



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

Phew! We just closed out Underground® 6 this past weekend and I have to say it was probably THE best event we've done yet. Especially if my car loaded up with thank you gifts, wine and food was any indication from the attendees.

And the testimonials continue to pour in – here are just a few I've gotten:

"It was a great weekend and the most useful seminar/conference I have been to since starting Cloud 9 Living 4 1/2 years ago." - Adam Michaels

"Yanik Silver's Underground Seminar has completely changed my outlook on how to run an Internet business. I've never met so many interesting, successful people who were so willing to help." - Nick Tart

"You guys rock! Thanks for putting this experience together, cause is not just a seminar, it's an experience, a networking and business opportunity. Can't get my head around the wealth of resources shared, the amazing people who wanted to help me out and the amount of ideas I actually need to start implementing...Will be attending next year for sure! - Manuel Amaro

"I can't tell you how many times I have heard that this event changes lives..." David McCready

Each year the Underground seems to get bigger and bigger and I feel so grateful for the amazing attendees, team and volunteers who make this all come together. We literally have 10 people working 20 hours just on the stage design to make it look like a Hollywood set of 'Get Smart'. They did an incredible job – take a look:



There were over 460 attendees this year including about 70+ Maverick Business Adventures members. Over 50% of the audience was doing 6-figures online – so pretty impressive group.

I have so many highlights so I'll have pick out just a few...

It all started with a pre-day called the Young Underground Moguls. Attendees had the chance to hear from tech wunderkinds under 25 who were killing it online. Plus, we had a great group of 10 Young Entrepreneur Scholarship winners who got to attend the event for free and be part of special activities with the speakers and Maverick members. I got some great notes back from them and I really hope this experience will end up changing their lives just like last year's scholarship winners.

Then on Friday we started for real. Our opening sequence was set-up at the last-minute so I wasn't 100% sure what I was going to do or my "lines" until less than 24 hours before the opening. The set was so incredible with an actual phone booth that speakers would come out of. I had a little surprise for the audience because after I appeared out of the phone booth – I had a few slides about silencing phones. We had a little gag working where my shoe would ring and I was getting upset that "someone" in the audience had their phone going off. Yup, I had a real live working shoe phone created for me.



It was pretty slick. I don't think the audience knew it worked for real – they just thought it was a sound effect but I showed it off during the day and getting pics with attendees. I took it home and not exactly sure what I'm going to do with it but we'll see.

This year we added even more transparency to our event with a live tweetstream of the hashtag #UG6. Mari Smith, one of our speakers from last year, gave me the idea and I thought it was great until about 15 minutes into the conference we had a heckler. This anonymous guy or gal decided he would harass, belittle and spout inappropriate tweets using our hashtag. At first this really annoyed me and got me really steamed. In fact, I asked our tech guy if there was a way to simply remove him from our stream but they said no. I asked Derek Johnson, one of our Young Mogul speakers and owner of Tatango.com for any tips and he said the community will take care of it.

So I let it go and actually journaled about it at night. I realized that I could only control one thing – and that's how great of a "product" I put out there. I had dozens and dozens of attendees gushing to me about the event and I decided I'd let the community police itself as Derek suggested. And that's exactly what happened with a few people deciding to interact with this name-

less individual and call him out.

It just amazes me the kind of energy someone like this would expend to simply bring others down but that’s their own issues. Like I said, I could only control one thing. And that’s exactly what I told the entire audience at the start of the 2nd day. In fact, it turned out to be a great lesson in transparency and where things are headed (or already have arrived). Anyone with any kind of gripe gets a voice and if there is a legitimate reason for his gripe others will band together – in this case the vast majority of people using the hashtag were overwhelmingly positive about their experience.

But the fun and adventure didn’t stop there – I had a few “heart attack” moments with our keynote speakers, Gary Vaynerchuk and Jessica Jackley coming in at the last minute. And other speakers missing flights, flights cancelled and barely making it in on time, etc. But I believe it always works so out so I wasn’t that stressed.

Here’s Gary Vaynerchuk probably wondering what he got into when I won our bet about moving 500 Crush It books for him. Gary did me a favor to drop by our event en route to SXSW. Next year hopefully we won’t overlap again since I’m starting to see a bit of a blending of the “two” Internet worlds.

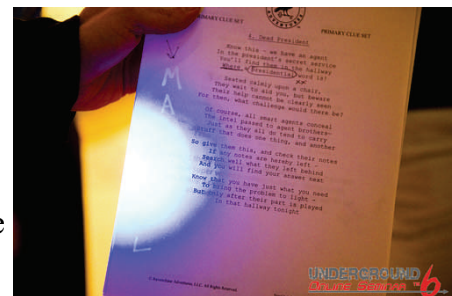


Zak and Zoe got a chance to see Daddy working when they stopped by on the second day. It was so sad because Zak started sprinting around the stage and then screen that looks like a hallway seems to keep going (it doesn’t). He ended up falling off the stage. He was about to go get a “Mamma hug” but decided to tough it out so he could keep running around and popping outside the phone booth.

Creating Experiences for Your Customers

When I created the Underground®, I wanted it to be packed full of incredible content but also be a true experience for attendees. There’s a lesson there. I am a firm believe that experiences are what customers are looking for beyond the plain-vanilla way most companies provide their goods or services. I work on tying the ‘spy’ theme or ‘Get Smart’ theme in a lot of different ways. Even the bags attendees receive have file folders (or dossiers) on each speaker.

The first night we had an actual Get Smart spy mission out around the hotel. You had to use a special black light or even heat the paper to get clues on how to solve your mission. (You might be able to make-out the black light clue down the left-hand side in this picture)



We also had “idea detectives” in trench coats walking around to help attendees with their ideas and taking their passions to apply online. And of course, I already mentioned the set and my opening sequence. We also give away Get Smart DVDs and special memorabilia. And then one of my core concepts is *“But wait there’s more...”* At the \$10k charity check presentation we brought out Get Smart impersonators for Agent 86 and Agent 99. It was a fun way of ending the experience and awarding Susan Hill the title of Underground Marketer of the Year.



If you want to learn more about experiential marketing – pick up the book “The Experience Economy”. I was thrilled when one of the authors of that book, James Pine, sent me an auto-graphed copy out of the blue and said I really get creating experiences.

I’ll give you a little behind-the-scenes after the event was over on Sunday. I take all the speakers and few friends out to dinner. I decided to have a little fun with our tables and this is what I posted on the menus:

I’m not exactly sure what the management thought when we asked for that sign. I’m up for adding some silliness anywhere I go.



After lots of stories and laughs everyone made it over to the main bar at the hotel and for some reason our Underground Marketer of the Year, Susan Hill, decided she was going to challenge me in quarters. I’ve played a lot in college and I guess she did too. Susan is a Maverick member and we played a little bit in a dive bar in Mexico. I guess I must have won because she wanted a re-match.

Instead of using a regular glass we decided to make it a more powerful display of skill with a shot glass and a quarter. We were playing to 10 and the score was tied at 9-9. Next person to hit won and I said we should up the ante and only allow trick shots for #10. So one of the attendees, Prescott Paulin, placed his red briefcase as a backboard.



Susan took one shot and it was in! I couldn't believe it. Prescott was videoing the whole thing so there's documented proof somewhere. I bowed down to Susan as quarters champion...for about 30 minutes. Then my male ego made me come back and challenge her to an all-backboard game to 3. I won that one. Now we've decided we'll continue the game in South Africa when I see her for the World Cup during our Maverick adventure.

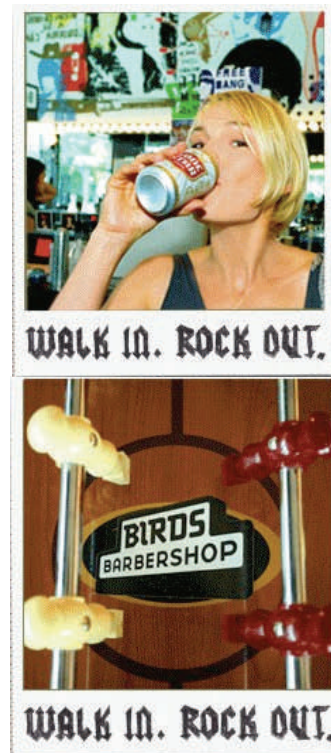
If you somehow missed it this year – please mark your calendars for next year. It's going on March 3-6, 2011 in Washington, DC again. We'll also be releasing a limited number of recordings from this event so stay tuned.

Free Beer with Haircut!

What could be better than free beer, right? Birds Barbershop has become quite an Austin landmark with several locations doing things pretty different than any other barbershops. They actually giveaway a free Lone Star beer with every haircut. (It's a partnership with Pabst that they got going.)

One thing is for sure - you're not really going to mistake this place for a Hair Cuttery. It's pretty damn cool from the 80's iconic video game décor to 2nd hand vintage design. There's even a custom Birds Barbershop foosball table you play while drinking your free beer waiting for your stylist.

Check out www.birdsbarbershop.com for how they mesh personality with a very mundane service business like cutting hair. They've linked it to much cooler and more exciting things like suds and rockin Austin bands. Birds will frequently do events and joint promotions with free concerts at their locations around town.



It appears the barbershop is making a comeback and in a future issue I'm going to show you another example in this same category that's totally re-engineered what they're doing and made it into an exclusive male membership club.

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Wild Way to Increase Form Conversion 25% - 40%

I love this example because it shows you can take a pretty basic process (like a form) and add a little something to it and you'll get a nice bump.

You remember using mad libs as a kid? You know the game where you think of a type of animal or adjective or whatever and it turns into a silly story. Well, I have to give credit to Luke Wroblewski's blog for ferreting out this cool example:

<http://www.lukew.com/ff/entry.asp?1007>

They point to a 25% - 40% bump simply making the forms more conversational in nature. The first example is Huffduffer.com audio sharing service – check out their registration form:

huffduffer

Sign up

“ I would like to use Huffduffer. I want my username to be **BadMoFo** and I want my password to be My email address is **yanik@badmofomaveric**. By the way, my name is **Yanik** and my website is **www.X.com** ”

JOIN

Notice it asks you in a sentence or conversational way what you'd like your login and password to be. It works just like a standard form and just as you'd expect except for the way it's presented to you.

After seeing this the team at Vast.com did an A/B split with their traditional form and their newly revised conversational one and early results have bumped up responses by 25-40%.

I wanted to see if they are still running these forms and they are – here's one for an Acura MDX:

HALL ACURA
3400 Halford Road, Virginia Beach, VA 23462

1 of 30 photos

More Pictures >

Call the Dealer: 800-382-2915
Or
Email the Dealer

From:

Your message:

Hello, my name is and I'm writing you today to learn more about the 2006 ACURA MDX TOURING listed for \$24,995. I live in the area and I would like to hear back from you soon and learn more about this vehicle. Please call me at at your earliest convenience.

[Personalize this message](#)

Thank you.

Email this dealer now

In case you can't read it clearly – here's the form:

“Hello, my name is [first name] [last name] and I'm writing you today to learn more about the 2006 Acura MDX Touring listed for \$24,995 I live in the [zip] area and I would like to hear back from you soon and learn more about this vehicle. Please call me at [my phone number] at your earliest convenience.

If these numbers are correct – 25% - 40% bump is huge!! I'm going to be testing this on the new Maverick1Million.org when we get it up.

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Creating Businesses For Doing Good

contact: sales@miraklecouriers.com
Contact Us
Track and Trace

About Us Services Blog Media Room Deaf Community

Creating Opportunities
Giving meaningful employment to deaf adults and empowering them

At the Underground® 6 event I had a chance to spend some time with Richard Alderson, from the UK but now in India. He's part of an amazing incubator that develops businesses for social good. And I just noticed one of the businesses in a newsletter I read about business trends.

It's Mirakle Couriers in Mumbai.

India has always had one of the largest populations of deaf citizens but they've been shunned from traditional jobs and roles. This courier company only employs deaf employees and has seen a dramatic increase in business. They are a for-profit but their giving and deaf community involvement is woven into what they do.

Read more about them at - www.miraklecouriers.com

This reminds me just a little bit of the inmates I mentioned who made the hot sauce. With a little creativity and entrepreneurial spirit you can take, what most people would look at as a disability, and turn into a marketing advantage. Kudos!

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**Underground® Secret Society
FORUM Password for March:**

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

Here's this month's information:

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

login: march

password: paperclips

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

Check out this month's Secret Society interview!

All the best,



Yanik Silver

P.S. Coming soon – you can look forward to the power of authentic stories, customized info products and lots more!

Underground®

Secret Society Recap:

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

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

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

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