource it? Should I outsource it? Yeah, probably but then what would I do with the rest of my week, you know? (laughs)

**Yanik:** (laughs)

**Ron:** But that's mainly it. I'm more – I see in the future. I kind of develop things. I like working. I like doing a lot of coaching, but more in a group sense, more on the leverage side of it. One to many instead of one on one.

**Yanik:** Right, ok, excellent. Well, let's change gears now into the lifestyle, which is kind of the second pillar that the Maverick philosophy is on.

You are certainly... I mean, we've been kind of hinting at it and running tangent to it with what you've been talking about with the outsourcing and so on.

So, you've outsourced these hours. What do you do with the rest of the hours of your time right now, and how do you think entrepreneurs should look at their lifestyle?

**Ron:** Well, you know, everybody has their passions. They do things differently. I'll do, like I said, the audio and video is kind of a hobby for me, so I'll do projects like that with home stuff, home video.

As far as the lifestyle – I like to get up early in the morning. I go workout. When I'm done, I actually just flop down in bed and prop up with a pillow and just start writing and doing some emails, some basic marketing things that I do in the morning.

But then after that, I like to just go sit in the sun and read. I work poolside whenever the... now I'm in Cincinnati most of the time, so we don't have the greatest of winters here.

Because of that, we now have a beach condo, so we're going to be spending a lot more time down there. I like to be outside, so I take my computer with me, and I'll go watch some new products.

I like learning new things all the time, not that I'm ever going to do them, but knowing that they can be done. I do things that might be considered work related, but I don't count those in as hours because it's just that I have a thirst for learning. I'm not going to attribute work time when I'm learning.

I play softball. I play golf.

**Yanik:** You've got your polka band.

**Ron:** Yeah, I was just playing Oktoberfest this weekend, believe it or not.

**Yanik:** Nice!

**Ron:** I put on my lederhosen. See? I do some really goofy stuff. I look like Shrek in lederhosen. I mean, that's... (laughs)

**Yanik:** (laughs) Nice.

**Ron:** I just go and have fun. I go have lunch with my wife whenever I want. The kids are now off to college, so it's kind of more of a transition period of what to do with those extra hours now.

**Yanik:** And you come Baja racing with us every once in a while.

**Ron:** Absolutely, man I love doing that kind of stuff. I do like doing adrenaline-junkie kind of stuff, and I think that's a lot of fun with the group.

**Yanik:** Yeah, very good. Alright, well let's talk about – I know you're pretty close with the Cincinnati Children's Hospital, so that's part of the give more third pillar.

***“I do some really goofy stuff. I look like Shrek in lederhosen.”***



That's where you told me you beat their goal for donations by 350%. I think that's pretty darn exciting, and first of all congratulations! That's awesome.

**Ron:** Thank you.

**Yanik:** And secondly, how'd you do it?

**Ron:** Well, it's just what I knew. I know about marketing, and I know about enough of what the Internet can do, not to actually work it itself, but being the idea person.

We met with them in my office because we had made – my wife and I – we give a lot of money to a lot different charities because I think it's important to help people out. It really is a passion of mine. I smile when I write a big check to somebody just to give away money because I know it's going to go to a good cause.

One of the charities we gave to is Cincinnati Children's because having had kids in the emergency room for various falls and sports injuries, we're very impressed with what they did. They invited us out, and we looked at the facility, and we just started talking with them and just realized that this was just... we just all of a sudden had our passion. We found the main place we want to give most of our money to.

In talking with them, I told them what I do with marketing and several businesses. I know a lot about attracting attention. They asked me if I would head up their spring fundraiser. I jumped at the chance, obviously. I've got the time to do it, so why not do something good with it?

They came to me, and they said they've – I think this was going to be their second year doing an online fundraiser. The first year they did a little over \$10,000. They'd really like... their goal was to triple that amount.

I literally laughed. I said - you've got to be kidding me. They said – oh no no no, I think we can do \$30,000. I said – no we can do \$30,000 in an hour. Let's take that higher. They were just like shocked and amazed.

I think a lot of it, if anything, the instructive part of that is set your goals way higher. I mean, \$30,000 was crazy. That, I felt, would be no problem to do. I said, no we're going to way over \$100,000 on this thing. They had never had a fundraiser that did \$100,000 before.

So I sat down with their web person, and I said – ok here's what we need to do. Here's the game plan. Just basically, to me, it was marketing. It was just now a different group of people, so I used the skill I had developed and put it to use for a good cause.

We came up with an idea of doing matching funds, so I put up a good chunk of money. For every dollar somebody donated, I would match that amount. Well, what turned out to be a good idea because this behemoth of a thing, where the money I pledged was like gone in a few hours.

We wound up having everybody else, because of the stir we got on there, calling in and giving huge donations for matching funds to the point where in a 5 day period we went, I think it was about \$110,000 in a 5 day period, which just amazed them.

They couldn't believe it, which on the other end aside from the philanthropic that it actually did good for people, what goes around comes around, when you do good

things good things happen for you too. I honestly believe that.

Out of that we met a lot of great people and have a lot of new friends that we've developed – other people that were involved in there. It's just great. Now we're working on next spring's fundraiser and we've set the goal at double what we did the previous year.

**Yanik:**

Nice. That brings up a really interesting point, and I don't know if anyone else has really talked about that on one of our interviews. I've mentioned it before in a way that I think the philanthropy and that whole charitable aspect – you have to do it for the sake of it, not for the secondary reason like you mentioned, the new relationships and the new network and the things that happen.

But it's amazing the kind of people that you meet that are involved at high levels at the charities who you really wouldn't have the chance to interact with and get that connection with pretty much any other way. Would you agree?

**Ron:**

Oh, absolutely. We got invited to the charity ball, which was another one of their fundraisers. The President of Children's, who's a very, very impressive man to begin with, he walked up to my wife and I and introduced himself *to us*. I'm like, oh my god, you know?

People are standing around to talk to this guy, and he found out that we were the people that did that, and he excused himself from people that were waiting to meet him, and he came up and introduced himself to us.

I agree with you 100%. If you go into the giving to charities with the expectation of getting gain out of it, first off you're not going to get what you want. You need to go in with the right idea of helping the charity.

The other things happen, but just let them happen. Don't go in because they're going to happen. I think that's the most important thing because I know some people who have gone – well if I do this, then maybe I can meet this person.

**Yanik:**

Right, it's a bit of a strategy, and you're trying to outthink it. It doesn't work that way.

**Ron:**

I look at it as karma. You do good things; good things happen to you. You're not really doing good things if you're expecting those other results.

**Yanik:**

Yeah, exactly. I think that's interesting, and I love the way that you took on that responsibility and it's just another paradigm shift, right? They had only done this small amount, and you're like – ah, we're not going to do that. We're going to blow that out of the water and then went to work figuring out how to make that happen.

It's also another case for always trying to surround yourself with someone who's hopefully been a little bit further and a little bit bigger and gone a little bit higher because their paradigms are different than yours.

***“...you want to be the dumbest guy in the room when you're going to surround yourself with other people...”***

**Ron:** I always look at it – you want to be the dumbest guy in the room when you're going to surround yourself with other people because there's so much more to learn. The goals get set much higher.

I joined a mastermind group a while back with a specific reason because these guys were making a lot more than me. When I told them how well I'm doing, it was kind like – eh, oh well, ok. I guess you're doing ok.

Around other people, I'm like a god because I'm doing so much better. It's always better to hang around and associate yourself with people that are just much better because all of a sudden now your focus is on much higher value things.

That's what you mentioned before. My focus really is on high value and high income streams now. So for example when I used to do coaching programs for a few hundred dollars... now my coaching program is \$9,000 for two months.

I'm doing \$8,000 days of consulting now; whereas, before I was like there's no way. But now I wouldn't sit down with somebody for less than \$8,000 for a day. Why would I when there are people out there that are willing to pay me because I give them some great value to do that?

So, you know, I kind of look at things differently because I associated with different people.

**Yanik:** How do you get yourself into the position where you are that dumbest person in the room? Is it paying to be part of a mastermind? Is it just trying to fill one out yourself? What have you done that has worked?

**Ron:** In that particular case, I stepped up to the plate and joined a mastermind group where it cost me \$5,000 a month because I knew that that's where the players were, and that's where I wanted to be around those people.

I think it's important to go to seminars. I think it's important to go to where the people are. I think it's important to kind of crawl out of the shell. I'm kind of out there and in front, and most people don't realize how shy I actually am inside. If I go to a new place, I really have to make that effort to go and meet people.

But I go and do it because ultimately I know that's what I'm there for. So I think it's important to go to the seminars. I think it's important to do whatever you can to talk with people.

Ask good questions, and start associating because as you associate with more people, you find out – ok this is the group I want to be in. I think a mastermind group, I think, is by far the best way to do that because... well you and I – we would have never met had it not been for Dan Kennedy's. I wouldn't have met so many other people.

**Yanik:** Well, we probably would have met but in a different sort of context and not as big of a connection.

**Ron:** Yeah, absolutely. Nobody can just call you up on the phone and – I shouldn't say nobody, but very few people can call you up on the phone and talk with you for a while. Only somebody that's in a mastermind group that you have that personal relationship with, more friendly and more business relationship – those are the people that you're going to have a lot more access.

People want to kind of in some cases, I think barge in is the wrong word, but you understand what I mean. They kind of want to go in and do a giant time suck, and they're upset that you don't have time for them.

Well, you pay to be in other groups to have that camaraderie and that relationship with different people. So I think masterminds are a great way to do that. Running a mastermind group is another great way to do that.

**Yanik:** Yeah, that's a great point. Talk about that, and then I'll give you my two cents on it.

**Ron:** Yeah, running a mastermind group is a great way to do that because... and I run right now 4 different mastermind groups, all at varying degrees mainly because I like to hear from other people.

When you run a mastermind group, it helps to be one of the smarter people in the room. If you're the dumbest guy in the room, and you're running it, it's (unintelligible).

**Yanik:** (laughs)

**Ron:** Because they quickly see that you shouldn't be in the room. (laughs) They shouldn't be paying you the money to be in it.

**Yanik:** Unless you're a really good, exceptional facilitator, but...

**Ron:** Yeah, that is key. You're 100% right, but there are very few people that qualify for that, like you. I'm not saying that you're ever the dumbest guy in the room, Yanik. (laughs)

**Yanik:** (laughs)

**Ron:** But running a mastermind group, I think, is a great way – not only is it a great way to be... it's a great business to be in and actually that's one of the new training courses I've developed is that. I'm doing my first training next month.

**Yanik:** How to run your own mastermind groups?

**Ron:** Yeah, yeah. How to form it, how to get it, and how to pick your group. What to train, and how to run them. I like doing them because just sitting in a room and the momentum that builds in the group – you hear a lot of new ideas.

I run a local mastermind group with some pretty heavy-hitters in there. These guys are brilliant in all different areas and together, just like the thing, together they all grow because now I know more about online.

I know more about different ways of marketing or ways of financing because I have all these people in a mastermind group.

***“...a lot of that is just fear because you don't have all the information, not a fear that you aren't good enough to do that.”***

**Yanik:**

Yeah, so you know what's interesting? I don't know if I wrote this... I think I might have wrote it in the last Maverick Business Insider newsletter or somewhere else, but I talked about being the connection point increases your likelihood for success.

As forming the mastermind group and being the person that runs it, you're the connection point. Anyone that even in your local area – they come together, and you're at that crux. Anytime that there's something that benefits, it always sort of comes back to you.

It's like, oh yeah, you know I was in Ron's mastermind group, and we talked about this. So you get credit in a way, and you become that total connection point and that glue. It just builds up your network.

I've done that. Even putting on seminars and different things like that, there's so many side benefits from doing that. It's incredible.

People can do that in a small way. If you had a dinner group that met once a month or once every other month of 10 or 15 people, you could do it and get some of those amazing benefits right away.

**Ron:**

Absolutely. I love doing those meetings, and again, because they're never the same. Everybody comes with fresh ideas. It's a lot of fun.

You're right as far as being the connection point. There are people that give me way more credit than I deserve. It's just because they were in that room.

**Yanik:**

Yeah, but you and I develop those rooms, and you create them. So it does – there is credit to be had there, but it's amazing when... And there's a really good book on leadership all on what's called triading.

I forgot the name of the book now. Oh, I think it's called *Travel Leadership*, and it talks about how the highest level leaders are the ones that are always making connections. They're always essentially making introductions.

So running those groups or the different things or the dinner party or a seminar, or even just being a person that widely opens up your rolodex when it makes sense, it all comes back to you because then it's like if you introduce me to someone else, I'm like – oh hey, how do you know Ron?

You become that topic of that connection point again and it elevates you.

**Ron:**

Yeah, and just a word to everybody that's listening because I know some people get real excited over that, and other people are like – oh man, I don't think I could ever do that.

If you ever have a reaction like that to anything that you learn of oh I don't know if I could ever do that, a lot of that is just fear because you don't have all the information, not a fear that you aren't good enough to do that.

You may not be good enough to do that right now, but join a couple of mastermind groups, watch how they run, meet new people, find out what people want.

Then start to form your own because people will pay you for what you know because that's the most valuable asset you have is what you know and, in some cases if you're running a mastermind group, who you know. People will join to get connected with

other people that you're already connected with, so...

**Yanik:** Absolutely. Don't discount your hidden assets, is what I call them, and figure out a way to benefit from that. I think we covered a whole lot.

Where can, if anyone wants to find out more about what you're doing Ron or any of the other programs or materials that you have, where should we send them?

**Ron:** Why don't you just pop over to the website [RonIpach.com](http://RonIpach.com)? That's my name. [www.RonIpach.com](http://www.RonIpach.com), and I'll have some information up there – contact information and various different things that we do. I'd love to help anybody any way that I can.

**Yanik:** Yeah, I mean, you're involved in a lot of different things, certainly the automotive industry for sure. I mean, that's a no brainer.

But it sounds like you have a new course on forming masterminds and other things. I know you used to have... I don't know if you sell it anymore. We talked about it – the lifestyle course.

**Ron:** Yeah, the *Lazy Man's Guide To A Successful Life*. If you want to go over to [www.lazysuccessfullife.com](http://www.lazysuccessfullife.com), it's a course we have on outsourcing and kind of working your business backwards. It's some of the things we talked about in the very beginning.

Go over to [www.lazysuccessfullife.com](http://www.lazysuccessfullife.com), and you can find out some more information on that too.

**Yanik:** Nice, well I really appreciate it. As always, it's great to talk to you, and I think the philosophy that you throw out there from truly living it is not only an inspiration, but it's a good blueprint for people to look at and follow.

It's done in a way that's not smoke and mirrors. It's not telling them tomorrow you're going to start and be able to work 30 hours a week. It's true, and it's legitimate, which really makes these conversations fun with you.

**Ron:** Thank you. I appreciate that. It's a little bit of work, but in the end it pays off.

**Yanik:** Absolutely. Great, well I look forward to hanging out with you again – doing a little Baja racing, and I'll talk to you soon.

***“...people will pay you for what you know because that's the most valuable asset you have... and, in some cases... who you know.”***



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