

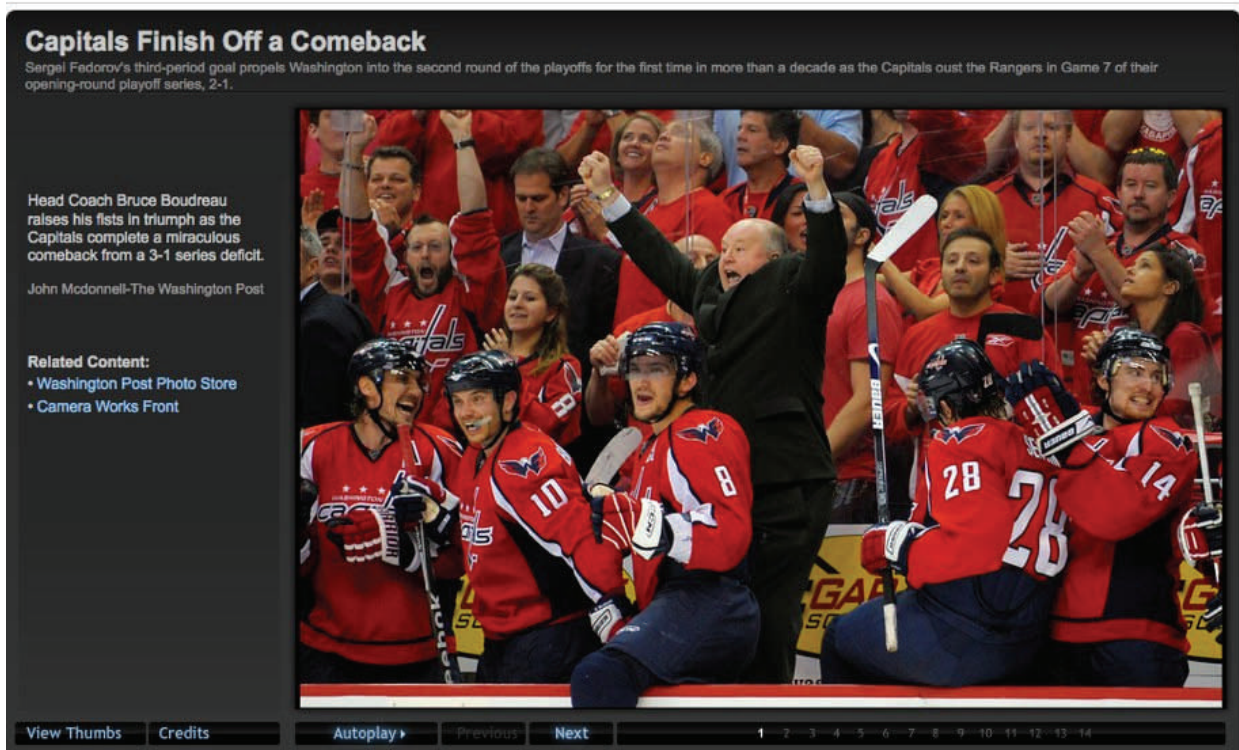


Yanik Silver's **UNDERGROUND® SECRET SOCIETY** **DOSSIER ISSUE LV**

It's that time of year again...the Capitals are going to the playoffs, and as I write this we're up 3 games to 1 in our first round match-up against Montreal. It's been an amazing year with the Caps actually favored as the #1 team to beat.

Last year we fell in the second round to Pittsburgh, who ultimately won the Stanley Cup (arg!).

But before that, we had a pretty amazing come-from-behind victory in our first round series. Here's a pic from the game #7 win against the Rangers last year. If you look closely behind the bench you might catch a glimpse of someone you recognize. ;)



I got front row seats to for my wife, Missy, my brother, Adam and my pops, Joe. Missy wasn't exactly thrilled since it was her birthday - she thought they'd lose and her birthday would be

ruined. The Caps had to come from behind 3-1 in the series to win it.

I brought my dad as a present for taking me all those years as a kid and fueling my love for the game (I still pay 1x a week in a men's league).

And this season as a little 'gift' I set-up a surprise meeting with the Caps owner, Ted Leonsis. It came about after an interview I did with Ted on his new book "The Business of Happiness." (If you haven't heard the interview yet you should take a listen here – www.maverickbusinessinsider.com/call-ted/)

Here we are in the owner's suite:



Yanik, Bob Patterson (works for my Dad), Ted Leonsis, my dad, Joe and my brother, Adam

Creating Unique Experiences for Others...

I always like being able to surprise him with something crazy like that. Actually the last time was about 2 years back when Joe had been threatening to take flying lessons for nearly 3 years.

He's got a bit of an adventurous spirit that's been squashed somewhat by my stepmother, Adela. She'll say, "**Joseph, don't be stupid. Only Yanik can do such stupid things.**" Or,

“You’re not a young man anymore.” Of course she means well but she’s got to be the biggest worrier on the planet.

Seriously. If Missy and I don’t answer our phones she automatically thinks the worst. Or if I call and don’t leave a message – she checks caller ID and wants to know what’s wrong. I don’t get it – but whatever. So anytime the subject of flying lessons came up – Adela would promptly shut it down. Fine.

I was reading a book by Phil Keoghan called “No Opportunity Wasted.” Phil and I must share a little bit of the same DNA because the guy is a pretty amazing adventurer and his book is designed to get people to get off their butts and go experience life to the fullest. (You might recognize Phil because he’s the host of the Amazing Race TV show, and if you know him we’d love to get him as an icon guest for a Maverick trip.)

One chapter in the book presented the question about what dreams you could make come true for someone else you care about. I immediately thought of my Dad and got to work on my plan to ambush him. I told him I needed a ride to the private airpark on Saturday because Missy couldn’t take me, and then I made up some excuse about not being able to leave my car there for a week. I said I was flying private to Vegas for my Mastermind meeting.

One of my hockey teammates owns a Cirrus 4-seater jet and one of my other hockey teammates is a pilot so the trap was set. I could tell he was a little annoyed at having to pick me up at my house and drive me over there. We pulled up to the tiny airplane and Joe asked me in his thick Russian accent, “Are you sure you’re going to be ok in this to Vegas?”

And I turned right around with a big smile and told him, ***“Actually hopefully you’ll be ok in there.”***

I don’t think it quite registered, and then I told him this was his first flying lesson for his birthday (which was the next day). He kinda stood there for a moment wavering and deciding whether he should follow his heart or do what his wife would want him to. He took about 5 seconds and said, “Let’s go.”

Even though Missy told me I shouldn’t get in the plane with him, I thought better of it and jumped into the backseat. I was a tiny bit worried because Joe couldn’t hear Brian (the pilot) in his headset telling him to NOT touch the pedals. Yikes! But he got the headsets figured out and Brian even let him take off and land (with his help of course).

Once we landed, Joe gave me a hug and told me what a surprise it was and thanked me repeatedly for making it happen. My step-mother, Adela, had called his phone several times trying to track him down, and he got a bit of an earful from her (and so did I). But I wouldn’t have changed a thing. That element of surprise and letting people experience their dreams was so rewarding. It’s well worth setting something like this up for someone you care about. I think you’ll be amazed at the response and how it makes you feel. Personally, I get incredible joy and a sense of accomplishment when I knock things off my own “Big List,” but this was a different feeling helping my Dad get one of his done.

Do you know what this is?

It's a round "tuit."

And we all have things we plan on getting around to (get it - round tuit?) but somehow they slip off the radar or don't get scheduled. As entrepreneurs we make shit happen so this week your mission is to create an experience for someone you care about. Something they've been meaning to get around to or have been talking about forever. Let me know if you follow through on this.

Also, I've just finished up a new booklet to help you with your own life list including cool things you want to surprise others with. It's called "**Creating Your Own Ultimate BIG Life List**" and has a bunch of fill-in-the-blank pages for your "Top-5" in several different categories to jumpstart your progress. Download it and enjoy!



Top 5

Ways to make a difference 📌

1. _____ 2. _____

3. _____ 4. _____

5. _____

Date _____

Download it now for free and pass it along!

<http://www.Maverick1Million.org/lifelist>

Finally, to close out the Caps storyline...for the last game of this season, I thought it was fitting to invite my dad when I brought my 4 ½ year old son, Zak, out for his first game. It was pretty cool having 3 generations of hockey fans there. (Though Zak only made it 2 periods.)



Ok let's get moving – some really interesting items this month...

Get Paid Before You Create Just About Anything...

I'm a big fan of starting small and testing your idea before blowing 8 months working on something and tens of thousands of dollars to discover nobody frickin gives a damn! Aaack!

One of the coolest sites I've seen in awhile is **KickStarter.com**

If you got some sort of project in mind and it has legs you can check the pulse of the market here first. It's pretty easy to get going with this –

- You just need to work on explaining the project in print or ideally in a video.
- Come up with the dollar amount you want to raise
- Date for the deadline to raise funds
- Cool and unique gifts to reward the backers (i.e. autographed copy of work, unique access, acknowledgement somewhere special, etc.)

That's about it. If the project gets funded you receive the dough less Kickstarter's 5% fees. If you don't raise the amount all the money is refunded back to the supporters.

So let's take a peek a few of the successful projects.

The screenshot shows a Kickstarter project page for "Art Space Tokyo: iPad Edition + Hardcover Reprint" by Craig Mod. The page features a navigation bar with "Project Home", "6 Updates", "218 Backers", and "6 Comments". Below the navigation bar is a large image of the book cover, which has a white background with a black line drawing of a city map and the text "Art Space Tokyo". To the right of the image is a summary box with the following information: "218 BACKERS", "\$19,129 PLEDGED OF \$15,000 GOAL", and "9 DAYS TO GO". At the bottom of the summary box, a dark grey banner contains the text: "THIS PROJECT WILL ONLY BE FUNDED IF AT LEAST \$15,000 IS PLEDGED BY MAY 1, 1:28PM EDT."

Here's one that has 218 backers and already raised nearly \$20,000. Pretty sweet.
<http://www.kickstarter.com/projects/1790732155/art-space-tokyo-ipad-edition-hardcover-reprint?pos=13&ref=spotlight>

They've done a couple really smart things. First, they've made the levels quite high instead of just donating \$5 or \$20...there are backers at the \$250 and \$850.00 level. This helps you get to

your goal quicker.

Secondly, there's a personal story behind why they are reprinting this book and what it means for the backers to be part of something special. Not only is it described as a unique piece of art but they feel like they might be part of a movement to develop new story-telling technology since the book will have an iPad edition too.

There are lots of book authors, print makers, artists, musicians, etc who have embraced kickstarter and this unique crowd-funded patron model. Here's a different project that's really getting a mail order dessert business started:

The screenshot shows a Kickstarter project page for "Opening Dessert Labs, a gluten-free foodie's dream" by Karen Goetsch. The page features a grid of images showing various gluten-free desserts like cupcakes, cookies, and pastries. A video player is visible with a "PLAY VIDEO" button. On the right, a large green box displays the progress: 41 BACKERS, \$1,664 PLEDGED OF \$1,000 GOAL, and 39 DAYS TO GO. Below this, a dark grey box states: "THIS PROJECT WILL ONLY BE FUNDED IF AT LEAST \$1,000 IS PLEDGED BY MAY 31, 6:56PM EDT." At the bottom of the green box is a button that says "BACK THIS PROJECT OR SIMPLY LEARN MORE".

This has 39 days to go (still awhile) and has already exceeded it's minimal \$1,000 donation goal. I definitely think they'll hit \$5,000 or more. Here are a few of the pledge benefits:

The other thing I really love about this model is the kind of stories it creates from the first backers of any project. I'm always talking about how to create stories for your marketing message to get passed along. And by having your customers feel like they are on the inside and truly part of the start-up like this creates that. When they get their beautifully reprinted book or first selection of gluten-free deserts – won't they talk about it? Absolutely!

Poke around KickStarter.com a little bit to see some of the funded projects and then go ahead and start your own for any crazy idea to

- PLEDGE \$100 OR MORE**
All of the above + name in credits page as patron
51 BACKERS
- PLEDGE \$250 OR MORE**
LIMITED REWARD 20 of 31 remaining
All of the above + signed hardcover edition + limited edition Art Space Tokyo TENUGUI (traditional Japanese wrapping/utility cloth)
11 BACKERS
- PLEDGE \$850 OR MORE**
LIMITED REWARD 8 of 10 remaining
All of the above + original drawing by Japanese artist / Art Space Tokyo illustrator Nobumasa Takahashi
2 BACKERS

- PLEDGE \$50 OR MORE**
One LARGE Box of delicious, gluten-free desserts, a sample of cupcakes, cookies, brownies, and a special treat!
7 BACKERS
- PLEDGE \$100 OR MORE**
LIMITED REWARD 43 of 50 remaining
Six Month Dessert Subscription! Try out new flavors, and get a treat once a month. 6 SMALL boxes of delicious, gluten-free desserts, one each month for six months.
7 BACKERS
- PLEDGE \$400 OR MORE**
LIMITED REWARD 25 of 25 remaining
Twelve Month Dessert Subscription! 12 MEDIUM boxes full of delicious, gluten-free desserts, one a month for a year!

see if it'll fly. You never know!

You don't have to just use Kickstarter – you can always go direct to your customers or list with a 'pre-creation' offer. I did this with an ebook I had about 75% done all about broadcast faxing – but getting the orders coming in helped motivate me to finish it.

Here's another example of a boutique manufacturer who is only going to manufacture their 100x100 lamp if they get 100 customers to pre-order it. (The light is EUR100 hence the 100x100 name.) More info at: www.danielschipper.nl/projects/100x100/



Authentic Altruism or Quick-dry Charity make-over

It's been incredible to see so many new companies and products adding charitable components to what they're doing or even being created as a socially conscious capitalistic company. I love it and I'll keep reporting on cool developments in our "Give More Back" section...

Sometimes though, you wonder if companies might be doing this just for the PR value and not really for authentic reasons that resonate with their brand, their customers or the owners. For instance, I just came across a campaign for Kentucky Fried Chicken to donate 50 cents for

every pink bucket of chicken they sell.

Hmmm....



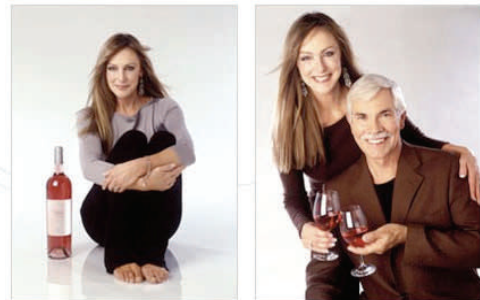
EACH BUCKET MAKES A DIFFERENCE

bucketsforthe cure.com SUSAN G. KOMEN FOR THE CURE

While I'm all for breast cancer research and help (my Mom died from breast and ovarian cancer), I don't see the connection. And I'm not the only one. I've seen some snarky blog posts about how KFC is trying to use this do-good campaign to gloss over the fact fried chicken could lead to obesity and heart disease. It just doesn't fit the KFC brand and I cannot see customers really getting behind this in a genuine way. Plus, they're already seeing some negative backlash for their "good corporate deed."

If you're going to use your business to promote or support a cause there should be a personal reason. Case in point, a recent rosé wine I just had produced by former Olympian Peggy Fleming is called "Victories." Peggy went through a fight with breast cancer and now for every bottle purchased a significant portion goes to breast cancer causes. I like this authenticity, plus it really ties into the product itself, a rosé, since pink has become the color for breast cancer awareness.

Victories
ROSÉ FOR RESEARCH



Here's another interesting example that fits the product personality - Elvis and Kresse make high-end luxury goods out of discarded fire hose and other recycled material. Yup, I said fire hose!

<http://www.elvisandkresse.com/>

They've also used waste coffee sacks, scrap sail cloth, used air traffic control flight strips, parachute silk and all sorts of other industrial waste.



They donate 50% of their profits back to Firehouse Brigade charities and that fits perfectly with their brand and actual product. It's a beautiful congruent element that once again gets customers talking.

So the big questions to ask yourself are:

What causes matter to me and my customers?

What is the personality of my product, service or company?

How does what we do help create zealots to spread our message?

Here's how I incorporated my adventurous personality into a fundraiser for Virgin Unite. Me and my buddy, Mike Filsaime, joined up to do a "Fall-a-Thon" where our goal was to raise \$1 per every foot we fell out of the sky. (Oh...did I mention it was from 30,000 feet – the cruising altitude of a jet?)



Underground® Secret Society FORUM Password for April:

Be sure to check it out to discuss this month's issues, new resources or anything else just for members. A new password will be sent to you with each month's issue so only active subscribers will retain access.

Here's this month's information:

<http://www.undergroundsecretsociety.com/forum>

login: april
password: bookholder

Note: Because members receive their issues at different times – this password will be enabled for 2 months.

* * *

Check out this month's Secret Society interview!

Best,

Yanik

Underground® Secret Society Recap:

From numerous undisclosed sources, clients, friends and colleagues I've gathered some shocking and extremely profitable insights, ideas and strategies that I just can't share with everyone of my customers, my regular subscribers, or even when I'm speaking in public.

The thing is, I can't let all of these "underground" strategies out or else they may lose their effectiveness. That's why, I've decided to allow a strictly limited number of charter members into what I'm calling the "Underground™ Secret Society". You'll get:

- **Yanik's insights, ideas, hot strategies, "spy strategies", research and "Underground" secrets.**
- **Interviews with "Underground" success stories.** Not the same usual suspects and not people making their money pushing "how to make money online" info. Plus, a bonus "Millionaire Mindset" audio.
- **Web Site Critiques.** CD-rom filled with real-world copy critiques submitted by students.
- **Private closed-door mastermind meetings with me** in different parts of the country (and even the world).
- **Open Call-in Days.** Throughout the year, I'll set aside significant blocks of time only for Secret Society members.
- **First chance on "deals" that cross my desk.** From time-to-time you'll be alerted on hot Joint Venture opportunities that come to me.
- **You'll get the lowest VIP pricing for tickets to any upcoming "Underground Online Marketing Seminars" and lots more!**