

Dear Maverick Business Insider,

We're quickly onto issue #3 of Maverick Business Insider!

As we start off 2009 it's important to stop and consider an interesting concept by Dan Sullivan of Strategic Coach. He has a theory of people being disappointed because they cannot reach their "ideal". I think this is especially important for future-based people who don't stop and consider their wins enough. It's part of his "Pure Genius" Audio program (which if you can find it is well worth grabbing if you can find it anywhere still).

Why The 'Ideal' is Impossible to Reach

Dan gives the example of the horizon. We all know it's silly to think we can ever reach the horizon because it keeps moving as we move closer to it. Same with an "ideal". We feel despondent and maybe even depressed in our greatest victories if we attempt to measure them up to our ultimate ideals. But the people who are happiest are the ones of take stock of where they are today (Point B) than when they started (Point A). And we can all look back and gain that confidence and awe of how far we've come.

I just made a list last night of what I've done and accomplished in 2008. Before making that list I didn't think I had such a great year. Our overall business revenue and profits were down because I've been heavily investing in Maverick Business Adventures® (time-wise and capital-wise). But when I actually made the list I was shocked at how incredible the year had been.

Everything from meeting my business hero, Sir Richard Branson on Necker Island, to having 3 sold-out Maverick Business Adventures experiences and launching this Maverick Business Insider newsletter with 5000+ charter subscribers (thank you again for coming along on the journey!). Or simple accomplishments like having Zak potty-trained & sleeping in a big-boy bed and Zoe taking her first steps.

It really made me appreciate the accomplishments and celebrate them (which isn't my nature as a future-based person). So as 2008 winds down take stock of your accomplishments and maybe you'll be further along than you imagine.

Our Holidays over here at the Silver abode were quiet. For those of you that believe I jump out of airplanes every day at cruising altitude or swim with Great Whites – you might get a kick out of knowing I was in bed by 11:20 pm on New Year's Eve. (Crazy!) It's probably the first time since I was 6 years old that I went to bed before the ball dropped so we'll keep that between us.

Now before we get to our featured interview for this month I want to share with something profound that can truly revolutionize your business and business thinking. Seriously. I've been giving this a lot of thought lately and would be interested in your opinion. (You can always shoot me and our Maverick Business Insider team your feedback to support@maverickbusinessinsider.com)

make more money

Creating Unique Experiences to Re-Invent 'Regular' Businesses

This comes straight out of the "34 Rules for Maverick Entrepreneurs" book you've got with your intro package.

Rule #25: The marketplace and competitors are always trying to beat you down to a commodity. Don't let that happen.

In the book I talked you setting the buying criteria – that's one way not to compete on price but even better is deliver a truly unique and exciting EXPERIENCE. Think about it, when shopping for a product or service price will become the default buying decision unless there is something else unique and compelling about what you do.

I suggest you should consider how to

deliver an exceptional experience. Now before you give me some knee-jerk excuse about how you can't do it – let me share with you a few examples in different businesses (many of which are typically pretty boring or very much 'me-too').

Okay let's start with a gym.

If I say 'gym' – you immediately start picturing some sweaty people, free weights, cardio equipment and probably a few classes, right? Nothing special. I belong to a gym and while I like it – there's really nothing that exciting about it.

Now contrast this to Lauren Brenner from PurePowerBootCamp.com in New York City.

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The guarantee states: You will improve your fitness status within the 6 week Boot Camp program or we will train you free of charge until you do. The recruit must adhere to the four times per week program and follow the customized plan. Recruits must be punctual and dedicated to the entire Tour of Duty or the guarantee is null and void.

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A few months ago I visited over there just to check it out during an off-time. It truly was an experience from the moment you arrived. Hanging from the ceiling was all sorts of camouflage netting - so the second the elevator drops you off – you know you're in a completely new environment.

Everywhere you look there are signs you are "not" in the city anymore but as close to a real bootcamp experience as possible. You got tents you change in, there are obstacle courses directly swiped from the U.S. Military training facility at Ft. Knox. Everybody changes into fatigues and addresses their "platoon" instructor as "Sir". That's a biggie – the language. Class leaders are called "Commanding Officers" and you are addressed as a "recruit". The site tells you to "Enlist Now" and you've got "Tour of Duty" packages to purchase.

There's continuity in the experience from environment to the language. A unique experience comes from getting the big things and the small things right. Plus it allows Lauren to charge more than a typical gym – it's about \$800 for a 6-week regimen. Check out the dozens of media stories and mentions she's gotten because of this unique concept.
<http://purepowerbootcamp.com/news.htm>

How about grocery stores? Boring, right?

Not if you're Stew Leonard. Stew Leonards has long ago discovered that grocery shopping can be an experience that draws visi-



Maverick Business Insider Recap:

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

More importantly, each member shares a common 'DNA' of wanting to 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.

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

We truly believe in business as a force for good

tors in from far and wide just to buy food. They really pioneered creating extraordinary experiences out of one of the most mundane businesses.

New York Times called Stew Leonard's the "Disneyland of Dairy Stores." The stores are not set up like traditional grocery stores; one must walk through the entire store (though there are short cuts). As customers walk through a path of aisles, they are greeted by different employees dressed up in costumes and by animatronic favorites such as Twinkie the Kid, the Chiquita banana, and Clover, a cow's head that moos when one pulls its rope.

The stores also feature petting zoos and outdoor cafes in the warmer months and sell a variety of prepared meals year round.

Stew Leonard's is in the Guinness Book of World Records for having "the greatest sales per unit area of any single food store in the United States." It has also been listed as one of Fortune Magazine's top 100 businesses to work for seven years in a row. Hmm...unique experiences lead to happiness on all levels.

One of my favorite recent experiences I've had a chance to personally sample is flying **Virgin America**. Yes, I'm biased and I am a huge Richard Branson fan – but they've really done a wonderful job breaking out of the typical U.S. Airline glut. I fly quite a bit and there's just about no difference to me between our U.S. carriers. I could close my eyes in First-class in United and not miss a beat waking up on American. You get the same semi-surly flight attendants, lame food selection and hum-drum experience.

Now when you fly Virgin America you realize there really is something different here. There is mood lighting in a soft lavender/purple that seems more like a lounge than an airline. There's a cheeky sense of humor to the safety announcements. They actually seem to care about you and your flight experience. Hmm... novel idea. There are outlets for your laptop or iPod built into your seat. You

can order your food when you are hungry so you don't have to contend with jamming into the service cart in the aisle. In First Class you've got seats that really stretch out so you can sleep on the red-eyes home. All of this makes a difference and I've even selected a connecting flight on VA instead of a direct flight on United because of this.

Speaking of flights – there's an interesting themed club/lounge in Aspen and Washington, D.C. called "FLY". The whole notion is that you are on an airplane and the waitresses all wear sexy flight attendant outfits. There are TV-screens that look like airplane windows that mimic movement so it sorta seems like you are flying. It's pretty cool and another way to add experience and a bit of unique twists to compete against other clubs.

Bars and clubs need a little something. The Liberty Hotel, in Boston, just opened in a building that used to be a notorious prison. It has two bars: Alibi and Clink. The servers have jail-style ID numbers on their shirts, and the bars from the original "decor" have been left on the windows.

Or a brand new addition to the Vegas scene is being labeled the "coolest experience" and that is an entire bar made out of ice – Minus 5 Ice Lounge in the Mandalay. 18 tons of ice have gone into the creation of this ice-cold experience. Everything within the ice lounge is made entirely from ice; the seats that you sit on, the amazing sculptures that surround you and even the glasses that you sip cocktails from. Pretty cool!

Your theme doesn't have to be so over the top to create a good experience for the end user. Consider New York's Algonquin Hotel. The hotel has long been a favorite and frequented by writers like William Faulkner, Gertrude Stein and Dorothy Parker. So it makes sense their newest "book experience" is giving guests a free loaner of Amazon's Kindle, pre-loaded with a book of the guest's choice. It's a nice tie-in.

Creating unique experiences are truly

good for business. As I mentioned I favored Virgin America with my flight dollar instead of a more convenient, direct flight because I knew I'd be treated better and would enjoy my red-eye flight home from Vegas.

What's more, it truly creates the best advertising you can ever hope for – and that's positive word-of-mouth. A truly unique experience almost forces people to talk about you. Fact is, most people live somewhat boring lives. If you are the person/event/service that gives them some sort of "social currency" you will get talked about.

Think about it – would you ever discuss your last flight on Delta? Nope. Not unless something really awful happened (got delayed 3 hours) or something really extraordinary (i.e. left my cell phone and Delta couriered it back to me). In the typical course of your life – there just isn't that much that forces you to talk.

It's up to you to create something your customers or clients will love to spread. That's how I thought about Maverick Business Adventures®. I truly wanted to create a compelling conversation or story that had to be told when members got home. It comes down to 2 things -

- 1) Unique, out-of-the-ordinary events and access (i.e. Zero Gravity with Tony Hawk)**
- 2) Surprise and delight to exceed expectations. (i.e. Thumb drive with pictures and videos immediately ready to take home at end of event. Hard cover coffee table books to have our guest business icon sign.)**

If you start with a blank slate and an "anything's possible" notion you can incorporate both of these into your business.

For instance, I was talking to my Accountant the other day and he's about to open up another retail home fitness business that's he a partner in. He was asking me for a cool name. I told him he should

start thinking about the unique experience before the name. In 5-minutes we brainstormed several ways to make his business stand-out from other home gym retail businesses and online sites selling treadmills, bikes, etc. (Because really your competition is now worldwide.)

I asked him to think about the ultimate fitness experience and how they could deliver it. So it would be something like "All equipment bought from XYZ comes with 3 months of a healthy meals delivered to your door, a personal trainer for 6 months and DVDs of 3 different workouts based on the equipment they bought.". Not bad for 5 minutes, right? Anyway you get the point.

You need to consider what everyone else is doing from their guarantee to what they deliver to how it's done, etc and simply turn it on its head. Think about the ultimate end-result your customer/client/member wants and then your unique experience can deliver it.

Surprise & Delight:

Then on the surprise/delight side – you've got to over deliver on expectations and then surprise and delight your customer. A perfect example is Zappos.com. They have sold over \$1B (yes that's billion with a "B") in products from their website in 2008. (Tony Hsieh, the CEO, was one of our featured speakers at the Underground® 4 event last year.) What Zappos does to surprise and delight is simple and powerful – they will promise you 3-4 days regular delivery. Then most times they upgrade you to next day FedEx at no additional cost. Yes, it costs them more but they don't really discount so they have margins that can sustain this. (Yet another reason to charge premium prices.) This surprise next-day delivery gets lots of people talking about Zappos to their friends, posting on their blogs, etc.

As I mentioned my Underground® seminar just a moment ago, that's a perfect example of creating an experience. If you think about it there are a ton of Internet seminars out there. For the most part

none of them are that different from each other. Roughly the same speakers and same general format.

When I decided to put on my own seminars I decided it had to be different and unique or else I wouldn't do it. So the big idea behind the Underground is that you get to hear from under-the-radar online success stories, who are quietly raking in millions, without selling 'How to Make Money on the Internet' info. So the theme of the event is a spy theme and each year I select a different spy movie or show to incorporate into what I'm doing. Previously I've done Austin Powers, Mission Impossible, 24 and James Bond 007.

The information and networking is incredible at the Underground® but the experience is more than just straight content. We incorporate the spy theme into the entire experience from an opening video sequence to special VIP events to fun activities (like a spy mission on the street) and even celebrities from the movies and TV shows.

[Side note: There is special VIP access for Maverick Business Insider members who attend the upcoming Underground® 5 – February 20-22, 2009 in Washington, DC. Each year is a sell-out and I strongly encourage you to sign-up immediately @ www.UndergroundOnlineSeminar.com]

Quite frankly I don't think great information/content is enough anymore, especially with events, you need to deliver an exceptional experience. I was really excited to get a personal note along with a signed copy of the book "The Experience Economy" the other day mentioning what I've done with Maverick. It was nice recognition from a total expert in creating experiences. (btw – well worth buying that book to give you some more insights into this process.)

And as a bonus idea - I like to think about what can be done to create a conversation BEFORE...DURING...and AFTER your experience. That's when you create the kind of buzz worthy product/service that has real legs.

Upcoming LIVE Event & Call-in Time/Date

Our first Maverick Business Insider Call-in time is set so mark your calendars! **The next call in day will be Thursday, February 12, 2009 from 2pm – 4:00pm ET.** It'll work like a radio call-in show. You keep dialing until you get me. I will NOT be returning messages. Each Maverick Business Insider member will have up to 10 minutes once they get me on the phone. The number to use is +1 (240) 744-7120. This number is ONLY to be used during this call-in period. Remember I charge \$1,000.00 per hour for phone time so this is a very valuable bonus for members.

Another exciting item is our first LIVE events! As a charter member, **you're getting a HUGE bonus for FREE! 1-day LIVE Event "Maverick Business Insider Extravaganza".**

Sometime in June or July 2009 you'll be invited to come out as my guest for a jam-packed 1-day event combining everything about Maverick – namely more profits,

more fun and giving more back. It'll take place in the DC-metropolitan area and you'll start with a ½ day business workshop covering my latest secrets and insights into making more money. (Considering I've run workshops from \$995.00 - \$10,000.00 this is already a significant bonus.) Then for the other half of the day we're going to have a great time! While we're working on finalizing the FUN event from our shortlist, I can tell you that previously I've done everything from hired rock bands to spy missions to F1 racing with my groups. So trust me, it'll something you can get excited about.

This will definitely be one day you don't want to miss...the only 'catch' if you'll need to be a member in good standing for 6 months to attend on my dime. That's it. And don't worry if you cannot attend live because we'll send you the DVDs of the business section right to your door. Pretty cool, right? More details as they develop

Interview with Mike Dillard: How To Go from Selling DVDs One-at-a-time to Eat... to Maverick Millionaire

Yanik Silver: Hey, everyone. I'm Yanik Silver with another Maverick Business Insider exclusive interview. With me, I have Maverick Business Adventures® founding member, Mike Dillard.

Mike and I have known each other for a little while. He is not only part of Maverick, but part of our Millionaire Mastermind group that I run.

Mike has a really impressive story. I will let him tell it, but I remember getting a testimonial from you at one point, and it went something along the lines of "You would have found me dead broke, waiting tables at a local Chinese restaurant. You know you have hit rock bottom when you are pawning your DVD collection movie by movie just to eat."

The story went on that you were several thousand dollars in debt, no furniture, no TV, and within 12 to 18 months, what you learned from me and several other people just skyrocketed his business to six figures and now seven figures.

That is the part that I remember, the selling off your DVDs one by one so that you can eat, which is pretty crazy to me.

Mike Dillard: Yes, it was interesting times, man. Luckily I was single and didn't have a family to take care of so I could pull stuff like that. It adds to the story though.

Yanik: Yeah, it is a good story. Give us a little more detail into that, what happened, and how you got your start in what you are doing now.

Mike: You know, I always wanted to make a lot of money in online business. I started with network marketing back in college. That was really my focus and kind of what I latched onto back then. That was early 2000, or the late '90s.

Internet marketing was brand new back then. I don't even know if capture pages were around at that point. That is when I got my start and didn't have much success in network marketing for a good five to six years.

Then in 2004, I finally stumbled upon you and what I like to call real marketers: Perry Marshall, yourself, Dan Kennedy, and all of those guys. Really, the light bulb just went off. I taught myself copy writing, which was the first skill that I really went after.

I bought your big home study course and went through all of that. I really did nothing but study copy writing for six months. I learned how to write a sales letter and then started using all of the marketing techniques I had learned from you guys as far as pay per click goes and everything else like that to build my network marketing business and generate leads.

I started having success immediately in the network marketing industry building a downline, building a business using this kind of stuff. Nobody in the industry was really using it at the time.

I wrote a book called Magnetic Sponsoring which was really intended just to be a training manual to give to my downline members to teach them what I was doing because I finally found something that worked.

We eventually started selling the book, and that was my very first foray into the Internet marketing world, I guess you could say. In 2005 I opened up my first merchant account and started selling Magnetic. I wrote the sales letter for it myself, and I did the graphics and the 1Shoppingcart and all of that set up and all of that fun stuff.

Within 18 months I was making seven figures, and today, less than three years later, we'll do just under \$5 million in sales. Hopefully next year we will double that again.

It's been fun. It's been interesting, and it's been fun. I am in a very different place today from just 36 months ago.

Yanik:

Yeah, it is a great story. Let's go back to where you were at the lowest point. What was the mindset that you had that kept propelling you to think, "Well, maybe there is a better way of doing this, or there is a way out of where I am right now"?

Mike:

Sheer stubbornness, competitiveness. I hated working for other people. I hate being told what to do. I hate having to wake up to an alarm clock at 6:30 or 7:00 in the morning to go to some job and let some jackass sit there and tell me what I can and can not do, and that I have to be back in an hour for lunch or get scolded. I just don't have the personality for that.

"I always kind of assumed it would be too expensive."

It was kind of a do or die mindset for me. It wasn't a matter of if; it was more a matter of when. I was really prepared to make any sacrifice that I ever, ever had to in order to do that.

I remember once when I moved out to California to work with a mentor in the network marketing industry before the Internet marketing stuff happened, it was right after I had graduated from college, and I didn't have any money. It was right after 9/11 happened. 9/11 happened literally two days after I arrived in California.

I didn't have any money. I was intending to make money with this guy, and of course everything kind of went to hell in a hand basket after 9/11 happened. All of our marketing plans kind of went down the tubes. It really didn't bother me.

I went and got a job at Best Buy. I had literally come to a point to where I was prepared to go rent a storage unit and live and work out of a storage unit if I had to and take a shower at a gym because I couldn't afford rent anymore working for \$8 an hour at Best Buy.

That was literally something I was scoping out and getting ready to do because it was what I had to do.

Yanik:

There was an interesting thing that you said: "I was prepared to sacrifice," and then also before that you were talking about that you learned a skill, and that one big skill you learned was copy writing.

You have seen a lot of people and you mentor people now who are just getting started in the business and just on their road to success. Do you find that people want a shortcut or are not willing to make the sacrifice or not learn the skills? What has been your take on that?

Mike:

Ninety percent of any of our customers are not prepared to do what it takes or make the sacrifice, or they get distracted and do not have the focus, or whatever it may be.

There always seems to be a couple of gems in the group that really stick out. It is funny; that is how I ended up hiring all of my business partners is they start out as my customers.

I end up just finding them online doing what I taught them to do. "Hey! Here is a guy who is really actually doing it. He has mastered these skills, whether it is SEO, copy writing, or pay per click, or whatever."

They just tend to stand out and you find them. Literally, that is how we have brought on all of the business partners in our company now. It is just identifying the students who actually did what you told them to do. They stand out pretty easily. They are not hard to spot because there are so few of them.

All of those people within 12 months are basically financially independent and fired their bosses and have their own projects that they do and work with me as well on joint ventures. It is pretty cool, very cool.

Yanik:

That is a great way of doing that. Let's talk about the marketplace that you sort of went backwards into. You were starting to have success, and you really didn't intend to sell a product in the MLM world, in the network marketing world.

You entered into probably one of the most crowded marketplaces around, one of the places that has the most noise out there, a lot of dubious claims and a lot of – I don't know – a lot of strikes against you going into that marketplace.

Mike:

That is what made it so easy, though. That is really what made it so easy because it is filled with so much junk that all I had to do was be genuine, authentic, real, and honest with people. I kind of stood out like a shining beacon.


So it was pretty easy to get noticed and to build a following because I was one of the only guys out there telling it how it was and giving value first and then asking for money afterwards as opposed to the other people. Everybody else was doing the opposite: "Pay me first, join my business, and then we'll see what happens."

It was actually easy, and I was one of the very first people that actually started teaching Internet marketing skill sets to network marketers. Up until that point everybody was still doing the hotel meetings and the make a list of your family and friends. Nobody wants to do that, or spend all of your money on leads from a lead broker every month.

We basically just started teaching attraction marketing, teaching Internet marketing, how to build a list, how to give away free value and generate your own leads and how to monetize it selling info products or promoting your business, or whatever you want to promote.

It really kind of changed the industry. Magnetic Sponsoring and Traffic Formula really did change the industry. I think our methods are much more prevalent these days than anything else because people have figured out that it works. Others have latched onto it and emulated what we have done.

It has been pretty neat to see that full circle come around, but did I go down the right path of what you were asking me?



"Now I don't write my ads anymore."

Yanik: Yes, absolutely! I want to actually circle back to it. You said it was easy because you were genuine and authentic. Why do you think people aren't, and how can they be more genuine and authentic to their customers or maybe just in their entire life?

Mike: That is a lesson that I really took from you way back when I was getting started, and Dan Kennedy. You have always done a fantastic job of putting your personality into your marketing and being a real and genuine person.

That was definitely a piece of it. I would have to say the biggest factor for my success was in the newsletters that I used to write and just send out to my subscribers via e-mail every couple of days.

I really just had a couple of rules. The first rule was I was not going to send an e-mail unless it was worth reading, and they are going to thank me for sending it afterwards.

Yanik: Say that one more time. That is a good one.

Mike: I never send an e-mail to my list ever still to this day unless I think after they open it and read it they are going to thank me for sending it.

Yanik: That includes promotions?

Mike: Yes, and within a promotion, they are going to thank me for sending it to them because number one, they trust me to send them good resources. If we are going to do a promo for one of your products, I am not going to do a promo unless I think they are going to get much, much more than what they paid for it and it will genuinely help them.

They have come to see that, understand that, and trust me in that regard, so they still value the e-mails that they get because I plug them into the cool new resources that I find and courses that I go through.

It is never a pitch. It is just a friend helping out a friend kind of frame. "Hey, here is something that will genuinely help you out and why." It is not just trying to make money on them from an offer.

That has been my biggest key to success – writing those e-mails, giving away the best possible value that I could, addressing people's issues and problems directly for free via e-mail, and including them in on my personal life.

We just got finished with the Baja 2000 race two weeks ago, and the first thing I did when I got back two days later was put together a nice, long e-mail that told the whole story.

I put in five or six photos. It had nothing to do with business at all. It was just about the race and myself and the guys on the team, and the cool times that we had. That is it.

I try to send those e-mails out when we come back from a Maverick trip, too. The first thing is to send them out the video that you guys give us and the pictures. It has nothing to do with business whatsoever. It is really a bonding experience.

"I just decided I was going to do what works over and over again."

Yanik: Right. Do you find that your customers are e-mailing you back and saying, "Wow, that is incredible!" or giving you some sort of feedback on that?

Mike: Oh, yeah. It is funny. I am really difficult to get a hold of, and I think all of us are. We kind of have to be. I don't really see their responses very often anymore, but when I did answer my e-mails personally and go through them, yeah! It is funny.

You'll get really great e-mails with stories like that, and if you send out a newsletter with an opinion or something that is really controversial – like I have one that is entitled, "Why the Rich Never Shop at Wal-Mart."

It really gives my opinion as to why I never shop at Wal-Mart. I don't think that people who want to be wealthy should either, just from a mindset point of view, and I give my reasons why. That is a polarizing e-mail for sure.

People will write back, "Oh my gosh! I have been thinking the same thing forever, and you finally said it! You took the words right out of my mouth."

Or they will cuss me out and call me a rich prick, and "I can't afford to shop anywhere else, so screw off," and whatever. That is great. That is exactly what I want. I don't care about those people or need them on my list anyway, you know?

That is something else that I will do, too, in e-mails. I am not afraid to let my personality come out. I am not afraid to use some off-color language. I am not afraid to challenge people, either.

Two of the most successful types of e-mails that we ever send out and that generate the most in sales literally, and I know for a fact that if I send one of these two types of e-mails out, we are going to do triple

the normal revenue every single time it happens, and that is a testimonial from a student.

I always ask for stories. If I ever see someone who has sent me like I sent you that testimonial, if someone sends me something similar, I will say, "Hey, send me your pic, and I will send your story out to the list." Then I will lead into the product that they bought. We always do triple the revenue in one of those e-mails.

The other e-mail is a challenge e-mail where I basically come out, and I am extremely blunt, and I am saying, "Hey, if you haven't bought my product yet, why are you here? Obviously you don't want to be helped. You are not going to make it as an entrepreneur, so get off my list. Go back to your job."

I will literally say, "Get off my list. I don't want you on here any more, or buy my book. Make a choice today." What is ironic is we will always do triple the number of sales off of that e-mail, and we'll get really no unsubscribers whatsoever, but it is the fence-kicker e-mail. Get off the fence.

I kind of call them out and push them or challenge them, or say, "Shut up or put up" kind of thing. A good portion of them finally do.

Yanik:

That is interesting. I want to dig into – and I don't want to forget about "Why the Rich Don't Shop at Wal-Mart." I want to hear that from you, but I want to dig into the testimonials.

I think those are really big. How do you elicit those? Is it on purpose? A lot of ours, and I am sure a lot of yours just come about from having great products and people having great results.

Do you do anything specific to get the testimonials and then how do you massage them into the e-mails that triples the response for you?

Mike:

The really, really good ones just sort of come my way, or I will use GoogleAlerts. I don't want to get into what that is, unless you want to mention it; you can. GoogleAlerts for "Mike Dillard," or "Magnetic Sponsoring," or the names of our products, basically.

Every day Google e-mails me with a listing of all of the new search engine pages that were just indexed over the past 24 hours for any of those keywords. I get a list of all of the new "Magnetic Sponsoring" ones every morning, and I will click on them.

A lot of times they will be testimonials that some random person just posted on their blog or Web site talking about the book. Obviously they are an affiliate of ours and tell their story. I will just copy and paste their story and send it out, you know?

If they have a picture or two, I might contact them personally. You get them randomly like that, or if we really have an agenda and we need them for a specific purpose like a new product, one of the things that we have always done is we do kind of real private, limited soft-launches for our products.

We just did one for a pay per click product two weeks ago. We will do a very limited launch. Literally, we didn't have a sales letter, there is no name for to the product, there is no outline, and I couldn't even tell people what it was about.

I just sent out one e-mail, and I said, "Hey, we are putting together a new pay per click product. It is going to tell you everything you ever wanted to know about how to set up a successful pay per click campaign."

My personal guy, Jim, who does all of our pay per click in house who has made X amount of money each day for us is going to be teaching the entire thing. If you want to learn exactly how he is making X amount of dollars, get on this video Webinar series. It is \$200, and it is limited to only 300 people, the first 300 people who sign up."

That was it. We literally didn't have a sales letter. I couldn't tell them what was in it. There were no bullets, nothing. We sold out all 300 spots in 12 hours of one day. That was it, and we literally cut it off, no more than that.

The stipulation is that if you wanted to participate in this pre-release, basically, and get access to this information months and months before anyone else at this discounted price is that you send me your feedback.

If you want in, you want this price, and you want to be one of the 300 people, you've just got to promise me that you will send me your feedback, positive or negative about the product when you are done.

Then we will give them a little e-mail with the questions that we ask. What did you like best? How will this help you? We just come up with a set of questions that we use to kind of guide people in writing a testimonial.

We send that out and boom! We get back 100 or 200 testimonials. We tell people, "Please put one up on Google Video if you would like to do that," so we get some videos in there. Now we have 100 testimonials for the sales letter we are going to write a month from now when we finally release the product for real.

"I have no customer service and no e-mail support of any sort on the back end."

Yanik: Thank is great. Now the ones that you massage into an e-mail, those are typically the ones that might come in haphazardly?

Mike: Whatever is good. The ones that I like to send out in e-mails I like to be long.

If someone sends me one and it is good, I will probably contact them and send it back and say, "Hey, make it longer and add value to it," and that is something that I don't know if anyone else tells their people to do because, again, it is that same rule that if someone opens and reads this e-mail, I want them to thank me that they got it. I don't want to just send them a testimonial. I want them to actually get something out of it.

I will tell John if he sent me a testimonial, "Hey, go back and rewrite it, and add your three best pieces of advice you could ever tell someone about building a business."

This is so they look cool as more of an authority figure in the e-mail because they are actually teaching and providing information to the reader now, and the reader gets something out of it, too, besides just a success story.


Yanik: Right, and then you just talk about which products they bought, or they talk about it.

Mike: Yeah, exactly. Then in the end I will be like, "Hey, well if you want to start getting results like John did, pick up a copy of Traffic Formula. That is the same thing he did."

We give the whole risk-free offer of 12 months money-back guarantee with nothing to risk with free shipping. You make it as simple as possible. That's it.

Yanik: Let's go back. I probably should have done this a little bit earlier, but I want to go back to the way, way, way beginning because a lot of people who are listening to this are going to have the concern of "How am I going to totally get started?"

Mike is doing great now. Seven figures, a \$5 million dollar business, but how do you go from – what was month one like? What was month two like?" What were the things you were doing back then?"



"I guess the grass is always greener."

Mike:

Lots of reading. I think the biggest piece of advice that I could ever give someone is the first thing you need to do is acquire one skill set, master one skill set.

That might be pay per click advertising, it might be social media advertising, it might be copy writing, or it might be teleseminars. Who knows? It is whatever you want to do. You just have to acquire one skill set because the hard part is making the transition from a financial stand point is getting some money coming in immediately.

"By direct linking you are running the risk that your ad won't show part of the time."

To put together a whole information product and add a shopping cart and a sales letter, that can take months your very first time. I remember writing the sales letter for Magnetic Sponsoring. I literally worked on that thing for three months because you go back and read a book, and something would click, so you would have to go back and rewrite, and it was just a huge process the very first time.

Now I can write a sales letter in two hours, but go out and acquire a skill set, and this is just what I tell my students because now you can market that skill set to other people almost like on a contract basis like you are creating a contract job for yourself that will get you financially free.

A lot of my students now went out and mastered SEO. They just got really good at SEO while they had normal jobs, but they got good enough to where they could go on a forum or come to someone like me with a list and say, "Hey, we are available to take on a couple of clients. If you have anything or need some coaching...."

Boom! We did a live event with them in Austin, and they presented everything for two days. I didn't do anything but sell the tickets to it, and they presented everything for two days, everything they had learned.

They made \$50 grand in three days for the event for themselves. They quit their jobs and boom! Now they are financially on their own. They have a skill they can sell to clients, and that affords them now the time and the money to continually develop their information product side of their business and everything else that they want to do.

That is really it.

Yanik:

That is interesting because a lot of people get so overwhelmed about the 18 gazillion things you could learn about Internet marketing and all of the different skills, techniques, and tactics involved that they kind

of are almost a mile wide and an inch deep instead of mastering it, which is what you are talking about. Your first one was copy writing.

Mike: Exactly. If you would go learn copy writing and get good at it, there is such a need for good copy writers out there that all you literally have to do is go post on the board and say, "Hey, I have availability for two more clients. Here are my rates," and whatever offer you want to give your customers.

The two most important things to me for somebody who is just starting out are how to get more available time to work on your business and learn skills, and how to get the money to support yourself, which means you have got to get rid of your job to do both.

The fastest way I know how to do it is you could literally learn pay per click well enough in a month or two to become a pay per click consultant and offer your services to marketers who need that kind of work, and you are financially independent now, you got rid of your job, and you have the time to further develop your bigger business model and your bigger ideas.

Yanik: Right, stair-step it. There are tons of local businesses that you could call on.

Mike: Yes. That is how I would do it if I had to start over. It would be one single skill set. Ignore everything else that you see. That is probably the hardest part in our industry. There is always something new every two weeks coming out. What do you learn most?

For me, you need two things: traffic and salesmanship. You can't have one without the other. For me it would be pay per click and copy writing. If you have those two skill sets, you can make seven figures pretty easily within a year or two.

Yanik: Let's dig into the copy writing since that is where you started. Maybe if you can give a handful of the best things that you've learned since you got started, and what is really working well right now.

Like you said, it is traffic and salesmanship. Let's talk about the salesmanship part, and then we will talk about the traffic part.

Mike: Well, I started by going out and finding proven sales letters that I know worked. Yours were in that collection, Michael Fortin's stuff, Dan Kennedy's stuff, Perry Marshall's stuff, and Joe Vitale. Here are sales letters that I know are making money.

I would literally print them all out, put them in a binder by author so you had a chapter in my binder, Fortin did, and everybody else. Then at night I would literally just sit at my desk and hand write sales letters. I would just copy them by hand.

Really what that did is it embedded the kind of working used, the language, the rhythm, and the phrasings of all of these sales letters into your head. It is like hanging around a friend with an accent. Within a day or two you start sounding like them and talking like them, and it drives you nuts, right?

It is no different when you are writing out these sales letters. You just start to talk and write and sound like copy writers that make a lot of money. That is literally how I taught myself. It just kind of became an innate skill.

If you told me to write a book on copy writing, Yanik, I couldn't do it because I don't know how to describe it like you do in your course and break it down. It is just an innate, subconscious thing. You just start typing, and it happens at this point.

Yanik:

What you said is one of the ways that I learned, too, literally studying some people's letters that I thought were magnificent, and I knew they worked. You are right; that definitely embeds it in your head. That is for sure.

Right now when there is a new product, what is the first thing you are thinking about? Are you thinking about a hook or an angle for the product, or are you thinking about the headline and how you are going to make this different? What is the spin that you are thinking about?

Mike:

I kind of try to let our audience decide that now. Whenever we are thinking about releasing a new product or maybe we already released a product, and we want to know what people's hot buttons are about the subject matter like what their biggest concerns are about pay per click advertising or what they want to know about most, we'll just ask them.

The first thing we do is send out a survey via e-mail and ask them what they are interested in most or what their fears and challenges are, and if they could learn how to do anything, what would it be?

We really don't try to get in their heads anymore. We just ask them and kind of use that information that we get back to kind of craft it. You know, it is funny. Headlines, of course, are always important. There are all the pieces to the puzzle.

Right now we have really focused on the difference that visual layout makes and split-testing different kinds of visual layouts. People have

*"You can do
a lot of things
wrong and still be
successful."*

seen so many sales letters these days that we kind of wanted to start doing something a little bit different as far as layout goes so it doesn't look like a sales letter.

Maybe it looks more like a content piece or an article, or it is one single page versus is it broken up into multiple smaller pages?

We have been doing a lot of split-testing with the prices, the offers, background colors, graphics, font, and it makes a huge, huge difference that most people would just be shocked by.

Yanik: Any of them that you care to mention?

Mike: It is funny because it always changes. Just when you think you have found the common denominator that you can say, "Okay, this font works best. I am going to apply this to all of my sales letters. This background works best. I am going to go apply this to all of my sales letters," it ends up not being that way.

For example, we have tested background colors on our Magnetic Sponsoring e-book and our Building on a Budget e-book, the same colors, and we have one color winner for Magnetic, and a completely different color winner for Building on a Budget.


Yanik: Is it the same marketplace?

Mike: Yes, it is the same marketplace and very similar books. There is the same product being e-mailed to our list everyday via autoresponder, so everybody is seeing these things, but we are getting completely different results.

It is like one of the things that we have done on our capture pages is put a stupid little red bouncing arrow that is an animated GIF that just bounces left and right and points at the "submit" button. We did that and it bumped up opt-ins by 15 or 20%.

I don't know if you have ever noticed, but you tend to see little red bouncing arrows on all the Internet marketers' stuff now because we shared it with a couple of the guys.

So that has worked for a while, and now we are trying something different. For me it is just all about conversions. The sales letter, writing it for the first time is the hardest part. I don't know



*"I believe in keeping
the AdGroups very
targeted."*

if there is ever an easy way around that other than to hire a real copy writer who does it for a living, which is what we do now. I don't even write our sales letters any more.

"Over time, you want to keep pushing that limit."

Yanik: You are outsourcing that. Do you get the final approval, and do you look it over, and punch it up or so you just literally just let it go out?

Mike: It takes him about a month. We'll send him our product, and he'll go through the product literally three, four, or five times and do sort of very thorough research on it and on the market.

Then he will send us the rough draft of the letter basically, and that is really all we want. At that point I do like to add my language to it because as you build a relationship with the people on your list, they will recognize instantly whether it was you who wrote a piece in an e-mail, the sales letter, or if it wasn't.

I can't trick my people. They know if I wrote an e-mail or a sales letter or not instantly. They go, "You didn't write that." I am like, "Yeah, you are right."

I do like to go in and add my verbiage and my personality to it a little bit, and then we clean it up and we hand it over to our Web designer, and he adds all the graphics and that kind of thing.

Ben, who is our copy writer, gets 95% of the hard work done for us. Then we go ahead and clean it up and tweak it and make it live. That is how we have been doing things recently and then start the split-testing process of course.

Yanik: Okay. Let's talk about the other side of the coin, the traffic side of the coin, so I am starting out. You talk about pay per click. Is that your favorite method for someone who is just getting going?

Mike: Without a doubt. In my mind it is the only traffic source you ever really need to make at least six figures in this industry. I like it best because it forces you to learn all of the other lessons that are important in marketing which are split testing because you are going to split test your pay per click ads; copy writing because you are going to have to figure out a way to create a kick-butt ad in so many characters of space and three lines of space.

It is going to teach you how to do market research and figuring out what keywords to use and how to track things and figure out which ads are leading to sales and which are not.

Not only do you get instant traffic from it, and that is the great thing about it is it is instant – you can turn it off or on immediately. You don't have to wait a month or whatever if you are going to do offline advertising or magazine advertising or whatever. It is instant results and interesting feedback. That is the best part about it.

Again, I like it because it forces you to learn all of these other skill sets that you are going to have to. It is a truth teller, man. You don't have to sit there and submit 50 articles and try to get organic search traffic before you figure out if anything works.

You will know within hours or 24 hours if what you are doing is working or not. It speeds up the process immensely.

Yanik: A couple of resources that people can go and check out and learn on their own?

Mike: Yes, I have always recommended Perry Marshall's stuff. That is where I learned pay per click from: www.PerryMarshall.com. His e-book there is a fantastic place to start. It is extremely thorough and probably one of the best courses I have ever seen on it.


Yanik: You guys have a pay per click product now, right?

Mike: We do, man, but it just is not live yet. Like I said, we don't even have a name for it. It is a work in progress. I appreciate that, but I don't even have a sales letter or anywhere to send anybody for it. It will be available at some point.

It is nice these days because we did our entire product in video using Camtasia so people literally follow along with us. Back in our day we had to read Perry's book and kind of go off and do it on our own.

Now people can just watch us and follow us click for click and see what is happening. The courses and tools that are available these days as opposed to even just two years ago is vastly improved.

Yanik: What is your take on – keeping in the pay per click stuff either with Google or MSN or Yahoo, they are roughly the same. What is your take on if someone does a little research and they figure out, "Well, there is nobody searching for what I want to sell."



*"Just keep testing.
Don't assume
anything."*

Is that a dead duck to you, or should they advertise it a different way? There is the push and the pull strategy where I could push out ads on People.com or something for whiter teeth, but I might not always be searching for “whiter teeth.”

“It’s a great lifestyle and the income is good. I can’t really complain.”

Mike:

I am not exactly sure if I get the question, but we are just very, very, very specific. That is the nice thing again about pay per click is you can try lots and lots of things, and you are going to know instantly if it is working or not.

We are very specific, and we just look at the numbers. Are we making money per click, are we breaking even, or are we losing money? We kill the losers and keep the rest, you know?

We are always expanding the campaign and trying new AdWord keyword groups, new markets, and things we haven’t done before. It is great. Some win; some don’t. That is all there is to it for us.

If the other side of your question was whether or not you have an idea for a product, and you go and do some research on it, and you don’t see any adds for similar products or competing products –

Yanik:

We are not seeing many people searching for whatever I want to sell.

Mike:

I probably would not go into that market then. That is a pretty good indicator to me that there is probably not a lot of desire for the product. I would rather go find a product that is proven successful.

Let’s just take Magnetic Sponsoring for example, how to generate leads and how to build an MLM business right. Obviously, it has been selling great for three years now, so there is a market for it.

I would just do what some other people have already done and create a competing product or JV with someone who can create the product for you, and you can market it for them, or whatever you want to do.

It is much easier to go into a market where there is already a ton of buyers and just tweak it whether you are just tweaking the offer, tweaking the angle coming from a slightly different angle than somebody else but similar content, similar solutions, similar benefits, you know?

Yanik:

I agree. I am always excited when I see competitors, and that proves that people are buying.

Let's talk about one thing that you do really well, Mike, and you do a good job on your launches.

Do you want to talk about that a little bit? You have shared some numbers with me in private, and we don't have to necessarily have to share them here if you are not comfortable doing it.

There have just been launches where there are a couple of days of just making massive amounts of money. Maybe if you could talk about just some of the concepts that you think about for how you get that out there, and how you generate the big dollars quickly.

Mike:

The first launch I ever did like a real launch was from MLM Traffic Formula which was kind of a high-end product. I think we were selling it for \$497 at the time. It was a big binder. That was my first real product launch.

I had written Magnetic Sponsoring, and that was pretty much it. That was the only thing I was selling at the time, but I had all of this great content that I wanted to put down, so we decided to make a big product, high end, and do a product launch.

I have to always give full credit of course, like everybody does to Jeff Walker for putting together Product Launch Formula because that course is a must-have for anybody's career in this industry.

I really just followed his formula. I had the anticipation-building e-mail series, a countdown timer to the big event, some kind of scarcity involved with limited quantities or a small window of time to get a discounted price, or whatever you want to do. Those are the real important elements to it.

We did, I think, \$354,000 in a week, seven days, which was pretty darn cool, you know? I think all I did was send out four e-mails to make that much money.

I have to say that more than anything else, if I had to pick a reason for why my launches are as successful as they are, it again comes down to the relationship with the list and the rapport that I have built with them.

If it wasn't for that, then I just don't think no matter what you do, you are not going to have a very successful launch. If all of the work in relationship building has been done the previous two, three, four, five, or six months, that really makes the launch successful.

Yanik:

It is planting the seeds and then harvesting.

Mike:

Yes, and it is not necessarily even talking about the upcoming product or mentioning it. It is what do you do on a daily basis to serve your people and to build a relationship with them? That is the tending to the crops, I guess you could say.

Then when you decide to do a launch or have an idea for a product, or it is completed and you want to do one, then 90% of the hard work is done.

It is like the pay per click product. We didn't have a launch. We didn't have a time or sales letter or anything. Literally there was no anticipation. Nobody even knew it was coming.

I sent one e-mail and said, "Buy this, you'll like it. If you don't, I'll give you a refund." That was it. "You have nothing to lose. Here is the order link." We sold 300 of them in an afternoon for \$200 a piece. It is just because that relationship is there.

Yanik:

Okay. That makes sense. Let's move into a couple of the other topics and talk about the stuff that gets me really excited which is having fun in your life and not having an ordinary life, being extraordinary. What is your take on that?

Mike:

Extremely, extremely important, and it is so easy when you are just getting started in building a company to live, eat, and sleep your business, and whatever you have to do to get it to where you want it to be. I don't think I took a vacation or trip of any kind for three years until I joined Maverick.

That Baja trip, the very first Baja trip we did I think was my very first vacation I had taken in years. I was just busy working, man. It is definitely an eye-opening experience.

I couldn't have picked a better trip because Baja was perfect because you are out there in the middle of the desert. You don't have a cell phone, you don't have a computer because none of that stuff works.

It literally was a five-day exile away from all of that stuff. It was the very first time for me to be away from e-mail and the phone for more than a day. It was freaking great!

If things are burning down or falling apart or whatever, there is nothing you can do about it; you are in the middle of the desert. There is literally nothing you can do about it, so you might as well just have a beer, relax, and have fun.

"There is value in misspellings but I don't put effort into that."

That was great and pretty eye-opening for me because I come back, and everything is fine and doing just as great as it was before I left. Travel definitely became a priority in my life, and that is really what for me personally life is about now is experiences.

How can you experience the best cars in the world, the best hotels, the best food, the biggest adventures, because why else is all that here, right?

That has been kind of the driving force in my life at this point. I spent the last four months literally traveling. I got home last week for the very first time after Baja in four months. My desk was completely covered in dust and every piece of furniture in my house. The fridge was empty and that was great!

The lifestyle that we are afforded with this kind of business is amazing. We did our trip in Aspen for Maverick, and I stayed there, came in three or four days early, actually a whole week early. I met Lance Armstrong and had dinner with him randomly at a sushi restaurant.

Yanik:

I was just about to bring that up because that is an interesting little side note. You saw Lance at a restaurant, and most people would have been like, "Oh, wow! There is Lance Armstrong."

Mike:

It is funny. I used to race mountain bikes professionally, and I raced against him one summer years and years and years ago before he had cancer. One of my goals in life, which I am actually going to follow through and do this year, is to go see the Tour de France.

I have had Lance's autograph in his book and an autographed helmet on my shelf for years now, so he has definitely been an iconic figure in my upbringing.

It was cool to run into him, but the last few months at the beginning of the year I had this constant thought going through my head that I would really like to do an event with Lance to raise money for his charity, for the Livestrong Foundation.

I thought it would be really cool if we could get him for an event to come in and speak for an hour about mindset, his attitude, and how he prepares to win, and just the drive that the guy has. He just takes everything to a whole new level, and just to have him come in and speak to that from a business perspective.

Obviously our goal is still to raise \$100 grand for him that day for Livestrong. I didn't know how to get in touch with the guy or how I was ever going to make that happen and boom! I am sitting in Aspen by myself at the sushi bar having dinner and listening to my iPod.

He is back there in the corner and hanging out with a couple of friends. The bartender pointed him out. I said, "Cool, man. That is awesome."

How can I take advantage of this opportunity really because you don't want to be that dork that goes up to a celebrity and says, "Hey, I love you," and drool all over them and piss them off because they want their privacy, right?

I basically told the waiter, "Hey, I would like to pick up the tab."

He is like, "Huh? Okay." So he went and asked Lance's waiter if that was cool and asked Lance if that was cool.

Lance was like, "Alright, no problem."

The waiter comes back and says, "Yeah, you can, but 'I am not sure if you want to.'"

I said, "Why is that?"

He said, "Well, it is not cheap." For Lance and the three friends he was with, the tab was already up to \$1800 bucks.

"It doesn't matter what it costs. No problem." I gave him the AmEx and paid for dinner.

The waiter came over and said, "Hey, they would love for you to come over to the table and hang out." They invited me over to the table, and we had wine and dessert and hung out for a while.

We talked about adventure travel and the race, and what he has going on with his kids and stuff. One of the guys that he was with is actually the owner of Bar Six here in Austin which Lance owns as well. So I got his info, and it was a door-opening opportunity for the charity stuff I had been thinking about all year.

It is weird how things happen like that.

Yanik:

I think it is great. Like I said, most people would sit back and say, "Hey, guess who I saw at the bar? Lance Armstrong."

Mike:

You've got to go make it happen, man. Especially if you have been thinking about doing a joint venture, one of our goals for next year is we are going to be starting a new Internet MySpace-style community forum for the alternative health/alternative energy world.

One of the big head honchos on my contact list is Al Gore because I would love to do something with Al Gore as far as that goes, have him be a spokesperson or whatever it may be.

I am not sure how we will make that happen, but I am sure I will find my way into his presence at some point, but when you find yourself there, you've got to do something about it and have the guts to do it. All he can do is say no, and then you are back to where you started.

Yanik:

That is exactly right. That is one of the things that I think keeps people back.

You said for the first three years you worked like a dog, and you never took a vacation. If you were going to give someone advice right now, would it be to do that same kind of thing, would it be to really just focus in on your business to grow it and then take some time off, or would it be to have a little more balance?

I don't think there is a right or wrong answer here. I am just curious in your opinion.

Mike:

I think in the beginning you have to kind of strike when the iron is hot. When you've got momentum going, you just keep it going until you reach your goals, so it is not a big deal to me if someone wants to work like a dog the first year or two because you have to make it happen.

That is fine, but when the time comes, you do need to take a step back and reprioritize your life because other parts of it are going to become neglected.

You may not be here tomorrow. I may not be here tomorrow, so you've got to make the most of it. In the end it doesn't matter. It is all pointless. When you are dead it is the most trivial, stupid thing in the world, you know?

The whole point of your business is to make sure you can enjoy the rest of your life, so you've got to make that a priority. What I am really going to do now is for '09, I am going to be working for three months and then taking off month, and I am going to go spend that month doing something global in other countries, other continents, and come back and really do it by three month projects.

Here is our goal for what we want to have done by the end of the next 90 days. Work like crazy to get that done over the next 90 days, and then boom! Take off for a month and not even think about business.

That is how we are doing it. I love the context of Maverick

*"It's really endless.
There are probably
over a million. I think
ClickBank has 20,000
alone. It's just endless."*

because it is almost like a forced vacation, but you are still getting a little bit of work done, networking with the other members and learning from each other. At the same time you are getting a vacation, so it is almost like you are getting to do both, and it is a perfect marriage of the two.

I am going to be on almost every Maverick trip this year: Iceland, Hawaii, and I don't even know which ones are planned at this point. Most of them, the Great Whites, wine country....

Yanik: We are changing a few things, but you will get the new calendar.

Mike: Okay, cool.

Yanik: We are learning about some things that are and are not possible or aren't going to be as good as we thought like for Great Whites. There is only a 50% chance that we see them in San Francisco, so we probably are not going to do it there and things like that.

That is interesting, and I love the way that you have gotten bigger and bigger with your adventures. Correct me if I am wrong, but this is the way it has happened in my life. It has been where you get more freedom, you get more resources at your disposal, and what you thought is possible just broadens.

You are saying you'll work three months and then go take a month off. Would that have even been in your thinking when you first started?

Mike: I can see how it would have been in the realm of possibility, but I don't think it would have been in the realm of practicality. Fortunately now I've got a great team of guys that work with me, and they can handle the day to day business stuff for me. I now have the ability to go do that.

At the same time, I think a lot of it honestly has to do with the fact that there is someone like you who is coming up with all of these crazy ideas that I probably wouldn't think of or pay attention to if I'd seen it, and you go through the trouble of making everything happen, and then I just show up which makes it extremely convenient and that much easier to do.

It also is kind of like putting your toe in the water and slowly getting in. Baja is one thing; we go do the Baja 1000, and now I've got plans to – this is the perfect example.

We actually booked a condo in Whistler, British Columbia, through February and March for a full month, so I am going to go up there for a month, ski a day and work a day, and my employees and team mates are going to come and pop in and out of the condo for a week at a time.

We are just going to go work and play. “Yeah, it’s winter time. Let’s go get some skiing in, and instead of rushing for a week, why not take a month off? Get a place for a month and work there.”

Yanik:

What would you tell someone who isn’t at the level of income that they would qualify for Maverick, or they think they can get away. Maybe they are just starting off if they want to dip their toe in the water and be more adventurous and live life and have a little more fun?

Mike:

Oh, man, I think the most important thing you can do is when you get an idea, you have something that you want to do, and it is within your realm of financial responsibility is that you literally do it. The only way it is ever going to happen, in my personal opinion, is you are at the point where you are picking up the phone, and you are booking the hotel or buying the plane tickets.

The sooner you can get yourself to go ahead and do that, the better, because it is so easy to let other things pop up on your calendar and put it off until tomorrow. It is just never going to happen that way.

I booked right after Whistler, we are going to Machu Picchu to hike up to Machu Picchu in Peru for four days with some friends. Then we bought tickets for the Trans-Siberian Express, the longest train route in the world from London to Moscow to China.

I don’t even know if I can go or not. It is at some point in ‘09, and I don’t know how it is going to fit into my schedule, but I bought the tickets. It is consciously, on a day to day basis, going through my head, and that is my goal to go and attend that.

It just has to become a priority.

Yanik:

That is perfect. I totally agree that it has got to become a priority, and you just have to go out there and make it happen.

Do you want to talk about something else, this is before we got on the phone, and you don’t have to, but the way you are paying for one of your ventures next year? I just think that is another creative use of brainpower.

Mike:

Yeah, so we just finished the Baja 1000, and for our team of four guys to do that, to get the car, the accommodations, the support that we have through Wide Open, and it is really a

“My income is pretty steady; it doesn’t fluctuate much as the months go by.”

five-star turnkey deal. You show up and you get to race the Baja 1000, right?

It was close to \$90 grand divided by four people, and we just paid for that out of our pockets as a company. We want to do that every year. That is just something that everyone wants to do, and how can we do that next year?

If I do something fun, how can I find a way to pay for it, which is probably what you told yourself about Maverick when you thought of the idea of that, right?

So we were thinking to ourselves, "Oh, man. We had a blast on the Maverick trip to Baja. We love it. It is a passion of ours, and there is a good chance that some of our students would love it as well, some of our customers."

So we decided to, spur of the moment, when we got back from the trip, how can we pay for next year's trip? Let's just make an offer to our list. "Hey we are going to take ten people down to Baja for a four-day trip with three days of driving. Everything is included.

Just buy your plane ticket to San Diego and get there, and that is it; everything else is taken care of. The price is \$10 grand, and we'll pay for the Baja trip out of our pocket," and basically the difference is several thousand dollars that we'll keep as profit.

Basically, if we did two of those trips a year, we would more than pay for the race next year.

It is not a bad deal because I don't make myself available to my customers or students personally. I don't have a coaching program; I don't have a mentoring program. Access to me is extremely, extremely hard to get.

This is pretty cool for those people. It is quite a deal. My friend Jay and I, between the two of us, we both do eight figures between the two of us in our industry, and we are both in the same industry. We are probably two of only ten people who make that kind of money here.

It is a pretty darned good deal to come out and hang out with us for four days straight, no distractions, no nothing, and sit by the fire after driving all day, talk about business, answer their questions, have a beer, and just full access and establishing a relationship. A friendship with us for ten grand is nothing.

Yanik:

It is a great example of creative thinking. Instead of saying, "Shit, I can't afford \$90,000 to go do the Baja." You can, but you would rather get somebody else to pay for it, and you are also providing incredible value for them.

For the people listening that can't imagine – I did the same thing for my Virgin Galactic flight.

Mike: That is what I was just going to bring up, yeah.

Yanik: What can I do that would pay for my \$200,000 ticket because Missy was like, "You are not pulling that out of our savings."

I was like, "Okay," and I thought of a creative way that provided tremendous value for my customers to do that.

The point I want to make there, and I think it is a great one, is the creative thinking part. Even if your adventure is \$900 or \$9000, just figuring out the way to get somebody else to pay for it but at the same time making sure that they get incredible value from it.

Mike: It is the best! Those are the best situations to be in. When you have something that you really, really sort of want and there is a deadline for it, it is like "How can I make \$100,000 by next week?"

I have literally put myself in that position several times. Last year I was like, "I need to make \$100 grand to do what I want to do in the next seven days. How am I going to do that?"

Literally, that is all I had from zero with no product prepared, no sales letters, nothing to do and no ideas in my head whatsoever, how am I going to get \$100,000 in my pocket in seven days?

The next day I had an idea: all I need to do is hold an event where I get 20 people to come and pay \$5000 each.

Yanik: Yep, absolutely.

Mike: What can the event be about? I decided to teach a subject which was how to create replicated viral marketing systems which I am one of the best of in network marketing.

It is not something you can create a product about and just teach to everybody because it is something like company owners want, so there is not a lot of people out there. It was perfect because I am like one of the best in the world at that.

"the Big Three are definitely suitable and worthwhile to look at."

I sent out an e-mail: "Here is what you are going to get. Here is the hotel. Here is what you are going to learn. It is \$5000, and it is only 20 people. That was it, boom!"

It took like three or four days to sell it, and at that point I had to actually start writing all of the content, book the hotel, and actually put the event together because at that point the event didn't even exist. It was just an offer in an e-mail with an order link.

Yanik:

That is perfect. You had the intent and the deadline, and it is perfect in that people need to take that away. You guys listening put a start around that in your notes.

There is one last section that I wanted to cover with you. I don't think you and I ever really talked about this. I am interested in your thoughts on it.

I know that there is something there because you were talking about Lance Armstrong's Livestrong Foundation, and that is part of our triangle, our interlocking circle, or whatever you want to call it, to either give forward or give back more or whatever way resonates with you. What is your take on that, and how are you doing it?

Mike:

I have to be honest. When it comes to that, I am in a student phase for sure. Basically I am learning from your example and Jim's example, and all of the other guys in Maverick, Frank McKinney, and stuff that I have been exposed to because it is not stuff that I have been exposed to in the past.

Charitable giving in my family has been tithing to church, basically, and that is about as far as it ever got.

I understand the importance of it, and I understand the concept of it. Now I am finally, as of this year, in a position where I can actually do something that can make a difference.

It is a very new realm for me, to be quite honest with you, but it is great to be around guys like yourself and the other people in the group who have been doing it for a long time and they get it. I can learn from their example and what can come from it. That is definitely going to be a priority for us as a company in '09.

Either at the end of '09 or the beginning of '10, we already have plans to set up some kind of foundation. We haven't actually decided what we want to target yet as far as the charitable group that we want to benefit or what the goal is, if it is going to be educating young people, or food, water, or whatever.

It may be in third world countries, but that is going to be a big part of it. That is going to be a big part of the green company we start next

year, too, is how alternative energy is really focused on the less-fortunate people in the world when it come to nutrition, health, and clean water and things like that.

That is why I want to get Al Gore involved and make it as big of a thing as we possibly can. I am sure we will be donating quite a bit of net profit from the company just from day one to the planned event from that company.

Yanik:

To build it into it. That is great and very candid of you to talk about where you are in that.

I am nowhere near as far along as a couple of guys that you mentioned; Jim Spano, who is part of our group who I look up to for his philanthropy, and Frank McKinney who we brought in who does incredible things with building houses in Haiti. There is always room for improvement there, and the fine role models that are doing so much.

Mike:

It is great because up until Maverick, it hasn't been part of my reality, to be quite honest with you. It just hasn't been that way.

Now that it is, and the fact that you get to network with people who have the means and the connections to do really, really big things in the world, the opportunities are vey cool.

You get a group together like Maverick and say, "Hey, let's go do this," then man! Look out, right?

Yanik:

Absolutely.

Mike:

So that is very cool.

Yanik:

Mike, so people want to check out your stuff. I know you have a personal blog at www.MikeDillard.net where they can check you out. Where else can they get on your list or stay in touch with what you are doing?

Mike:

www.MagneticSponsoring.net would be good as well. The social community that we have put together, if you are into building a home business or are kind of just getting started in this world and you want to connect with other people who are going through the same process would be www.BetterNetworker.com, and that is kind of a Facebook or a MySpace for home business owners.

"You can not show all the time and still make a good living at this. It's amazing."

There is tons of great free information for people there. It is a very active forum, so if you have questions, just jump on there. There is a whole group of people who will be happy to help you out.

Yanik: Say those one more time.

Mike: www.MikeDillard.net, which is my blog, and www.MagneticSponsoring.net, which is my newsletter for our products, and then www.BetterNetworker.com for the social networking site.

Yanik: Perfect. Any last piece of advice or just a takeaway that you would leave people with?

Mike: Oh, man! I want to give something great and different and unique and the secret that no one has ever given. I will give it on Yanik's call, right?

Yanik: You have already given a lot of those. I really love a couple of them.

Mike: It is like we talked about at the beginning of the call when I was in California. You just got to do what you got to do, and if it is not a priority – Guys that make it, we all have something in common, and that is that we are obsessive.

When you have a goal in mind of something that you want to accomplish, we are all obsessive about it. That is all we think about and all we work on until it gets done.

If you are not like that, then I don't know what advice to give you. If you are like that, you are going to be successful. It is just a matter of when.

The only way I know to speed up that process as much as possible is don't be shy about spending money on books and courses from guys like myself or Yanik.

Go to events and meet guys like us in person. Until you do, you are not real. You don't exist to us; you are just a name and an e-mail.

That was my goal, Yanik, at Underground the first time was to meet you in person. Until then, who the hell is Mike Dillard? But we hung out and had a couple of beers together and have been friends for almost three years now. That was because I went to your event.

"I had to commute about an hour each way back when I was working a real job. I don't miss those days."

That, to me, is the two most important pieces of advice that I can give to people. You can't make it in this business alone. You have to become a member of the inner circle, as I guess I would call it. The only way to do that is if you come out and hang out with us in person and get to know us.

Yanik: That is good! That is good, and I think it goes back once again to taking action, just like it goes back to seeing Lance Armstrong in the bar and seeing the e-mail sitting just behind your desk.

It is going out there and taking action and putting a little of yourself out there, risking a little bit of yourself.

Mike: Yes, absolutely. It is more fun that way.

Yanik: Absolutely! Alright, man. I definitely appreciate it, and I think people should go and check out your sites.

You are doing some really wonderful stuff, and as always, it is great seeing you on the trips. I am sure I will see you soon.

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