

## Dear Maverick Business Insider,

Here we are at the last few moments of Summer. Zak just went to school today and Zoe is heading off for her first time tomorrow.

After the Maverick Iceland adventure it's been fun hanging with the family. We headed to the beach for a week and had a perfect routine for the kids. Morning beach, afternoon naptime for Zoe and Zak would watch a little TV while I worked a tiny bit. Then off to rides and dinner. They loved it!

It's interesting to see how far and wide Twitter and Facebook have merged into our lives because one day we decided to vary our routine and hit a water park for the kids. I sent out a tweet mentioning that and it automatically posts to my Facebook page. One of my friends from way back in the day read the status update and he happened to be at the beach at the same time and decided to hit the water park too. We coincidentally got to the same one and saw each other. I've only emailed him on Facebook and hadn't seen him in several years – but that tweet created a chance meeting.

Our little monkey dude, Zak, just turned 4 a few days ago. He actually shares his birthday with John Reese and Jason Potash has a son born on August 24<sup>th</sup> too. Hmm...odd Internet marketing connection.

Here's Zak styling on the new bike grandparents got him for his birthday:



He's pretty good on it – only crashed a few times and got back up to ride again after a “mama hug”. It's funny to watch Zak and Zoe together because sometimes they're best buddies and then other times you got to separate them like enemy combatants. My favorite was yesterday in the car when Zoe was crying about leaving Missy's sister and

Zak told her, “*Be Quiet!*”

Zoe yelled backed, “*No!*” and kept right on crying.

Then Zak told us, “*Zoe told me No.*” I probably shouldn't have but I couldn't help but laughing at their exchange. The one place we didn't need to separate them was the petting zoo we went to the other day because Zak thought it was too messy feeding the animals. Zoe loved it but she would take one tiny piece of food, instead of a whole handful, and feed the animals one at a time.



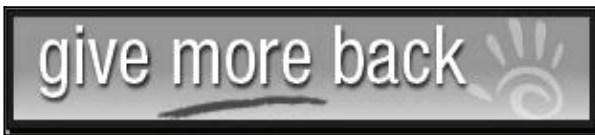
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Now with summer wrapped up, we're heading into fall with a few cool things going on including the next Maverick adventure coming up in a few weeks, the 'Totally Rad 80's Road Rally' heading from LA to Napa. It's going to be quite interesting with 80's hair, cars, video scavenger hunts and more. I'm really excited to meet our business icon guest, John Paul DeJoria.

He holds the rank of #261 on Forbes list of World's Richest with an estimated \$2.5B net worth.



He's the co-founder of John Paul Mitchell Hair Care Systems and Patron Spirits Company however he started with incredibly modest beginnings and that's part of our 'Give More Back' section...



In fact, John Paul talks about one special place that helped keep him off the streets – the Boys and Girls Club of Echo Park, CA. He spent most of this youth in a street gang around Echo Park and the Boys and Girls Club was his safe haven. He has never forgotten the fact the center was there when he needed it and has since donated hundreds of thousands of dollars back to Boys & Girls Clubs.

In line with our "giving forward" mission, Maverick Business Adventures® is contributing a \$15,000.00 donation check to the Boys & Girls Club in John Paul's name – but we'd like to do more with your help...

### Special Audio Recording Filled with Business Insights

For a minimum \$50 contribution you'll get a special audio recording available only to people who donate. Throughout the Road Rally, I'll be interviewing a few Maverick members about business top-

ics, tactics and secrets while they're getting their mullets coifed and hair feathered.

You may know some of the members attending like expert online marketers; Mike Filsaime, Brad Fallon, Ryan Deiss, Perry Belcher & Mike Hill. But you'll also hear from relatively unknown but extremely successful entrepreneurs. You'll get real-world, in-the-trenches advice and 'how I did it' info so you can follow their blueprint to wealth. Plus, they'll talk about the Maverick philosophy of having more fun and giving more back.

### Bonus for Your Charity Donation: "Incriminating Pics"

What's more, since John Paul is the co-founder of Paul Mitchell Hair Care Systems and the 80's was a decade of, um, "interesting" hair – maverick members are getting an 80's makeover! That's right, we're bringing in several Paul Mitchell student stylists and letting them go to town on our 'high-profile' members.

How would you like to see some of the Maverick members walking around in some of these do's? (Yikes!) With that small charity contribution you can...and you will! 😊



So for your \$50 donation you'll get some laughs and great business advice. Please fill out the form below to make your charity contribution to the "Boys and Girls Club of Echo Park". 100% of the funds contributed will go direct to the Boys and Girls Club and you will receive a tax-deductible receipt direct from the charity once we make the donation.

One more option: John Paul will be hosting a private presentation and Q&A session with Maverick members for approximately 90 minutes. We have never released the business celebrity icon footage except to Maverick members (who pay \$7,500.00 to join). However if you make a donation of \$250 or

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more – we'll send you the recording of his incredible success story and insightful Q&A session with our compliments once it's ready.

Please visit – [www.MaverickBusinessAdventures.com/echo](http://www.MaverickBusinessAdventures.com/echo) to help



The power of gratitude has been proven to elevate our happiness and that's what gets us into a positive state of mind.

Think about everything that went right this week. What are you making progress on? What's actually working. Because it's too easy to fall into a negative, self-defeating spiral when you find something wrong and then more and more things start sticking out about your life and business. Nobody has a perfect business or life - but by bringing positive focus to what's going well you're setting up a great week.

## How To Get More Done, Have More Fun and Make an Impact Each and Every Week

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This really should fit in all 3 sections – I want to give you a special form we handed out at the LIVE Maverick Business Insider day (btw – we're planning on more of these days so keep your eyes peeled.)

I'm giving you 4 copies of the form so you can use this for a month and see what you think. You are also welcome to make as many copies as you want and give it away – but you cannot sell it.

\*\*

### Part I: Weekly Awesomeness Awareness

It's always easier for us to beat ourselves up and think what went wrong in our business and personal lives. This isn't the spot for that. Take time to reflect on what went well!

### Maverick Multiplier™

Make More! Have More Fun! Give More!

### Weekly Awesomeness Awareness

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

What went awesome?

What can you celebrate?

What / Who are you grateful for?

What's working?  
-in business  
-in personal life

What progress have you made?

**Top 3 "Give More" Weekly Activities**

What concept, success, secret can I teach someone important to me?

How can I donate time, energy, money, or talent to a cause I care about?

Is there a small random act of kindness I can do?

**Top 3 "Make More" Weekly Activities**

What is your most productive activity?

What will have the biggest bottom line impact?

What is important BUT not urgent for growth?

What will create the biggest payday?

**Top 3 "Have More Fun" Weekly Activities**

What kind of fun can you schedule?

What kind of experience can you create for others?

How can you "weekend" the fun of regular weekly activities?

What hobbies, sports, interests or passions did I make time for?

Am I truly disconnecting to re-energize?

**GIVE**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**\$**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**😊**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Part II: Make More, Have More Fun and Give More Back Section

If you've seen any of the [Maverick Manifesto](http://www.MaverickBusinessInsider.com/manifesto) video ([www.MaverickBusinessInsider.com/manifesto](http://www.MaverickBusinessInsider.com/manifesto)) - you know this intersecting 3 circles are the things that really drive me. I think it's a balanced approach to entrepreneurship and unless we are planning and committing to creating this in our business lives it won't happen.

I need to tip my hat to [Cameron Herold](http://CameronHerold.com) ([backpocketCOO.com](http://backpocketCOO.com)) who has been coaching me a bit. Cameron is the former COO of 1-800-Got Junk and helped build that to a \$100M organization. One of the simple concepts he keeps stressing to me is creating a "Top 3" list of most important must-accomplish tasks for the week. If nothing else, you must get these done. It's a pretty simple concept but powerful. So I took that concept and instead of just being financial related let's turn the focus on all 3 areas.

So take time before the week starts to think about your 3 most important, proactive moneymaking tasks and also about how you are going to create fun in your life and what you're going to do to give. Try this out and let me know what you think.

\* \* \*

## Instant (And Overlooked) Income Producer: Your 'Thank You' Pages

Here's something that you should immediately put into action.

This concept is so simple yet most of the time extremely overlooked. Here it is - every single transaction (i.e. opt-in, registration or purchase) you should be controlling where they go next. I see so many people missing out on this golden opportunity for additional profit. For instance, the thank you page after an order might only say *"Thank you for your order- it will be shipped out soon"*.

Dumb!!

Where's that customer going to go now? We have no frickin idea - but I would doubt it's back to one of your other sites to spend more money with you. But they could (and will) and if you give them the opportunity.

What about after someone opt-ins to one of your mail lists - maybe like a priority notification list?

The page probably says *"Thank you - please look for \_\_\_\_\_ in your email box shortly"*.

Dumb...da..dum...dumb!

Another opportunity lost. Hopefully, you've got my drift my now. There are so many little tiny "profit leverage" points on your website and this is one of the easiest to increase any transaction.

Let me show you a few examples so you really get it and see how many places you can use this technique...

### Thank You Page After an Order

If someone just whipped out their credit card they are \*way\* more likely to spend again if you give them an opportunity and an incentive. I know it seems to go against common sense but the old-school direct marketing formula is RFM. Recency, Frequency and Monetary value. This is one reason why when direct marketing companies rent other mail order buyers list they are looking for "hot line" names. Those are the most recent purchasers of a particular product.

On the thank you page you've got people at their hottest point (except for upsells which we've covered in another issue)!

Here's an example of a thank you page after someone grabs the Public Domain Goldmine product. (BTW shameless plug - depending on when you get this issue there may still be a few of Goldmine available - [www.publicdomaingoldmine.com/](http://www.publicdomaingoldmine.com/))

They've already spent up to several hundred dollars and now they've got a \$200 discount for another related product. It only takes a few paragraphs for 10.5% of the customers to buy an additional \$497 course.



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Thank you for your order, ((First Name))!

It will be shipped out to you immediately (international customers please allow extra shipping time).

If you need any help or have any questions please go here: [www.surefiremarketing.com/support/](http://www.surefiremarketing.com/support/)

**If You Want Extra Help – Here’s The Most Comprehensive Step-by-Step Guide to Profiting From The Public Domain (And You’ll Save \$200.00)**

Others paid \$1,995.00 for this but it’s yours for a fraction of the price right now: Since releasing the Public Domain Riches program I’ve been getting flooded with emails and phone calls asking (sometimes even begging) me to create some kind of advanced "hold-you-by-the-hand" program for profiting from the public domain.

Originally I introduced this material s a private "online workshop" for \$1,995.00 per person and the response was so overwhelming that all four classes we offered completely SOLD OUT within a few days! Now I’ve taken this material and turned into a comprehensive home study course since I don’t know when the next live workshops will be held...

Public Domain Riches Quantum Leap home study program is an entire 8-week system that takes you every step of the way, from uncovering and evaluating possible public domain material, analyzing markets with you, creating sales copy, helping set up joint ventures, getting the whole thing on auto pilot giving you the "kick-in-the-butt" you need to get going. The complete **Quantum Leap home study package is yours today for only \$497** in addition to the price of Public Domain Riches Gold Mine - regularly selling on our site for \$697 but you save \$200.00 because you are buying everything now).

After each lesson you are giving simple homework assignments to make sure you stay on track. Now once you’ve mastered these steps - it’s the closest thing I know to legally creating your own automatic money machine by "stealing" a product from the public domain. And you can do this over and over and over again once you see how to do it the right way with Yanik Silver as your guide.

**Plus you get the biggest extra bonus of all, you’ll get to watch me in real-time do the exact same thing you’re doing.** You’ll get 39 full-length screen capture videos on CD-rom. I’ll be working "without a net" and going through the identical process you’re doing. My public domain project has absolutely nothing to do with advertising, marketing, Internet marketing, or making money. I don’t even have a list of people interested in this so I come in with a blank slate and probably start exactly where you are beginning.

This will be like a real-time laboratory experiment you can watch and learn from. (I plan on selling these "watch-me-then-you-do-it" screen capture videos separately for \$295.00 but it is another free gift for you right now).

Here’s a quick comment on these videos from a student:

"...I think you are the perfect teacher. You know what people like...step by step instructions followed by videos to guide and further instruct you. The videos are tremendously valuable. I watch those over and over because you always pick up something that you may have missed the first time. And of course, you forget. I think the course is well laid out. Right now, I can't think of anything that it's lacking..." - **Linda Kajda, Harwich, MA**

[Click Here to Get Your \\$200 Quantum Leap Discount Now!](#)

Okay that’s well and good for a physical product – but what is you have a digital product? No worries...

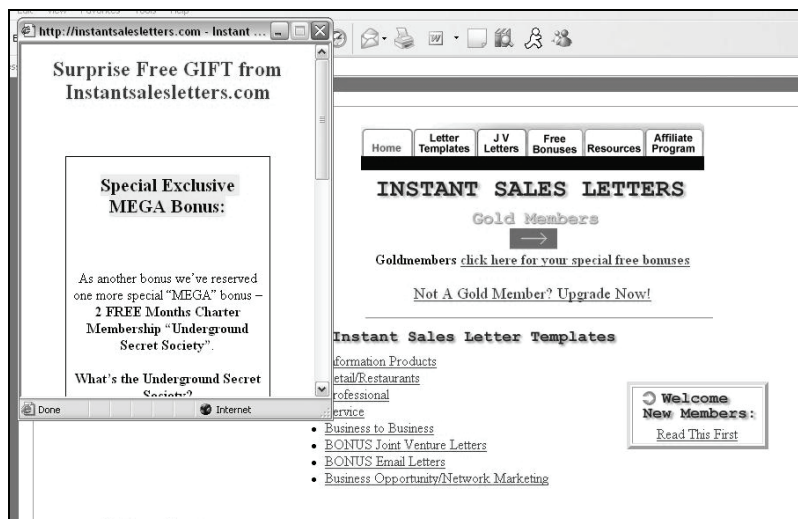
I’ve done thank you page offers 2 different ways.

1) Pop-up and

2) Just on the page with the download. If you use option #2 be sure to make each link open up in their own new window because you don’t want customer service issues with customers not being able to get to the product they ordered.

Here are those 2 examples:

**Option #1 – Pop-up**



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### Option #2 – On Download Page

Thank you for purchasing the **Public Domain Riches Tele-Class** where you'll discover exactly how to find, re-package and sell public domain content as your own moneymaking information product. Please click the link below to be taken to the download page (opens in a new window).

[Click here for the download page](#)

Since you took advantage of the special "Gold" offer, you may also download the 74 minute call, "Answers To Your Biggest Legal Questions About Using Public Domain Works" -- just click the below download link to open the download page in a new window:

[Click here to download the call](#)

The CDs and transcript will be shipped to you shortly. Thank you.

If you have any questions please [click here for support](#)

\* \* \*

### Special Exclusive MEGA Bonus:

As another bonus for signing up immediately we've reserved one more special "MEGA" bonus -- **2 FREE Months Charter Membership "Underground Secret Society"**.

#### What's the Underground Secret Society?

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

The thing is, I can't let the cat out of the bag on these "underground" strategies or else many of them lose their effectiveness. That's why, I've decided to allow a strictly limited number of charter member into what I'm calling the "Underground Secret Society".

[Click here to claim your FREE bonus and 2-month trial \(or to find out all the details\)](#)

#### Check-Out Complete

Your order has been processed, and will be delivered according to your specifications. To place another order, please click [here](#). Please record your order transaction number: **81952-99319-108**. For a printable summary of your order, click [here](#).



Bonus Buys!

#### Congratulations Yanik!

You've been rewarded with Bonus Buys!

In the next **10 MINUTES ONLY** you may take advantage of special bonus pricing and receive **FREE STANDARD shipping and processing** on these select products.\* But you'll need to act quickly - this offer will expire in 10 minutes!

##### Extra Business Cards - Premium



**Stack up and save!**  
Get 250 additional Business Cards - Premium now for only \$7.49!

[Order](#)

##### Matching Business Card Magnets



Transform your business card into a high visibility advertisement tool.

**Bonus Buy Price**  
Starting at only \$9.74 for 25!  
Plus free shipping on this product

Choose Quantity  
25 - \$9.74

[Order](#)

Please note: Clicking on the "Order" button will add the product you've selected to your order. You may then qualify for additional bonus buy offers.  
\* Can not be combined with any other offer.

Here's another thank you offer for a related product at a discounted price. This is the thank you page offer from VistaPrint for additional magnets just like your business card at a discount.

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And what if you don't have another product to sell? No problem either.

Your thank you page could easily be used for affiliate offers. This next thank you page is from my buddy, John Reese. The man's got about a 5 page thank you page that explains his story and then recommends my 33 days and the Marketing Tips product.

Okay those are easy enough – but here are 2 more...

### Thank You Page After Opt-in

Another overlooked spot for so many sites is the opt-in page confirmation or thank you page. With almost every email autoresponder company you can specify what the 'success' or 'confirmation' page will be. Unless, you're doing a forced opt-in capture and then sending people to the sales page – you can be putting some sort of offer on the thank you page. This works incredible well for any type of Priority Notification List or some sort of "Early Bird List" where the page is only designed to get people to leave their info to get ready for a launch.

Well don't waste that opportunity.



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**Thank You!** Your order has been successfully confirmed. Your card was charged for a total of \$. We have emailed you a receipt. The video will be shipped to you shortly. You will also be receiving your login information to the Video Companion Web site shortly via email.

## "How The Biggest Mistake Of My Life Made Me Incredibly Rich"

*How I Accidentally Sold A Winning \$1,000,000 Lottery Ticket For Only \$925*



I recently spent two amazing months traveling in Europe. This photo was taken atop Mt. Pilatus in Switzerland.

I am often asked...

*John, do you know of other ways I can make money online aside from just auctions?*

As a matter of fact, I do! There are MANY other ways to make money online. And I will share some with you and tell you how you can get started. You can do these things alongside your online auctions.

**You probably don't know my complete "story" and I'd like to share it with you. I think it can honestly change your life.**

I'm currently 32 years old and live in sunny, Orlando, Florida. I got started marketing online back in 1990 -- even before the Internet was a commercial place. My background from the time I was about 18 years old and in college was in the "Mail Order" world.

I studied and learned how to sell things through the mail via ads in the back of magazines and newspapers -- and I spent a few years trying to make money this way. Unfortunately, I didn't make much doing it. But in 1990, I stumbled upon the early days of America Online, Compuserve, Delphi, eWorld, and many other "online services" that eventually became part of the Internet as we know it today -- it would change my life forever.

But the "Good News" is that there ARE some fantastic teaching products out there -- even, though, they often get lost in the clutter of crap flooding the Internet. I **highly recommend** you go right now and order the following two products I am about to tell you about.

The first training product is a very valuable "Home Study Course" on Internet Marketing. It will teach you everything you need to know to setup a Web Site, get traffic to the Web Site, (and much more) and will cover all the different ways you can make money online.

The second training product is a VIDEO "How To" Course that you can \*watch\* directly on your computer to see exactly how to set up your first site with your own ".com" address, how to properly market it, and how to quickly make money from it. This Video Course contains over THREE HOURS of audio and video instruction -- it makes it very easy for you to quickly learn how it all works.

I feel extremely fortunate, and very blessed, to be able to call both of these amazing marketers (who created these products I am about to tell you about) my friend. I have the upmost respect for both of them, and only recommend their products because they worked very hard to create fantastic products for helping others earn a living online. I originally met both of these great marketers while I was attending Internet Marketing seminars across the country.



**Corey Rudl** is an absolutely incredible Internet marketer -- and a downright brilliant guy. You've probably seen news about Corey all over the Internet. He was even profiled on the *Maurry Povich* talk show.

His online projects currently generate nearly \$7,000,000 a year online. Corey has created THE Internet Marketing home study course with his, *Insider Secrets To Marketing Your Business On The Internet*. His huge home study course is a "must have" for anyone interested in earning an income from the Internet.

You can learn more about Corey Rudl's home study course by visiting:  
<http://www.auctionsecrets.com/corey.html>



**Yanik Silver** is a fantastic Internet marketer and an amazing "idea guy". You've probably come across Yanik's name online while surfing -- he's everywhere!

Yanik runs MANY very successful little online businesses. Little businesses that make thousands of dollars every month on "auto pilot".

Yanik recently created a VIDEO-based "How To" course for learning how to quickly create profitable little Web sites with his new product called, *33 Days To Online Profits*. It really is FANTASTIC.

Here's Andrew Fox's using an affiliate link to our Underground DVDs on the thank you page for his latest offer's early-bird notification list.

Go back through each of your sites and think about where they are overlooked profit opportunities on the thank you pages, opt-in pages and registration pages. I promise this one idea will be worth at least 100x your membership.



As you know, I love sites that have personality. I think most sites are pretty damn boring. Here's a fun site you might want to check out – [www.BarrysFarm.net](http://www.BarrysFarm.net)

**"Thanks for signing up as a Dominating Clickbank affiliate"**

I'll be in touch very soon with your affiliate tools and video training.

I hope your excited..!

**...Make sure you check out this other freebie below**

My good friend Yanik Silver is holding a free teleseminar where he is exposing the secrets to people who make a **combined income of \$9.4 million dollars.**

Lines are filling up fast and I'm not sure if there are any remaining... just thought I would let you know...

**Click here to see if your one of the lucky people to grab a spot**

Warm Regards,  
Andrew Fox

**Barry's Farm**

*The only place you can get laptop sleeves that look like monsters, robots, or business people.*

- 9-5 Laptop Sleeve \$40
- Pop-Tart iPhone Sleeve \$20
- Furry Monster Laptop Sleeve \$65
- Mixtape iPhone Sleeve \$20
- NES Controller iPhone Sleeve \$20
- Cupcake Laptop Sleeve \$40
- Fleece Monster Laptop Sleeve \$50
- 9-5 iPhone Sleeve \$20

Your Cart is Currently Empty  
It's so depressed. Add Something to it!

Make our friends think we're popular! Become a fan of Barry's Farm on Facebook!

It's a pretty cute site with laptop sleeves and iPhone sleeves that look like monsters, pop tarts, etc. Once you hit the site – the sleeves actually have a conversation with each other. It's semi-amusing. One is asking the other what they want for dinner. Another conversation involves Y2K or who's having who's baby.

Here's some of their copy around the iPhone cover that looks like a mix tape:

Then what I think it really funny on the right-hand side how they're cute about adding items to your shopping cart. It says "Your Cart is Currently Empty. It's so depressed. Add something to it."

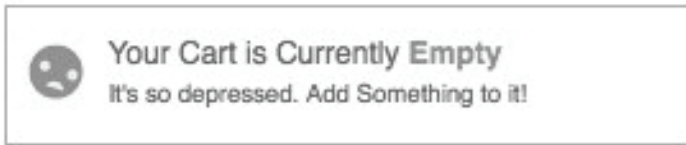
*Mixtape iPhone Sleeve*

**\$20.00**

*This iPhone Sleeve won't un-reel on you. The mixtapes we make are generally made of Phil Collins & Michael McDonald. Our iPhone sleeves are lined with soft felt and have a notch in back for easy removal*

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And when you do add something you feel better –



And also on the right-hand side you can see how they inject personality into using social media:



Great example of carrying a fun, quirky personality throughout the site.



## 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

- **Fun and profitable events** 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 Maverick Insider members.

Maverick Business Expert Series  
Interview with **September 2009**  
 **Christine Comaford-Lynch**

**Yanik Silver:** Hey everyone. Yanik Silver here. Welcome and thanks for joining me for another insightful teleseminar. I'm very excited to have on board as my guest today the author of Rules for Renegades: How to Make More Money, Rock your Career, and Revel in your Individuality, and that is Christine Comaford-Lynch.

A quick little bio: Bill Gates calls her Super-High Bandwidth. Bill Clinton has thanked her for fostering American entrepreneurship. *Newsweek* says, "By reputations, Christine is the person you want to partner with." She's a CEO of Mighty Ventures, an innovation accelerator which helps businesses to massively increase sales, product offerings, and company value.

She has built and sold five of her own businesses with an average 700% return on investment, served as a board director or in-the-trenches advisor to 36 startups, and has invested in over 200 startups, including Google, which is very cool, as a venture capitalist or angel investor.

Christine has also consulted to the White House, Clinton and Bush, 700 of the Fortune 1000, and hundreds of small businesses. She has repeatedly identified and championed key trends and technologies years before market acceptance, and her popular column is now at [www.BusinessWeek.com/smallbiz](http://www.BusinessWeek.com/smallbiz) which launched recently.

Christine has led many lives from Buddhist Monk, Microsoft® engineer, geisha trainee, to entrepreneur and venture capitalist. A lot of that is revealed in her book like I mentioned, Rules for Renegades. I've actually read the book and loved it. It is very good stuff, and a New York Times Bestseller, right Christine?

**Christine Comaford-Lynch:**

Yes, number three, whee!

**Yanik:**

Excellent, congratulations!

**Christine:**

Thank you.

**Yanik:**

So, is there anything you want me to add to that, or can we go ahead and jump in?

**Christine:**

[laughter] No, that's plenty, thank you.

**Yanik:**

You have a lot of stuff. You led about eight different lives already.

**Christine:**

Yes, I feel like I have.

**Yanik:**

So, I met Christine at a pretty exclusive networking deal that was put on by Stephen Pierce at his home far outside of Dallas, Texas. There were a whole lot of interesting and exciting people there. Christine and I connected there. I really liked what she was doing.

She sent me her book which gave me even more insight into this incredible background of hers. So I want to extract a lot of information out of you today and stuff that is immediately useable for people on how to succeed in business and life on their terms.

Let's start with your definition of a renegade, since that is the title of your book, Rules for Renegades.

**Christine:**

I think a lot of people think that a renegade is a rebel, but I want to clear that up from the get-go. A renegade is a person with a degree of passion and commitment that exceeds the norm. These are people that want to achieve great things and do not want to sacrifice their personal life on the altar of success.

**“A renegade is a person with a degree of passion and commitment that exceeds the norm.”**

So a renegade sees that there are systems, there are structures in place, etcetera, and they want to navigate through them as effectively as possible. They don't want to smash them down because what's the point? You can get a lot more business done, you can make a lot more money, have a lot more fun, knowing how to navigate power, money, society, etcetera.

The thought that with my crazy background, I've consulted to two different presidents and Clinton for two years, that wouldn't work if I was a rebel. So I want to make sure that people get that there's a difference and you can get a lot more done as a renegade.

**Yanik:**

Excellent. Let's talk about some of the items in your book and some of the core values that you live. Let's start with Rule #1 – Everything's an illusion, so pick one that's empowering.

**Christine:**

I think we often get stuck in our self-definitions. We have ideas of who we are. We tell the world who we are whether it is subconscious or not. The problem with our self identity is that often it is way too small, so I want people to understand that there's a much bigger way of seeing yourself.

Let me tell you a quick story about that. I had a hard time getting into Microsoft® without a college degree, without a high school diploma, so I finally talked my way into Microsoft® and then I found that I was basically a wage slave. I was put into a box and told that I could test software. I couldn't write it since I had no degrees, even though I was an engineer.

So I decided there's got to be a way around this. "I've got to get out of this wage-slave, 'work for an hour - get paid for an hour' life. It's just not cutting it."

So I decided to become a CEO. Now this was a ludicrous idea because here I was in my twenties, no idea what a CEO was, but I knew that I wanted to have a business. So I started reading Fortune magazine deciding, "I'm going to become a CEO."

Well, a CEO looks like this, acts like this, he hangs out with these sorts of people, reads this sort of stuff, etcetera. So I started designing this new illusion, this new self identity as a CEO. Then when you set a goal like that to redesign yourself and then you decide to start a company, I had no ideas; no ideas came.

One day I got a poster that said, “My first million.” I hung it on my wall. And I looked at a million dollars cash piled up. I kept saying, “Bring me that idea. Bring me that idea.”

Then Microsoft® rounds up all their contractors and said, “You guys have to go work for somebody.”

And I thought, “Oh my gosh, here’s my idea.” I stood up and I said, “You guys can all work for me. I’ve got a company.” Well, I didn’t yet, but I read in Inc. magazine that for \$100 and your Visa card, you could set up a Delaware corporation in about ten minutes.

So I knew in ten minutes I would have a company. Basically, long story short, I ended up getting 35 employees overnight, and becoming a CEO and making my first million by just having the guts, visualizing what I wanted, and having the guts and raising my awareness and seeing those opportunities.

This is why we need to redesign our illusion of ourselves, because when we change the way that we see ourselves, and we say, “I am becoming a CEO,” or, “I’m becoming a New York Times bestselling author,” whatever it is, then you start to raise your awareness when those opportunities fall in your lap. You see them.

I think opportunities are popping up all the time; we just don’t see them because we’re not looking in the right places.

**Yanik:** Are these affirmations that you tell yourself, or is it something else? Is it a poster that we throw up on our wall, like a dream board, or what?

**Christine:** I think dream boards are great, when we cut out pictures of what we want, and then we look at them every day. That’s how I found many of my homes, by visualizing exactly what I wanted, getting a picture of it and looking at it.

That’s how I got on every single bestsellers’ list that I focused on, Wallstreet Journal, Business Week, USA Today, etcetera. I wanted to be on Good Morning America. I’d been focusing on that and I just got a booking for the 23<sup>rd</sup> of January.

**Yanik:** Congratulations.

**Christine:** I did that with FOX Business Network. I did that with CNBC. I think it is really important because I think our brain is the hardware and what we put in it is the software. Not to get totally geeky, but I think we have to tell our brain, our internal system, what it is we want to attract.

This might sound a little squishy for people, but we all talk about reinvention in the outside world, and this is what we are doing. We’re just reinventing yourself. So you’re making a list of who you want to be and then you are deciding what activities you then want to bring into your life.

You want to start a company, you want to become VP of Marketing, whatever, and then you start creating a plan to become that person. and then you start executing your plan while you are also visualizing.

So at [www.RulesForRenegades.com](http://www.RulesForRenegades.com), for instance, there’s a new illusion worksheet that people can download and they can see exactly what I’m talking about. They can fill out a little worksheet.

When you are reinventing yourself and you are looking at a blank piece of paper, it is kind of hard. But if you have check boxes and stuff it is easier.

**Yanik:** Absolutely. So it's not just the thinking of it, but as you said, it is the actual action points, and how that all ties in with the thinking.

**Christine:** Yeah, it's so powerful to write things down. I like to design my new illusion on the New Illusion worksheet at [www.RulesForRenegades.com](http://www.RulesForRenegades.com), then I act it as I become it. Then I set smart goals, specific, measurable, achievable, results-oriented, time-bound goals.

Then I set those goals in seven areas. You have to have your career goals, financial goals, free time and fun goals, health and appearance goals, relationship goals, personal development and learning, and community and charity. Those are all really key.

Because you also want to have a balanced life, you want to have fun with all this. It is so easy to just become a workaholic.

**Yanik:** Absolutely, if you don't have anything else filling it up then work becomes the number one thing. All right, let's talk about Rule #2 which is an MBA is optional, a GSD is essential. What the heck is a GSD?

**Christine:** So many people think, "Oh, if only I could have the sort of success I want if I had an MBA," for instance. Absolutely not true. You don't need certain degrees; you don't need pieces of paper. You need a GSD.

GSD stands for Gets Stuff Done. The idea there is if you deliver the goods, if your brand equals results, and I want to encourage everybody – what are you doing to make your brand equal results?

When people say, "Oh, Yanik, he's on it. If Yanik says he's going to do something for me, he's totally going to come through. If I need a connection, somewhere in the world there's Internet marketing, etcetera, Yanik's going to have it," that's your brand.

You really want to brand that equals results, become the go-to guy, the go-to gal, for your area of expertise. So in order to get a GSD you have to do a number of things. I want to also stress that to get stuff done, you need to get help from other people, so it is really important as you are out there making your millions to figure how to best to work with people.

I find that to get favors, I don't ask for favors, I ask for advice. If there is nothing else you get from this call, I want you to get the following two things. Number one, you need people. If you ask somebody for advice versus ask them for a favor, you are going to get a lot more.

When someone gives you advice, they get an ego-investment in making sure that you follow their advice. Here's how you develop emotional equity with people. Emotional equity is so much more valuable than financial equity.

**“What are you doing to make your brand equal results?”**

Financial equity like stocks and bonds, that's great. Emotional equity is when someone takes your goals and your dreams personally. They are going to go out of their way to make sure that you get what you need.

For example, there's a three step process, so everybody write this down. First you need to put energy into the relationships that you have. You put energy into those relationships. You spend time with people, find out what they care about, find out what they need, and you help them get it. It is going to come back to you. We're going to do palm-up networking which we'll talk about later.

But you put energy into people and you get emotional equity. That equity then results in access. Now you get access to their heart, their mind, their Rolodex, their thoughts, etcetera. That access then helps you influence what you want.

For instance, there was an executive at Intel a few years ago who needed a lot of help. He was asking me for lots of favors. I met him at a networking event and I was just doing favors for him left and right. After awhile I was going, "Dang, these are lots of favors. Maybe I should slow down a little bit."

I got to the point where I was thinking, "If he keeps asking me, I'm going to have to say, 'No,' sooner or later." He stopped asking though, so it worked out. Years later, years later, Yanik, I have left a startup. I still have a bunch of stock in this privately held company. I'm thinking, "Dang, I'd like to sell this stock." I get a phone call from him out of the blue.

He say, "You know, I was just at this board meeting with News Corporation of Rupert Murdoch, etcetera, and they were saying that they really want to get a piece of a privately held company that does Internet marketing via promotions and coupons online. I thought about your company. I know that you left and I was thinking you are probably sitting on several million dollars worth of shares.

"Why don't you call this particular guy, use my name, and here's his phone number. See if you can sell those shares."

So out of the blue, I called this guy in New York at Rupert Murdoch's office. Within about two or three weeks I have a little bit over three million dollars transferred into my account. Energy equals equity. Equity equals access. Access equals influence.

So you need to practice the Fab Four. A lot of people don't say, "Please," "Thank you," "I'm sorry," and, "I don't know."

**Yanik:** That sounds so simple.

**Christine:** It sounds so simple and I don't know, but it's a sign of strength. People think "I don't know" is a sign of weakness. I won't work with an entrepreneur if they can't say, "I don't know." When I was a venture capitalist, I wouldn't fund an entrepreneur if they couldn't say, "I don't know."

**Yanik:** So you were asking the hard questions and if they had made up answers that you could tell were made up, or whatever they were doing, then that's an automatic red flag.

**Christine:** Sometimes I'd even throw something crazy out like, "What's pi to the tenth place?"

**Yanik:** [Laughter]

**Christine:** “3.14, and then what comes next?” And if they could say, “Hey I don’t know but I can find it out,” I’d be like, “Great, when are you going to find it out?”

“By next Wednesday.” Then do they find it out by next Wednesday? It sounds silly, but it is really important. I think also to get your GSD, you have to constantly course correct. We are all going to make mistakes, but if we build a culture in our company of course correction, which means we’re going down a certain path, it’s not totally working, we’re going to keep our eyes open.

We’re not going to cling tenaciously to a stupid plan. We’re going to stay aware. And if we’re going down a path that’s not working, we’re going to go, “Okay, right turn. Let’s shift and fix that.” Often, failures, mistakes, etcetera, really have early warning signs.

If we don’t build a culture of course correction, then our people don’t feel comfortable saying, “I don’t know that this is totally working.”

I want my people to say, “I think we need a little course correction here.” You want to build that culture of people paying attention. You need to pay attention yourself, too, and that’s where problems show up, when people cling tenaciously to a plan that is actually not working.

**Yanik:** Let’s move on to Rule #3 – P + P = Profit. Fill in those P’s for us.

**Christine:** Problems plus Pain equals Profit. Entrepreneurs are trying to solve problems, but often they are problems that aren’t painful. Only those painful problems really get people to open up their wallets. I find that whatever business you are creating, you’ve got to very clearly be able to say, “Here’s the pain in the customer’s, prospect’s, etcetera, mind, heart, environment, and here’s how I’m going to remove it.”

I really find that it is so much easier to build a business that’s pain based. That’s how I’ve done so well with all my companies. When I’ve invested in companies that haven’t been pain based, I’ve always regretted it later. If you can’t articulate that pain, don’t bother building that business.

**Yanik:** Give me an example of a pain-based business that has been successful that maybe you’ve been a part of and then one that wasn’t successful and what that difference was. You don’t have to name what it was.

**Christine:** For starters I will give an example of one that wasn’t pain-based. We were working with a company that actually was a company I was quite fond of. What they were doing was enabling you to upload your letters, upload any sort of direct mail piece that you wanted to send out, and then they would print it, fold it, stuff it, etcetera.

So they did kind of what a mailing service would do. You would give them bits and they would send out atoms. It was a really nice service and really helpful for small businesses. We got a fair amount of companies, but at the end of the day, there were

**“Often, failures, mistakes, etcetera, really have early warning signs.”**

a lot of alternatives.

They could do it at any other mailing service. We weren't that much cheaper. It was really brand based, and then when the Internet bubble burst and when 9/11 happened, people just started going to the huge, gigantaur print shops where they could get it cheaper, so there wasn't that much pain. It was too hard to justify that.

Now they did attract a ton of venture capital, and they did get close to nine million in revenue before the foundation broke, but there wasn't enough writhe on the floor agony. So one of my companies that I started, a professional services firm, back in the day people were converting from mainframe programs to Windows.

So selling to Fortune 1000 is trying to figure out how the heck we deal with these graphical user interfaces. "What do we do?" And I said, "I'm going to teach everybody how to develop these new systems, and I'm going to create standards."

Microsoft® never got around to that. Apple did for the Mac, but Microsoft® never did it for Windows. So I wrote kind of a help application that was browser based, it was kind of pop-up windows, that guided people through designing applications for this new world. I was selling worldwide licenses for \$300,000 and it was just a hypertext document.

I laugh about it now, but there was a lot of pain and Microsoft® wasn't stepping up to the plate, so I said, "Great, I'll fill the gap." It was the same thing with the Planet U, the Internet promotions company. I was standing in line at Starbucks and this guy said to me, "Do you know anything about technology?"

I said, "Yeah, I'm a former engineer." He told me about the problem of four billion dollars spent every year in America alone for untargeted promotions, coupons, etcetera, and how painful that was to Proctor & Gamble, Hunt-Wesson, Moore Lambert, etcetera

And if they could just figure the technology out to do targeted consumer promotions, he could then make millions of dollars.

I said, "Well, I could probably figure that out." So we grabbed our lattes, we sat down, and a few months later we had a business plan. A couple of months after that we had millions of dollars in venture capital, and I ended up selling some of those shares through Rupert Murdoch's. I talk to people all the time.

**Yanik:** Christine, since you've been so familiar with startups and venture capital, let me get your take on something. Do entrepreneurs have to go the venture capital route or when should they go that way? What's the litmus test, I guess?

**Christine:** I think the vast majority of startups are not suited to venture capital. I really think that the vast majority of startups, if they want expansion capital, should use something like [www.Prosper.com](http://www.Prosper.com), or they should use some of the angel networks.

Angels are great investors. They often pay a higher price than the venture capitalist would for a company, and they often give you a lot more help. So we recommend to a lot of our clients, if they want outside equity financing, to go to angels and we help them build their company up with angels.

One of our clients was worth two million dollars and when we got them angel funding, we sold them to Microsoft® for fifty-eight million dollars just a few months ago. That



was after a little bit over a year. There is a lot of money to be made and there is a lot of value to be created. You just have to know the foundations of building a business.

We need to talk about that at some point on this call because I think a lot of people think, “Oh, I can just throw stuff against a wall until it sticks.” And you can in the beginning – you definitely can in the beginning. You just have to figure out what sort of business you want.

For me, I find that I like to build a business, sell it for millions of dollars, take some time off, and chill. Another idea inevitably pops up. Build that business, do it for three to five years, sell it for millions of dollars, and chill. I like helping our clients do that, but other people want a home-based business that will be a lifestyle business and they’ll never sell it. That’s okay, too.

I just don’t want you using your own capital to start your company because you don’t need to. Other people’s money is important. It’s better to use other people’s money because you can build your company a lot faster, and also, it’s really not expensive.

It is better to have 60%, 70%, 80% of something than 100% of nothing. So I just find that a lot of folks are doing better with that. There are online loans, there are so many ways to get money, and you don’t have to put your retirement at risk. You really don’t. Don’t take out a second mortgage on your house. You don’t have to.

**Yanik:** We’re getting a tiny bit off topic, but you’ve got so much diverse experience here. Have you found that startups do worse when they have too much money?

**Christine:** Oh, absolutely Yanik, oh yes, absolutely. I like startups to be living on roots and berries. You’re out on the frontier, really. Roots and berries are the way to go. Because here’s the thing – in the beginning your company is not worth that much.

This entrepreneur came to me. He flew across the country from Florida for an hour meeting with me yesterday. His whole plan was that he was going to raise five million dollars. He had just gotten a few angels to give him about \$300,000 and he just closed that financing and he sold almost half of his company for 49% which I would have never advised him to do.

But anyway, here’s this guy who basically just put a price tag on his company. He sold 49% for \$300,000. Let’s say it is now worth \$600,000. He can’t tomorrow go out looking for five million dollars because even the best case scenario, he’s going to get 50% for that.

So how can you possibly justify a company being worth five million dollars when it was worth \$600,000 a month ago? Not enough stuff has happened. It is not like they got all these patents, and it’s not like all this radical value-boosting as occurred in the last month.

So this is why you need a coach to guide you through this. So I said, “Get me those financial documents. I want to reverse this previous transaction and make this into convertible notes. Let’s make those angels into convertible notes, that way their in-

**“I just don’t want you using your own capital to start your company because you don’t need to.”**

vestment converts to whatever the price is of your financing.

“You didn’t shoot yourself in the foot saying, ‘Oh, well my company is worth \$600,000.’” I don’t want to get too specific here, but stuff like that happens all the time. This guy sold 49% of his company for \$300,000. Oh my gosh! That should never have happened.

We don’t know how to do this until we’ve done it. It’s just like anything in life. That’s why you want a coach to kind of help guide you through this stuff, because really, building and selling companies is really fun. Then over time you take a few advisory board seats and maybe over time you take a few board of director seats.

There are fun ways. Business is a great path for personal development and fun, and you meet cool people, etcetera. Yet you need to know the money part. The money part is big and you don’t want to take too much, and you also don’t want to look like a doofus by not having your strategy right.

**Yanik:** That makes sense. Let’s change gears a tiny bit. You’ve had the good fortune to interact with some pretty high level people, from Bill Gates, to Larry Ellison, to Hillary and Bill Clinton, to Barbara Walters. Can we talk about some of the lessons you’ve learned from each of them, and maybe anything else you want to talk about?

**Christine:** Definitely. Well, from Bill Gates I learned something really important that I really never understood before, and that was supreme self confidence was a choice. Now, let me explain that. Society tells us that we achieve, achieve, achieve, and then we’ll be super confident and everything will rock. We’ll have great self esteem, etcetera, but it’s not true.

If you get on that track you’re never going to achieve enough to have supreme self confidence. You have to declare victory as you are stepping out onto the battlefield. Again, it comes down to being a bit of a mind game, but you have to actually step out there and say, “We are the market leader in such-and-such an area,” or, “We are becoming the market leader in such-and-such field.”

I had to go out there to my friends a few years ago and say, “I’m becoming a New York Times Bestseller.”

They said to me, “Well, what’s your book?”

“Well, I haven’t written in yet.”

“Do you have an agent?”

“Well, no.”

“Do you have a publisher?”

“Well, no.”

“What’s your idea for your book?”

“I don’t know yet, but I’ve decided I’m going to become a New York Times Bestseller, and I’m just going to work and figure it out.”

**Yanik:** Would you share that kind of information, that kind of goal, with people who – who did

you decide to share that with?

**Christine:** Great question, so I share that with people who are in a mastermind with me, an accountability partner, someone who – thanks, Yanik, great point.

**Yanik:** It's not just anyone at the grocery store?

**Christine:** No, it's not just anyone at the grocery store.

**Yanik:** "Hi, I'm Christine Comaford-Lynch. I'm becoming a New York Times Bestseller. Nice to meet you!"

**Christine:** Yeah, "I'm writing a New York Times Best-selling book."

"Oh, you are?"

I really share my kind of radical goals with friends, with people I can trust, and with people that I know are going to support me and my goals.

**Yanik:** Okay, great, does that really tie into creating your own illusion as well?

**Christine:** Yes, that's part of it. So think about this. Here's what Bill did for five years, actually is more like six years. In 1985 Windows came out and it was a joke. It was totally the laughing stock of the technology world. So he said, "Windows is becoming a world standard and it's going to be on 40 million desktops."

People were like, "Ha, ha," actually laughing their heads off. The press was trashing him. He had to cling tenaciously to that goal and he had to keep declaring victory. "We are the desktop standard; we are the desktop standard. What can I do next? There is obviously something that I'm missing. I've got to do something next to become the desktop standard."

In 1990 or 1991, Windows hit 40 million desktops. It was Windows 3 that hit 40 million desktops. Here is what is great about declaring supreme self confidence. People love the energy of a winner.

So when you go out there and you walk in a room, and you've got this, "Hey, I've got lots of value to add. Hey, I'm a good person. I follow through on my commitments. My brand equals results. I want to help people get what they want."

That is the biggest thing I do in my life. I find out what people want and I help them get it. The universe has a perfect accounting system and people come out of left field and do these crazy, huge, whopping favors for me. I mean it is nuts.

I've got this Hollywood producer who's helping get my first book that never got published, it was totally rejected repeatedly, 39 times, and she's helping get that book made into a movie. We've got Charlize Theron, Reese Witherspoon, and Cameron Diaz all fighting over who's going to play the leading role. I mean, that's nuts.

Why should she be helping me? I've never done her a favor in my life. One of my mentors introduced me to her and she's taken a liking to me. I'm like her surrogate

**"I find out what people want and I help them get it."**

daughter. She's knocking herself out. That's cool.

But when I first met with her, I had to come from, "Hey, I've got a great story here. We're going to make this happen. This could be a film, etcetera." It was like, "Oh please sir, could I have some more?" People do that Oliver thing all the time. It's not like we're going to be arrogant and entitled, but what you have is good stuff.

If you believe in what you have, you have to put that energy across.

From Larry Ellison of Oracle, I learned a few tips.

**Yanik:** Let's go back to that for one quick second. Is that like a mind trick kind of thing, or do you have to make sure that you back it up with the knowledge, with the explicit details?

**Christine:** Oh, thanks, you have to be able to walk the walk and talk the talk. You must be credible. You have to go out of your way to do what it takes to build and boost and maintain your credibility. So yeah, it is not B.S. I don't like the expression "Take it till you make it." That to me is fraudulent.

No, you're not doing that, but what you are doing is you are acting as if you are it. You are becoming it. It is not like you are faking it. You are becoming, because you don't become something overnight. It is a process.

**Yanik:** Yeah, and you declare yourself. I'm sure you have read Robert Ringer's book Winning Through Intimidation?

**Christine:** No, I have not.

**Yanik:** I can't believe you haven't read that. It's from the 70's, a huge seller, but he talks about his leapfrog theory which is similar. It's worth checking out. He says that if you have the knowledge and the know-how to backup who you are, you essentially leapfrog every other competitor and declare yourself the authority. You don't wait for somebody to knight you or appoint you.

**Christine:** Never wait for somebody to appoint you, but you have to do the hard work. That is my main beef with my friend Rhonda Byrne who produced the movie The Secret and ultimately wrote the book. It is not all about airy-fairy visualization, guys. You have to visualize for sure. That is really important. You have to see yourself becoming that.

That way your inner critic doesn't win. You have to psyche out your inner critic. You have to back it up with work and a plan, figuring out where you want to go, getting those mentors and coaches to help you, doing the work, going through the process, course correcting, building relationships, and adding value to others. All that stuff has to happen.

**Yanik:** I'm so glad that you mentioned that. That's a perfect example. All right, let's talk about Larry Ellison from Oracle.

**Christine:** When I first met Larry he was going through all sorts of crazy stuff and tons of public attack. Steve Jobs had this joke that they should change the voicemail on Oracle's phone line to say, "Thank you for calling Oracle. If you'd like to sue Larry Ellison, press one. If any of your friends would like to sue Larry Ellison, press two."

Steve went on for four or five minutes. "If your dog would like to sue Larry Ellison,

press three.” We had to laugh about it because it was so bad. That’s when Larry taught me about QTIP, and it’s not the kind you stick in your ear. QTIP stands for Quit Taking It Personally.

In Rules for Renegades and Secrets to Startup Success, and in all of our coaching mentoring that we do, we have to keep reminding people that renegades sometimes stand out from the crowd, or often stand out from the crowd.

When you do anything to bend the status quo, I mean I was the first female contract programmer at Microsoft®. People were not happy to see me there.

**“ I was the first female contract programmer at Microsoft®. People were not happy to see me there.”**

**Yanik:** You weren’t welcomed with open arms?

**Christine:** Yeah! It wasn’t like, “Oh, welcome, young lady with no educational credentials.”

No, it was, “Hey, you’re tainting the Ivy League gene pool. Get out of here.” But, I knew that I could add value there, and you know what I said to Microsoft® when they didn’t want to hire me was, “Give me a week. If you think that I am stupid and useless, you don’t have to pay me. Give me a week and you will see that I will rock.”

And I do that all the time. I have to still do that today sometimes. “Look, just give me X period of time to show my value. And if you don’t think I have any, I’m okay with that. I’ll bail and you’ll be out no money.”

You know, we did that with our products. If you’ve gone through a whole product, or a whole seminar, and you’ve totally been present for the whole thing and you think it’s useless, we’ll give you your money back because you know what, who wants the bad karma?

We’re not going to hang onto somebody’s money if they’re not getting value. Who needs it? So what I learned from Larry is that you have to, when people fling mud at you, you have to shrug it off quickly because mud dries, hardens, and weighs you down.

So it’s so important to realize that if you are shaking things up, and all entrepreneurs do because entrepreneurs are saying that things are not okay as they are, I need to change something, I need to build something, I need to create something. So it’s implied that you’re acknowledging that things are not, the status quo is not rocking your world.

So I think that’s really important. I saw so many examples of that with Larry. I think we have to keep reminding ourselves to shrug it off. I think rejection is something we must desensitize ourselves from because you’re going to keep getting rejections your whole life if you’re taking any risks.

If you’re not taking risks, yeah, you probably won’t have that much rejection.

**Yanik:** Yeah, you can live a little sheltered life, and not do anything, and nobody will ever say

anything do you.

**Christine:** And you'll take this great lifetime, and you'll just coast and be safe. You could have touched thousands or millions of lives.

**Yanik:** Absolutely. What you said about rocking rejection, do you want to talk about that now or wait for the next section, after you finished the people you met and what you learned from them, what's better?

**Christine:** It's okay, we'll keep going. Barbara Walters, greet people with great sincerity. It is so cool to interact with Barbara Walters, and I have to say Hillary Clinton is actually pretty good at this, too. You know, they shake your hand. They look in your eye; they ask you a personal question.

There aren't that many famous people that I've met, and I've met a lot, that do that. And that's why I think so many people resonate with Barbara Walters. That's why back in the day, she could get anybody to say anything in her interviews on 20/20.

People wanted to connect with her because they got that she was open, and she was interested in them. So I think it's so cool to look at what your handshake says. What's the language of your handshake? Are you actually coming across to people that you actually care who they are?

This is why it's so important to focus on, "Who is this person I'm meeting? What's great about them? I want to know who they are." We'll get to that when we talk about the next thing.

**Yanik:** Yeah, I definitely want to get to that. You're excellent at that.

**Christine:** Bill Clinton, wow, he has got massive charisma, no surprise there. What I love about Bill is he totally lets his light shine, just like we were talking about before. It's safer to not let your light shine.

It's safer to just hide, and take no risks, etcetera. But those people, you've met them, I've met them. I see them in the shopping mall all the time. They're like zombies. Who wants to live that way? Yuck.

It's like your groovy adventure trips that you have.

**Yanik:** [Laughter] Groovy adventure trips!

**Christine:** Yeah, it's like your Baja one that's coming up I think this month. I mean, people want to go out there and live and experience an adventure. Now, you don't have to jump off a bridge with a bungee cord tied to your ankle. I frankly have no desire to do that.

But I do want to go out there and touch the world, and have the guts to show the world who I am. And you know what? It's scary. I had full blown anxiety attacks as my book was going to print because I was thinking, "Holy moly, I am totally revealing myself in this book. What have I done?"

**Yanik:** There's definitely some personal stuff in here.

**Christine:** I'm showing people my flaws and my big fat mistakes. What have I done? You know what? We get so many cards and letters, and the book is now in seven different languages and 70,000 copies are circulating. It's great, it was worth taking the risk be-

cause it's touching people's lives and it's outrageous.

We got an e-mail from a man who was going to commit suicide, who read rule number seven about leadership and leading his life, and decided not to kill himself. I mean, that made the whole book worthwhile. He sent us that e-mail and my whole office was crying.

**“As I said, rejection is about desensitization.”**

**Yanik:** Amazing.

**Christine:** I mean, wow. And then there's the, I never had the guts to take this risk in business and I took it. All my jewelry is now being carried by Saks Fifth Avenue. My revenues have quintupled, and it was all just because I didn't get it.

I didn't get that there really are rules to navigate in the world. Anyway, Hilary Clinton has got this freaky memory. I mean, I was just at her birthday party a year ago October, she had a big birthday party. And she was talking to me about stuff from, I don't know, 2001 or something.

**Yanik:** I'm sure she meets a lot of people.

**Christine:** Yeah, whenever I talk with her, I'm always looking at her ears, like, is there a wire in her ear? Is there a secret service man reading cue cards into her ear? And there isn't. She just has this totally freaky memory.

She really pays attention to who people are, and she does some sort of little trick where she knows who you are, and knows what you last did, and it's wild.

**Yanik:** You think it's her assistants or you think it's her?

**Christine:** I think it's her.

**Yanik:** She's just great at details.

**Christine:** She's great at memorizing stuff about people.

**Yanik:** And people definitely appreciate that. We'll go back to the rejection stuff because I think that's important. But let's talk about the people part. You mentioned Barbara Walters looking into your eyes and asking a personal question, the networking part.

I think a lot of people get tripped up on they go to these seminars, or they go to networking events, or I don't know. They feel like they have to give their business card out to 150 people. The more people they touch the better.

They don't make meaningful connections.

**Christine:** Yeah, that's a bad thing. You don't want to be doing that.

**Yanik:** Power networking.

**Christine:** Yeah. So we'll talk about power networking in a sec. Maybe we'll really quickly whip

through six essentials for networking. So really quickly on rocking rejection and finessing failure, again as I said, rejection is about desensitization.

And one of my favorite ways to get desensitized it to get really, really rejected in a short period of time. So I like to hold rejection parties, and the way that you do it is you get a whole bunch of people together, and I like to have a few dozen because just more rejection is better.

You're going to walk around. You're going to ask for what you really want. Will you buy my widget, will you become my VP of marketing, something that you really want. So walk around and ask people for what you really, really want.

They in turn will be asking you for what they really, really want. You have to keep track internally. The first nine requests you're going to say, "No." The tenth request you are going to say, "Yes."

And then you have to start again, nine more no's, tenth, "Yes." So you're just walking around, "Will you buy my company?" "No." "Will you buy my widget?" "No." Next person.

**Yanik:** So this is like 20 people that you're partying with and drinking cocktails, and everyone's asking for things and you're rejecting each other?

**Christine:** Yeah, but you know what? I had one for 1,200 people. I keynoted a big sales conference a few months ago, 1,200 people. It was fabulous, we got it on tape, and then MSNBC did a special on it just because they were like, "This is a crazy idea."

I'm like, "Well, I know. Show the footage, it's wild."

**Yanik:** You got everyone in the room to ask for things, and everyone would reject each other for nine times, and then on the tenth request say yes?

**Christine:** Yeah, and then you start again. The next person you go to, "Okay, well, I just said yes. Okay, now the next person I go to," so that's why you want to have more than a few dozen people.

**Yanik:** So you keep getting desensitized to it, like you said.

**Christine:** Yeah, and all you have to do, Yanik, if you do it for ten or fifteen minutes, and you're really working the room, and walking around and asking people, you're going to get so rejected. What I want is people to get so rejected, which is why I like 15 minutes, and I like them to really shake as many hands as they can, ask as many people as they can, when you get super, super rejected in a short period of time, a really cool thing happens with this technique.

When you hear no, your mind then goes next. You need to forge no and next. Those need to become bedfellows. When you hear no, your mind has to say next because that's really what life is about.

If you got rejected, it was for two reasons. It was either you're not pitching to the right person. They're not truly a qualified lead; they really don't want what you have. Or you got rejected because you weren't pitching properly.

You weren't being concise, and you weren't being compelling. You got to say what you want really quickly. Then you have to be excited about it, because, "Will you buy



my widget,” is a no.

Then failure, very quickly on failure, failure often happens because again we’re not course correcting. We’re not paying attention, saying, “Oh, danger Will Robinson, change stuff.” So the thing with failure that you’ve got to do is you’ve got to course correct.

And then if you do fail, you’ve got to do it forward. You’ve got to say, “Okay, I failed. That was bad.” Well, don’t make a judgment. “I failed. That was an experience.” Do a post mortem, “Why did I fail?” What’s the post mortem?

“I failed because of X, Y, and Z.” Okay great, well I’m not going to do that again. Next time I’m going to see these warning signs, and I’m going to write them down so I don’t fool myself. I won’t fail again.

You fail forward by pulling those lessons and going forward. So this is in [Rules for Renegades](#). But very quickly, I started a business. It was crazy, it was called American Geisha. It was a really bad idea.

I got rejected, so I started this business, and I followed up my encore with a failure. So you don’t want do the rejection failure double whammy like I did. Ultimately though, the way I failed forward with American Geisha was that I learned from that experience that I’m really good at sales.

If I can sell, or influence this geisha trainer to take an American who was at the age when most geishas retire, and trained her from scratch, I must be pretty good at sales. What else can I sell? That’s when I decided to sell really expensive information technology services to the Fortune 1000.

After that I went out there, started corporate computing. Within about three and a half years, I had 700 of the Fortune 1000 as my customers. So, that was failing forward.

**Yanik:** Yeah, that’s awesome. That’s a perfect example.

**Christine:** It’s never too late. It’s never like a totally bad thing. There’s always something you can extract. There’s always a pony in there somewhere.

**Yanik:** Right.

**Christine:** It’s true. Okay, let’s do a few minutes on rocking rejection, excuse me, on networking.

**Yanik:** One of your quotes in your book is, “Life equals the people you meet plus what you create together.”

**Christine:** Totally true.

**Yanik:** How do you meet these people?

**Christine:** Yeah, I don’t know if we’re going to do six because we want to have more time.

**“Within about three and a half years, I had 700 of the Fortune 1000 as my customers.”**

**Yanik:** That's okay. Do a couple.

**Christine:** I'll just do a few. So the most important thing I think about networking is palm up networking. The problem like you alluded to before, Yanik, is that people are at these networking events and they're networking palm down.

They've got this claw that's coming out of their body and it's saying, "Give me, give me, give me." It's gross. People can feel it. I hate that.

**Yanik:** They're just looking around, seeing who can get them what they want.

**Christine:** Thank you, yes. They're looking around and they're saying, "Who's here? Who's important, and who has stuff for me?" Yuck, and then they wonder why they didn't get stuff. They wonder why they have tons and tons of contacts, but very few connections.

It's not about quantity, it's about quality. So what I find is that the number one thing is palm up networking. So when you network, you want to give and not grasp. Palm up networking embodies that spirit of service.

You need to find out what people want and help them get it. Don't be greedy, it's all going to come around. The universe has a perfect accounting system. I promise you this is true.

So when you come to someone, and you ask them questions like, "Hey, what business are you in? Wow, cool, how did you get into that field? Well, what's your ideal customer? You know what, Bob and Sue, friends of mine, would probably be great customers for you. Let me hook you up with them."

Suddenly, you just became their friend because you care about what they care about. You're building a relationship. Now, you must of course follow through and introduce them to Bob and Sue. But you need to give to others first.

So come from, "I will give to others first," and then it will come back to me. It really works that way, palm up networking is huge. I do another thing that's really easy that is mind blowing, and it's daily appreciation.

I make sure to appreciate somebody every day. It can be the guy at the gas station, the barista at your favorite coffee place. Just once a day, you need to tell somebody, whether it's an e-mail, or a voice mail, or to their face how much you appreciate them.

It could be like, "Bob, I really appreciate how great the cappuccinos are that you make. No one makes a cappuccino as fabulous and fluffy with the yummy foam as you do. You're just like the cappuccino god. You rock."

Letting people know that you appreciate them also does something cool. It gets you in that palm up networking mode. It reminds you that it's not all about you. It's about putting good energy out that results in it coming back to you, totally true.

**Yanik:** So when you're in an event, maybe it's not a networking event, but you're just at, I don't know, I guess a party. What's your mode there?

**Christine:** Well, my mode there is the drive-by schmooze, love it, love it, love it. So the drive-by schmooze is basically how to network without spending tons of tons of time. So the drive-by schmooze is what you want to do at cocktails parties, etcetera.

First of all, you decide how long you're going to network, because it's fun to then just chill and float in the rest of the party. You're going to time box it, so maybe you're going to do 30 minutes of networking. Muhammad Yunus, the microfinance guy, is having some event that I'm going to.

I'm going and I've decided that I'm going to do 30 minutes of networking. Then I'm just going to chill and enjoy it, and kick back and see what happens. So you time box your networking.

So 30 minutes is how long I'm going to spend. Then my goal is I'm going to make five new connections because five new connections in 30 minutes is pretty realistic I find, with my speed of how I do things. So then I'm going to walk in, and I'm going to stop my thoughts, and I'm going to let myself be guided to the people that I need to meet.

I find that if I just shut up, and I don't look at name tags, and I don't look at titles, I just follow where I'm guided. I know it might sound woo-woo, but it totally works. You just follow where you're guided, and then you talk to the person, and find out what they care about, and help them get it.

**Yanik:** And then how do you eloquently disengage?

**Christine:** This is why I always like to have a follow-up. "Oh, I'll introduce you to Mary and Sue, blah, blah, blah. Well, you know what, I'm going to move on, or I'm going to get myself" – it's always nice to have an excuse.

"Gosh, I'm so thirsty, I'm going to go get a glass of water. Hey, it was great meeting with you. I will see you on e-mail, and I'll look forward to that lunch that we want to schedule, and I'll get back to you with three dates and times for that lunch that we want to schedule."

**Yanik:** Great. Let's see what else I want to cover with you real fast. I think we've kind of alluded to this, but give me a couple of more thoughts on what it takes to create this balanced life successful business, family, health, personal pursuits. I mean, you've talked about setting goals in each of those areas because obviously if we don't, then we're going to get bogged down with just work, work, work.

How do you actually do that, or any other thoughts on this balanced life?

**Christine:** Okay, yeah, yeah, yeah, especially when you work at home. When you work at home, it's so easy. "Oh, I'll just check my e-mail, it will just take a sec." E-mail is so bad. I am really weaning myself from e-mail. I'm a total e-mail junkie.

**Yanik:** It's addictive.

**Christine:** Yeah, it's totally addictive. So what I do is I actually block time out, like Saturdays are when I do my volunteering and my gardening. Then I have date night two nights a week, with my husband.

**"I'm just going to chill and enjoy it, and kick back and see what happens."**

So I build in structures. I have girlfriend night, or girlfriend time one time a week. We have a dinner party once a month if not more often that we host. So I actually book these things in my calendar. I book my time to work out.

I know that the time before I work out is the time that I meditate. There are only certain times that I'm available for calls. From ten until two is when I do my calls. The rest of the time, I do my product creation, etcetera.

I really find that I have to put it in my book. I actually have to book it. What's fun about having goals to achieve is that you've got your business goals. But then you also have your fun goals, like one of my goals is I have to attend two live theater events per month, if not more.

So if it's getting toward the mid-month, and I've not bought tickets, I've got to get on the case. I have to do one thing that really stretches me in a crazy way each quarter. So the last quarter of last year, I was in this show called Tony and Tina's Wedding.

**Yanik:** You were in it?

**Christine:** I was in it. I auditioned. They said, "Well, tell me about your acting experience." I said, "Well, I was Wendy in Peter Pan in junior high." They said, "Well, what have you done since then?" I said, "Well, nothing."

And I was stunned that they actually brought me onto the team. I ended up being Tina's maid of honor, the role of Connie.

**Yanik:** That's so funny. My friend and I came dressed in a ruffled blue and pink tuxedos.

**Christine:** Oh how fun, okay, so you've seen the show.

**Yanik:** They asked us to try out because we were such a part of it.

**Christine:** Very cool, very cool. So yeah, you played full out, you got into it.

**Yanik:** Right.

**Christine:** Yeah, it's a very fun show. See, again, you have to stretch yourself because I never, ever thought that I would be able to do twelve shows in a row to a sold out crowd. I'm not an actress, and here I was working with the Tony that opened in New York.

I was kind of thinking, "Gosh, I'm not worthy." Well, you know, I am. So it's good to stretch, it's really good to stretch.

**Yanik:** Okay, we're getting close to wrapping up here. With an hour, there's really not enough time to cover everything that you can cover. Probably couldn't cover enough in a week together, or two weeks together, of solid info.

I know you have a special that you've lined up just for people on the call.

**Christine:** Absolutely.

**Yanik:** Want to talk about that a little?

**Christine:** Yeah, this is the Yanik Silver special. So here's the thing. We've been talking about relatively soft topics today, kind of how to redefine yourself, networking, it's in with

rejection, etcetera, but I really want people to be insanely wealthy.

What's great about wealth, it's definitely not the BLN doll. I know lots of billionaires and they're not very happy people. They're only happy I find when they start giving it away.

The change in Bill Gates, and I've known him for I don't know what, 20 years, 16 to 20 years, I can't remember. The change in Bill Gates when he started really getting into philanthropy, his whole physicality is different. It's awesome.

We had drinks a few years ago, he was totally a changed man. So what's cool about wealth is then being able to give it away. So I want to first of all clear that up. Money is definitely not going to make you happy.

But I find that the more entrepreneurs we create out there, the more we help people get wealthy, the more they then that have the bills paid, and basic stuff handled so they then can go onto the new adventures like philanthropy, like personal growth, etcetera. It's easier to do that when you're handled financially. So that's why I like making people rich.

All right, so I guess for the people who really want to rock their career, for the people who really want to figure out, "How do I build companies? What are the fundamentals of really launching, growing at an accelerated pace, a business?" Because not everybody wants to do that.

For the people who really want to rock your business, grow it fast, meet amazing people, get great advisors. Build this company, understand all the components of the entrepreneurial mindset, how much of a business plan you actually really need. How to recruit and build that amazing team, and I'm not saying people that you have to pay.

I'm saying people that want to help you because you've developed emotional equity with them. It is amazing how many people out there will help you if you know how to approach them. Getting funding, CEO really stands for Cash Extraction Officer.

I think we forget that. We get so caught up in building our business that we really forget that our job is to keep money coming in no matter what. Then of course, how do we really launch, how do we really generate budget on a budget?

What is the business that we're building? And what's the most efficient way and the fastest path? So what we are offering for our friend through Yanik is a couple of different packages.

Basically, they're all business building packages. Again, I think if people have the foundation, then they're not going to become a statistic. I'm really on a mission to change the statistics which are from the SBA, [www.SBA.gov](http://www.SBA.gov), you can find them there.

Fifty percent of small businesses fail in the first year and 95% fail in the second to fifth year. That's totally unacceptable, that's totally unacceptable. So what we want to change is to help people understand only what they need to know.

I have no time for stuff that is not relevant. I don't want a huge workbook with way too

**“We get so caught up in building our business that we really forget that our job is to keep money coming in, no matter what.”**

much stuff in it. I only want the essentials. So our first package that we're offering is a copy of my book, Rules for Renegades.

And if you have it already, give it to a renegade friend, or give it to a friend whose struggling, who needs a step up. It really makes a difference. Then our Secrets to Startup Success telecourse. Our telecourse is starting at the end of January and goes for six weeks.

You will learn all the foundation there. You will learn how to build that business, the topics I just went over, how to get people to help you out. How to launch, how to grow, how to get money, if you want to get money and you don't want to have to give away big chunks of your company.

How to grow much faster and much smarter, and avoid all of those common mistakes. That first package is \$397. We're not offering this to anybody. Our telecourse alone is \$597 now. Only for Yanik's friends, it's \$397 and we throw in a copy of my book.

Then for people who really want to rock, and they want to take that foundation from the telecourse. And they want to have the workbook, the audio course, kind of the next level, we are also bringing on board our program, Secrets to Start-up Success.

So they get the full home audio course. They get all the online forms. There's over 50 worksheets, forms, etcetera, for marketing and positioning, for sales lead generation and qualification, for recruiting templates, and then it goes on and on and on.

Over 50 different templates, forms, etcetera for growing your business, launching your business in all the different areas, sales, marketing, finance, product development, etcetera Human recourses, and that is \$597, and again, for the program alone, the Secrets to Start-up Success alone we sell it for \$447.

So basically, for the low-end product, you're saving a few hundred bucks. And for the high-end product, you're saving over a thousand dollars.

**Yanik:** Great. And then people can check that out I believe at [www.MightyVentures.com/special](http://www.MightyVentures.com/special).

**Christine:** Yes, and it's singular, [www.MightyVentures.com](http://www.MightyVentures.com), plural, /special. And this is special only for Yanik. It's only for Yanik's friends. So if this makes sense for you guys, great.

Really, this is sort of compressing hours and hours of consulting into a box. So it's really kind of a start up mentor in a box.

**Yanik:** Right, and it's from somebody who's actually done it, and you've been with 200 different start ups as an investor, and advisor to 36 different start ups, sold five of your own businesses. So you've been around the block so to speak.

**Christine:** Yeah, and we've been applying these techniques to one of our clients, they had zero revenue. Now they are getting close to their first million, rapidly close to their first million. They're going to have it probably real soon because we just acquired a company that brought them 300,000 unique visitors per month.

And we acquired this company for like breadcrumbs. So we got 300,000 unique visitors a month, their revenue is going through the roof. They're a brand new company, and we've got exclusive content distribution deals with Amazon and AT&T.

And we've got 10,000 different digital components that they can sell. This is business acceleration. You can either build your business slowly. There's nothing wrong with that, but you're probably going to make lots of mistakes.

Or you can learn, okay, what's only the stuff I need to know so I can avoid the pain and suffering, and I can fast track my business.

**Yanik:** Yeah, I have always found that I would much rather take a short cut from somebody whose been there, done it, instead of doing it the hard way myself. And so what you're definitely offering people here is a shortcut. I think we covered a whole lot.

Once again, that Web site is [www.MightyVentures.com/special](http://www.MightyVentures.com/special). Any final parting thoughts on what we've been talking about?

**Christine:** Yes. I want everyone after this call to hang up, and to go look in the mirror, and to just promise themselves that they are going to rock their business in a different way this year. The biggest problem I find with entrepreneurship is people do the same thing that they did last year. And they expect their company to have a radical breakthrough.

You know you know the definition of insanity, doing the same thing again and again, and expecting a different result. So make 2008 the year that you are going to do your business in a whole new way. I think this is going to be a great year.

Even though the economy is going through some challenges, 2007 was a real tough year for most businesses. But I cannot tell you, well, I can actually. CNBC, FOX Business, MSNBC, Good Morning America, those are just the first few off the top of my head. Everybody wants to know how I am going to do it differently in my business this year.

I'm going to be telling on all those television shows in the next month or show how to rock your business differently this year. We gave you a couple of highlights on the call today. You had a lot more than you could get in a two minute sound byte on national television.

Resolve to make this year different. Resolve to run your business more effectively and to have a richer and more rewarding personal life, and to make a bigger difference in your life.

**Yanik:** Very good, Christine. It's always wonderful talking to you.

**Christine:** Thank you so much, Yanik.

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generous companies and organizations across the nation share our vision.

*Through Scholarship America, nearly 2 million students have received over \$2 billion in scholarships since 1958.*

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ScholarShop, Scholarship America's collegiate readiness program, helps students in grades 4-12 and their parents prepare for college financially, socially and academically.

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The **Disaster Relief Fund for Postsecondary Education** was established to help students affected by Hurricanes Katrina and Rita, and has awarded \$4.5 million to more than 6,800 students.

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Learn more about all of our programs, and everything that Scholarship America does, at our Web site: [www.scholarshipamerica.org](http://www.scholarshipamerica.org)