

## Dear Maverick Business Insider,

C-A-P-S....Caps! Caps! Caps!

I'm in full-blown Stanley Cup Playoff mode over here!

Some of you know I play hockey and I've been a huge Caps fan for 23+ years starting with my Dad taking me when I was 13 to the games.



It was pretty awesome in San Diego during Frank Kern's Mass Control event this past weekend when my brother, Jeff Johnson, Todd & Ashley Dickerson joined me to watch game 6 at 11 AM, PT. For every Caps goal we started buying the entire bar shots chanting C-A-P-S...Caps! Caps! Caps! It got out of control fast but we loved it with a 5-3 Caps Win.



I was actually supposed to speak later that day on my newest concept of "Astonishment Architecture"™ but Jeff was texting Kern saying I was too drunk to speak. Not really. Though I was maybe a

bit buzzed after all those shots. Anyway – Frank was running so late that he just asked me to drop out.

No worries. Now that meant I could go the Hard Rock's 'Intervention' pool party! For a Sunday afternoon complete craziness ensued. It kinda looks like this:

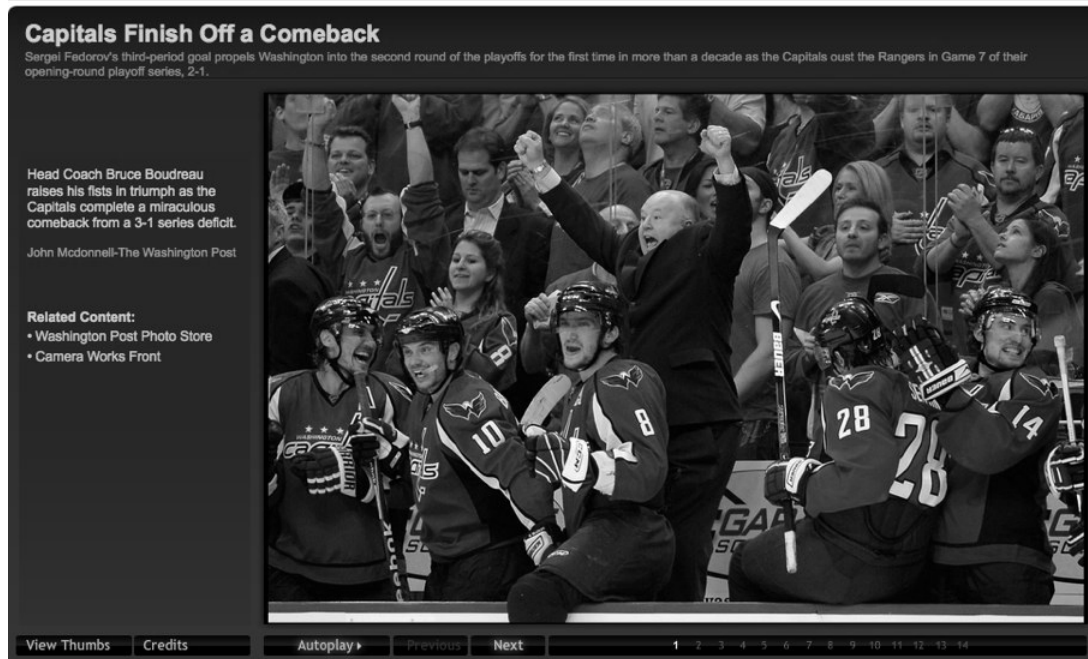


We had a cabana there and continued our red shots (among other drinks) in honor of the Capitals. After the pool party we hit Nobu for sushi and some more sake. Followed by hanging at Frank Kern's room, then the club at Hard Rock and an after party at Mike Filsaime's room. We ended our pretty ruckus day/night at 3:30 AM and I had to make an 8 AM flight to get back home. Ouch!

It was Missy's birthday that week and her present.... Caps game 7 tickets! 😊

She wasn't that happy – but she was still a trooper. I took her, my Dad and my brother to the game. I got us front row seats behind the Caps bench. It was awesome watching them win a game 7 (something they haven't done in 21 years!). You can actually see all of us on the front page of the Wash Post and online. - here's the pic (we're to the right of coach Boudreau):

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The Caps now play the Pittsburgh Penguins. The NHL is more than excited because some of the biggest super stars in the league will be facing off against each other from both teams. As of this AM it's 2-0 Caps in the series heading back to Pittsburgh and I'm super excited to make a run for the Stanley Cup this year. My neighbor laid down a 40-1 bet during the regular season the Caps would win the Stanley Cup – would be a nice payoff!



In less than 2 weeks I'm heading to Necker Island with some of our Maverick members to brainstorm and hang out with Sir Richard Branson again. Should be pretty awesome! But it won't all be fun and games.

One of the big initiatives heading to the island is a really slick online interface that lets charities (like Virgin Unite) plug-into your transaction stream following a sale to ask customers to provide a donation.

I'm BETA testing it this week and hope to let you in on it shortly. Stay tuned. It doesn't interfere with your sales conversion at all – it's all done after the sale in a really smart way that passes data direct to the charity. (Like a 1-click upsell.)



### Shhh....Secret Stuff

Here's another concept that will pay for your subscription probably 10x over if you pay attention. It deals with the psychology of wanting to be "in the know".

How many times have your sorta overheard a conversation your friends are having about someone else and you chime in, "Hey! Who are you guys talking about?"

I know I've done it. It's important for each of us to feel like we are an insider and that we've got knowledge others don't. Now in business you can harness this motivation in a couple different ways:

#### Create a secret language or insider info:

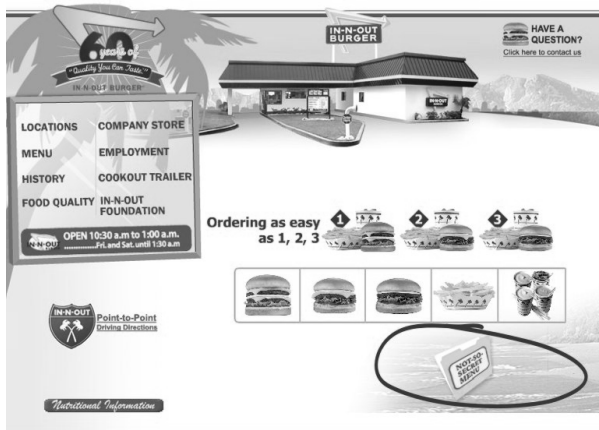
Did you know at Pot Belly's Sandwich Shop they have an entire line-up of items that are not on the menu and are only available if you are in-the-know? Slide up to the counter and order a cheeseburger sub and you'll get a few raised eyebrows from people around you since it's not on the menu – but the staff will recognize you as an insider.

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At Jamba Juice supposedly because of trademark reasons they have a whole slew of smoothies and juices that don't make it to the menu.

There's a site dedicated just to this: <http://jambaunderground.wordpress.com/> (Psst...according to the site the 'White Gummi Bear' drink is amazing!)

In N' Out Burger also has a "secret" menu but it's actually not that secret. It's up on their site: <http://www.in-n-out.com/secretmenu.asp>



I think they make a mistake by proclaiming there is no secret menu on that page – that it's just good customer service by allowing people to order what they want.

Okay but aside from food examples think about language. Every sub-culture, niche, group, etc has it. And it's even better if you can create your own language that creates cohesion among a group. (i.e. internal team or external customers)

Think about 'Dead Heads' or 'Parrot Heads'. The Dead Heads are the die-hards who come out for the Grateful Dead and Parrot Heads are Jimmy Buffet fans. It's all in the language. Zappos.com team members call each other Zapponians and they are always using the language of their company values when they speak to one another. Does this have anything to do with them hitting Fortune magazine's best places to work list the first time they qualified. I think so.

The other thing that happens with Insider Info like this is fellow 'insiders' will recognize each other.

For instance take a look at [www.luckyseven.tv](http://www.luckyseven.tv) - these are custom created hats based around

fictional companies from movies and TV. Go to the site and you'll find a whole slew of custom patches you can add to your hat from the company behind Terminator to ENCOM behind Tron and a ton more to warm a true fans heart.



But the only people who will get it are the ones who 'get it'. It's a great concept. Below is a screen shot of a cap I was putting together with the Las Vegas Mint 400 race. Some of you know right away what that is – now we share a common secret. Others don't. You're excluded. And that's all part of this game. (fyi: to save you the trouble of looking it up Mint 400 was the race Hunter S. Thompson was covering in Fear & Loathing in Las Vegas.)



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## 2. Create a legend, secret or myth surrounding your product

One of the earliest examples of this is Coca Cola's secret formula. Supposedly only a handful of executives know the actual formula at any one instance. I believe it's more a marketing stunt than anything else but the legend lives on and that's the important thing.

Ernest Woodruff, who led Coca-Cola from 1916 through 1931, really took the secrecy of the formula up a level. He told the media (and thus the public) the only written copy of its formula Coca-Cola admits to having was retrieved from a New York bank (where it had been held as collateral on a sugar loan) and reverently laid in safe deposit box in Woodruff's bank.

The company set a policy to not allow anyone without written permission from the Board to view the formula. And then only in the presence of an officer. It went on to say two company officials would be allowed to know the recipe at any given time, and their identities would not be made public.

Once airplanes become more common the policy was amended to say these two officers couldn't fly on the same plane together. It was a great PR set-up but not actually true since there are multiple people who know the formula (and most).

Another beverage that's more to my liking than Coke is...BEER! How about the much talked about '33' on every Rolling Rock beer bottle.

There are all kinds of other theories too but that simply continues to fuel this legend.

Sticking with food-related stuff, you also have Kentucky Fried Chicken's 11 herbs & spices secret the Colonel wants you to believe. According to the KFC site:

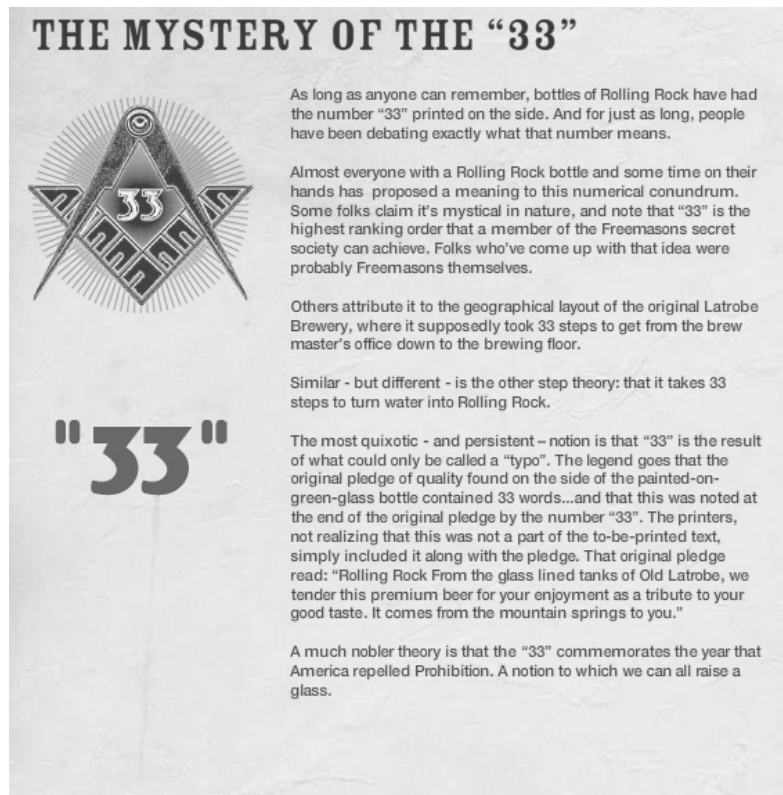
*The Colonel developed the formula back in the 1930s when he operated the Sanders Court & Cafe restaurant and motel in Corbin, Kentucky. There, his blend of 11 herbs and spices first developed a loyal following of customers.*

*"In those days, I hand-mixed the spices like mixing cement on a specially cleaned concrete floor on my back porch in Corbin," the Colonel recalled. "I used a scoop to make a tunnel in the flour and then carefully mixed in the herbs and spices."*

Heading in a different direction what about music? Originally there were shocking revelations about hidden messages of Satanic worship in hard rock songs. Or the Beatles laying out theories of Paul being dead or secret messages to people. There's a fascinating Wikipedia reference to all of this using 'backmasking' here:

<http://en.wikipedia.org/wiki/Backmasking>

But the bottom line is all of this stirs controversy and cause the legend to keep proliferating.



**THE MYSTERY OF THE "33"**

As long as anyone can remember, bottles of Rolling Rock have had the number "33" printed on the side. And for just as long, people have been debating exactly what that number means.

Almost everyone with a Rolling Rock bottle and some time on their hands has proposed a meaning to this numerical conundrum. Some folks claim it's mystical in nature, and note that "33" is the highest ranking order that a member of the Freemasons secret society can achieve. Folks who've come up with that idea were probably Freemasons themselves.

Others attribute it to the geographical layout of the original Latrobe Brewery, where it supposedly took 33 steps to get from the brew master's office down to the brewing floor.

Similar - but different - is the other step theory: that it takes 33 steps to turn water into Rolling Rock.

The most quixotic - and persistent - notion is that "33" is the result of what could only be called a "typo". The legend goes that the original pledge of quality found on the side of the painted-on-green-glass bottle contained 33 words...and that this was noted at the end of the original pledge by the number "33". The printers, not realizing that this was not a part of the to-be-printed text, simply included it along with the pledge. That original pledge read: "Rolling Rock From the glass lined tanks of Old Latrobe, we tender this premium beer for your enjoyment as a tribute to your good taste. It comes from the mountain springs to you."

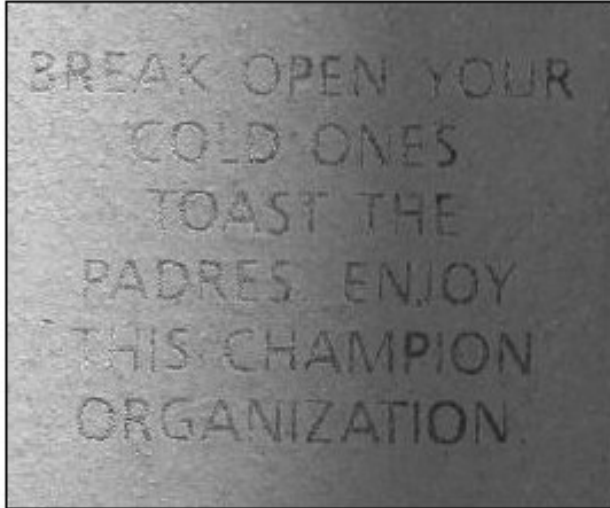
A much nobler theory is that the "33" commemorates the year that America repelled Prohibition. A notion to which we can all raise a glass.

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Here's another one from my files. PETA vs. PETCO

The San Diego Padres baseball team moved to a new stadium named after their corporate sponsor, PETCO. They decided to raise revenue by allowing people to purchase personalized bricks inscribed with messages. Here's one brick:

"Break Open Your Cold Ones! Toast The Padres! Enjoy This Championship Organization!"



That's the message on a brick purchased for PETCO stadium in San Diego. It seems harmless enough until you read it like this:

**Break Open Your Cold Ones! Toast The Padres! Enjoy This Champion Organization!**  
(BOYCOTT PETCO)

### 3. Invitation only & ultra exclusive

It's human psychology that we want we cannot have so creating an 'invitation only' type of marketing plan is pretty smart. There's been tremendous growth in a Social Media network known as 'A Small World' ([www.asmallworld.net](http://www.asmallworld.net)) just for that reason. Only members can issue invites to others. It's like Facebook but for the jetset crowd.

I've talked about this before but there are multiple reasons we use applications for our high-level programs (like MasterMind). We want to find the very best, most committed applicants but also the whole notion of application creates exclusivity.

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## 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.

Go deep on the cloak and dagger stuff and you'll find PDT speakeasy in NYC. PDT stands for "Please don't Tell". You enter this spot from a hidden door inside vintage phone booth in the adjacent Crifs Dogs in the East Village. Head to the website and the only thing you see is a phone number and one picture of the bar. That's it. Pretty insider.

Keeping something exclusive only creates more demand. I've been trying my darndest to get into a restaurant down here in D.C. called "Mini Bar". You have to call in at 10 AM every morning for a reservation for the following month. There are only 6 seats in this unique restaurant and they're gone in an instant.

Or how about this? Club 33 in Disneyland. Most people don't know there is a super secret club on the property (in fact, it's the only one that serves liquor). Membership starts at \$4,500 and annual fees are \$2000+. There is a several year wait-list to get in and the restaurant/club is not advertised.

From a little research I did on this – I like this quote: "This was Walt Disney's concept -- an elegant, exclusive club . . . a place for conversation, and conversation piece in its own right." You get the gist of this concept in the quotation.

And the last example I'll pull out is a controversial secret society from Yale University known as Skull and Bones. It's an incredible honor to be 'tapped' by this group and nominated for inclusion. There are have been numerous books and inferences to what this group's true purpose really is especially with John Kerry and George W. Bush being members. And all of that only leads to more controversy and talk.

So what's the point of all this?

Well, with the Internet people will "talk" and your myths and secrets will spread. You don't want to advertise it or else it seems fake. Let it take an organic quality of its own and see what develops. Spend a little time thinking about this and I really think you could be on to something big for your business.

## Upcoming LIVE Event

**Upcoming LIVE Event – July 17th**

As a charter member, **you're getting a HUGE bonus for FREE! 1-day LIVE Event "Maverick Business Insider Extravaganza".**

Ok we've set the date! July 17, 2009 you'll be invited to come out as my guest for a jam-packed 1-day event combining everything about Maverick – namely more profits, more fun and giving more back. It'll take place in the DC-metropolitan area and you'll start with a ½ day business workshop covering my latest secrets and insights into making more money. (Considering I've run workshops from \$995.00 - \$10,000.00 this is already a significant bonus.) Then for the other half of the day we're going to have a great time! It looks the fun event is going to go-kart racing...but we'll get you more details very soon via email. So stay tuned!

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





*Interview with*

**Mike Hill**

**May 2009**

**Yanik Silver:** Welcome everyone. This is Yanik Silver with Maverick Business Insider. With me I have another Maverick Business Adventures member, actually one of our very first—you were probably number—you probably know your number. I don't know what you are.

**Mike Hill:** I think I am 11.

**Yanik:** Number 11: alright, the number 11 founding member, Mike Hill. I have known Mike for a lot of years, and we lost touch for a little bit. We met each other back at our buddy Jonathan Mizel's seminar in Boulder, Colorado, and Mike was the guy who stood up on stage, and his boss at the time was saying, "Shut up! Why are you telling them so much?"

Mike has just been this amazing person for architecting deals and offers and people's businesses and truly taking this risk-free trial model that he has really perfected and taken people's businesses from making a nice profit to making an incredible profit.

He has also been responsible for driving billions and billions of ad impressions particularly with banners. We will probably talk a little bit about that: buying advertising. He has really become the go-to person for traffic in that sense.

Mike and I reconnected a couple of years back, and since then, we have been on a similar path just wanting to help as many people as possible and spread this message of entrepreneurship and innovation. You can do a lot of good by still doing good for yourself at the same time.

You, Mike, my friend, are a great person to bring on as an interview, so I am real excited for this. Is there anything I left out? Do you want to add anything?

**Mike:** No, you hit the nail on the head. We have focused a tremendous amount on building up business value and really taking a whole new approach to Internet marketing where most Internet marketers that will meet will create a sales path, and they will create a quick way to make profits.

Most offline businesses will create the business first and leave no money for marketing, so what we've done is successfully merged the two over the last ten years to create a business of Internet business.

That is really how we are able to utilize things like free-trial marketing or even one-time sale marketing—whatever the marketing medium is to deliver the most possible sales value and also the greatest success ratio for the customers so that we can take those guys from a hundred thousand a month to millions a month or whatever the case may be.

**Yanik:** Yeah, I have seen you do it. Before we get into that, why don't you give people a little background about how you got into this weird, wacky world of online marketing.

**Mike:** That is kind of a crazy story. I was running a call center for a few years, and I had done a lot of things before that, but the important part of the story is that I was running a call center for a few years.

With the downturn in the economy back then, I lost my job and was on unemployment and in the Internet for a year really not doing much of anything.

Right about the time I started running out of unemployment and realized, "Man, I had better do something with my life; I am almost 26 or 27 years old. I had better do something," I looked in the paper and saw an ad for a receptionist for a Dot-com company. I thought, "Boy, that would be kind of cool. There is not a lot of that out there."

This was, I think, 1999 or so. I think it was 1999 or 1998. Anyway, I answered the ad for the receptionist position because I saw what was going to happen, and I think a lot of people out there see what is happening, and sometimes we are just afraid to take action.

At that point, I didn't have any fear because I had nothing to lose; I had already lost everything. It was kind of lucky for me that I had kind of lost everything because it was easy for me to say, "Hey, do you know what? I will just go do this Internet thing, and I will take this \$6 an hour job," which I think was minimum wage at the time.

"I will take this \$6 an hour job, and I will figure everything out about this whole Internet gig. I am going to make it and own it myself."

It turned out that the guys who had hired me were friends with Jonathan Mizel and Marlon Sanders, and actually Declan Dunn is the guy that had actually interviewed me and hired me. I just happened to be at the right place at the right time and was able to learn from the top Internet minds at that moment.

Since then, it has just been a crazy ride learning and optimizing and continuing to fine-tune my skills while at the same time helping out a lot of people who really needed help.

**Yanik:** Let's break this out into three sections like we were talking about. Let's have a casual conversation on the make money part and then the have more fun, and then the give more back part.

Let's start where everyone thinks that they need to start, but I am not so sure that they do. We always start here anyway at the make more money part. Let's talk about the real ways that you—I'll break it back to you.

When you started working with a company, and maybe it is literally from idea and inception—what do you focus on? What do you ask them about so that you can architect that offer and architect that business?

**Mike:** Well, the first thing I do is I have them come in, and I make them realize what business it is that they are in. A lot of us start a business, and we think we are in a specific business.

I had a company out last week that sold tea, and I am sitting there telling them, "You think you sell tea. You think you are tea salesmen, but you are not. What you are is you are data collectors. Your job is to be able to build data collection databases on your customer."

The first thing I try and do is make my partner or my client, if you will, aware of what business it is that they are really in because I think that the biggest problem that we experience as businessmen and women or as entrepreneurs is that we will try and be in every business instead of being in a business.



Someone will say, “Yeah, I am in the tea business, and here is my Google strategy and here is my search engine optimization thingy. I am working on this, and I am working on that.”

My whole thing is just to stop. Stop right there. Let’s focus on what is our intention. What should we be working on the most? That answer usually is creating the business of the business which is outlining all of the assets that they have.

What are all of the things that they have that we can work with to create the most perfect offer for the customer? I identify each of the products that they have or that they can create quickly and easily, and then we go through and make different offers and packages for the consumer and figure out what the best way of giving the customer what it is that they really want and removing ourselves from the equation.

The first thing that I do for the business is to teach them, again, that usually they are not in the business that they think they are in, and then the second portion is to help them remove themselves from the equation which, unfortunately again, a lot of us as business owners don’t do often enough.

**Yanik:** By that you mean making sure that the business runs without them?

**Mike:** No, actually what I mean by that is that when you go to sell your product—I mean, you are good at this, Yanik, so you don’t even think about it. When other people go to sell their product, they think, “Wow! My product is the best product in the world. I need to sell it like this because it is the best product.”

What I always end up telling my clients is that it doesn’t matter how great their product is. Your product doesn’t count. How great you are and how your product is doesn’t matter; what matters is what is the customer going to think when they land on that landing page? What are they going to say to themselves when they read your copy?


How can you become your customer and answer his concerns or her concerns from the very beginning? And that is all a part of creating the right psychological flow of copy. You know about that because you are a really great copy writer.

**Yanik:** I appreciate that. I have been known to write a letter or two that has worked.

Let’s break it down a little bit. We’ve got to figure out what business we are in, and then this is something that when you sat down with us when we were thinking about Maverick Business Insider, you had us sit down, and you said, “List all of the assets that you have,” and for me it was intellectual property assets that we had, listing all the different content and interviews that we’ve done before and figuring out a way to make a really cool and compelling offer.

You are a big proponent of the risk-free trial model.

**Mike:** Yes, I think that a lot of customers really are afraid when they land on a page. That fear is a dominating influence in their decision-making process. What I try and encourage is for business owners to create a free-trial offer for the consumer so that they have the opportunity to try the product first without having to pay the entire amount for it.



**“My whole thing is just to stop.”**

With that being said, it is important to understand the difference between saying it is free and saying that they can try it. Free, being one of the most powerful words, if not the most powerful word in the English language, it is important not to anchor the word “free.”

It is really important to use it and not to over use it. If you use the word “free” too much, then you can easily create a “free” mentality customer, and that is all that they are thinking about—the word “free.”

There is a whole lot of documentation to back this up, but the point is give them the ability to try it out, and then make sure they understand when they are going through the process, that they do have to pay for it. It is just an opportunity for them to try it first.

**Yanik:** Let’s define risk-free trial first, and then let’s get into it. In your definition, what is a risk-free trial?

**Mike:** To me, a risk-free trial is when you give the customer the option to pay a small amount of money if any money at all, and that is dependent completely upon your process, to have the product shipped to them. If it is a physical product, for their review.

If they don’t like the product, or they don’t like the material that they have received, then they can send it back and never be charged within the free trial time period.

If they review it, and it is after the free trial period and even beforehand, they will need to send it back, but if they return the product within the trial period, then they are never charged for the product.

Some people have actually gone to the extent of not charging the customer at all for the free trial.

**Yanik:** It is actually shipped to them, too?

**Mike:** It is shipped to them as well, and they get to try it out 100 percent free with no money out of pocket, but in order to ensure that that customer is a good customer, they do what is called a pre-authorization for the entire amount of the product to make sure the customer actually has that money available.

The last thing you want to do is send your \$100 product that costs you a good share of money plus your marketing costs to a consumer that doesn’t even have that money available on their credit card.

**Yanik:** Right. Let’s take a real-world example. I know you have worked a lot with supplement companies. Maybe that would get people to concretely see this.

**Mike:** Okay, well in one specific example for a supplement, you can take a supplement and have a consumer come in to try the supplement out, pay a \$5.95 or \$6.95 shipping and handling fee, and try the supplement out for a 14-day trial.

After that 14-day trial period has expired, you charge that customer for the product that they have tried. You do have to make sure that you allow for the delivery time also because the last thing that you want to do is to break that customer confidence.

You have to always be honest, truthful, and forthright with the customer from the very beginning of the process so that they don’t feel that you have broken that trust circle that you have established with them.

If you send out a 14-day trial and allow for the shipping and delivery time to also be taken

into consideration before you bill a customer for that card.

**Yanik:** Would you bill at 17 days then instead of 14?

**Mike:** You would probably bill at 21 days. You make darn good and sure that the customer got the product.

**Yanik:** Okay. That is a lot of time then. That would really give them a good window.

**Mike:** Yeah, imagine the customer places the order on Friday, and it doesn't ship until Monday or Tuesday. Now you've got to be sure that you have taken into consideration all possibilities that could happen.

**Yanik:** Right, and in their mind, the clock is ticking. If they get it five days after, they are certainly looking out and thinking about that.

**Mike:** It can be quite detrimental if you break that cycle of trust, if you will.

**Yanik:** Right. Then you said to use the word "free," but anchoring the fact that there is value. You are not attracting the freebie tire-kickers.

**Mike:** Here is a great way to do that. You can do that with specific copy. You can say, "Try our \$200 program free for the next 14 days. This \$200 90-day program is the best program you are going to find for alleviating your XYZ-ABC.

"Here is why: here is our social proof. Here are the reasons why you should try it today, and remember, this \$200 program is yours to try for the next 14 days. If you are not satisfied, simply call us up, and we will never charge you a penny for it. We will arrange for a return of the product."

**Yanik:** Okay, so you are building in the value right there.

**Mike:** Exactly, and it is all in what you are anchoring there in the initial communication with the customer. I have seen a lot of companies out there doing this the wrong way where they are saying, "Get it free! Try it free! It is free, free, free!"

They put the word "free" everywhere, and all the customer sees is "free." Their mind blocks out everything else.

**Yanik:** We got our offer thought about, our risk-free trial model with a very low price something or other. I hear people screaming right now at me: "My god! That is going to cost me so much money, Yanik! I can't believe I can even do that. How can I make money that way?"

**Mike:** It is very difficult to look at this from just a Day 0 perspective because you are absolutely right. Most people lose money during the first 14 or 21 days until that first rebill cycle hits.

Now with returns coming in anywhere from 20 to 40 percent depending upon how good of a job you have done post-selling, meaning after the customer has purchased, you still continue to sell the customer. You are using good strategies.

Are you making sure the customer does not experience buyer's remorse ever? That number will vary greatly. You are talking about in the long term the potential to earn millions versus tens of thousands.

You have to be able to look at the path and the process of creating this business as a long-term business. You are able to see, "Hey, you know what? I can use one-click upsells

in my path to increase the Day 0 value per sale.”

What that really means is get more money from the customers up front, and then I will be able to afford to pay out more money to my affiliates who are the people who are going to be in the business of driving traffic.

If I have these solid affiliates who are in the business of driving traffic, I don't need to really get into the business of driving traffic because you and I both know, Yanik, that this is a business in and of itself.

**Yanik:** Yes.

**Mike:** So for the guys who ask the question, “How can I really afford it?” there are two ways you can really afford it, and one of which is to drive the Day 0 VPS up through upsells. The second way is to make sure you have good follow-up sequencing in place for your customers.

Let's look at the click to sale ratio. The click to sale ratio on a trial offer can be anywhere between four and ten percent. Most of the time it is going to rest right around four percent or so.

If it comes in at four percent, that means 96 percent of the people who clicked on that link and made it to your landing page—this is general interest traffic, too. This is not high-quality targeted traffic. This is not like you have a list and your friend sent a list. You are not going to see four percent; you are probably going to see 12 to 15 percent or something ridiculous like that.

You have a very high amount of folks who came through, who gave you some initial information, and who are willing to talk to you who didn't purchase.

An e-mail autoresponder is just one way that you can continue to drive that customer back. If you ask me, the wave of the future is going to be direct mail again and cellular messaging, bringing customers back to close that sale through helpful communications with them, not just through three times a week messaging that hits their inbox telling them all about how great the product is, and that they are silly for not buying it. It is going to come through giving them the value-adds so that they stay on your list.

If they don't buy your product, and they don't like you, maybe you can sell them someone else's product. You are also not only going to be able to appreciate this, but even the people that come onto your list that don't buy any of your products still continue to make you money because you are able to give them products or refer them to products that are sold by other people that you know.

That is really overlooked in the free-trial model world, if you will, or in my world, which is the CPA network and Internet ad agency world; it is overlooked.

**Yanik:** What date are you starting to look at customer value? Are you looking at Day 0, Day 30, and Day 90, for instance?

**Mike:** I look at any time there is a triggering event to increase value, and then I look at the preceding and post-base to determine how much activity is needed beforehand to ensure that the volume stays consistent.

In the example of the 14-day trial, I would be looking at Day 14 through 21, and then I would also be looking at Day 30 and then again at Day 60, and then every time I have a rebill of my cycle.

What I would be looking for is not just the value of what I have earned from those customers, but I am also going to look for spikes in my return ratio and spikes in my customer service in-bound calls.

I will start correlating the data. "Hey, you know what? Sure, we are making XYZ at Day 13," but if I looked and I said, "Hey, you know what? I am making 30 percent of my revenues at Day 21, but I am losing 14 percent at Day 16.

"There is something weird happening at Day 16. Why are people calling in on that specific day to cancel, and what can I put in place so that at Day 15, I can reduce that Day 16 cancellation?"

**"The more people invest in themselves, the more success they see. "**

**Yanik:** Okay, interesting.

**Mike:** Do you see what I am saying?

**Yanik:** Yes, and let's go back to—I always find it fascinating at the point of purchase—I love the moment that they are most hot, that you can bring them through.

You were really one of the people that was instrumental in me seeing that you don't just have to do one upsell. For years I have been doing one small one, and then I went to another one, so I had two. You were like, "Why? Why not—? Why not have a complete upsell process, a whole chain?"

Can you talk a little about some of the cool things that you guys have done that really kind of extracted maximum customer interest at that point of purchase?

**Mike:** Sure. I have to give credit where credit is due, and most of my life I have gone through, and I had my own internal conversations. "You can't do that. That is not right. People are going to get upset if you push that envelope of more upsells. They are going to be thinking that you are some shady salesperson."

I had to come to terms with releasing that identity that I was giving myself of a shady sales guy. When I read a couple of books, it helped me to realize that the more people invest in themselves, the more success they see.

It made me realize, "Oh my god. If that is the case, then by *not* offering these people more upsells, I am actually hurting their success ratio because those who take them will become more successful."

It wasn't just some speculation; it was actually proven time and time again. I realized we needed to put more than just one or two. We needed to start building upsell trees and creating upsell chains so that we can keep people hyperactive or give those who were already hyperactive the ability to spend more, be more, and to feel more confident in their decision.

What we architected out were upsell trees where we will take someone to, on average, I like to see five upsells. If I can get five upsells in a system, then I am really happy.

The reason why we can do five upsells is because they are not five long-copy sales letter upsells which would just—I could, I shouldn't say "just" because that means I would be making predeterminations. I haven't tested five long-copy sales letters in a row to give you that definitive answer.

**Yanik:** It would be fatiguing.

**Mike:** It would be fatiguing, yes. It would be a task. When I look at the upsell page, if I have already gone through a process, a sales process, I believe at that time when I click that button, I am done. I am outta here!

Or maybe there is a link that gives you a couple of one-time offers; not a link but a visual imagery, if you will, across the top. It makes me think that this is going to be simple and easy.

Using short sales copy and if possible video and our upsell tree—and definitely at least audio—we are able to get a much higher close ratio to second and third upsells and fourth upsells.

Some clients I see have 50 percent take rates on the first upsell position or greater, and then 20 percent take rates on the second upsell position, and then they continue to decrease from there.

But some of the cool things we've noticed are the higher the upsell take ratio on the first position, the higher the upsell take rate for subsequent positions.

Then the other thing that has been really instrumental is realizing that "It didn't work for me," is a cop-out statement made by people who give up too easily.

Every time I hear that, I just want to freak out on someone and say, "What do you mean it didn't work for you? You have to keep trying! You can not give up. You can never say, 'It didn't work for me.'"

You just have to continue to tweak your process because your message was wrong. What you are really saying is "I didn't know how to talk to my customer."

Unfortunately, that is really hard for us to hear from the ego side, and that is something I had to release, too. I had to release my ego and say, "Man! I really need to be talking to my customer better because I am getting way too low of a customer take-ratio. I need to be saying something in a better way to them to be able to have them relate to me."

As you continue to tweak and test, you can hit these 50 percent ratios and the 20 percent ratios on the second one. I think that there is going to be other people who are going to step up to the plate here really shortly and make me look silly because they will be able to beat my 50 percent ratio and 20 percent ratios because they will be better at talking to their customers than I am at my customers.

Really, what you want to do is create these short little mini-sales letters, little tiny sales letters that allow customers get an idea of what it is that you want to sell them in these chains of decreasing price points, or increasing—I heard that you just did an increasing one.

I would like to find out how that worked out for you because you are the only guy I know who went and did the exact opposite, which I love!

**Yanik:** Yeah, we will see what happens! We'll just go completely opposite to what Mike tells me to do.

**Mike:** I thought it was brilliant!

**Yanik:** I will give you the rationale behind it, and it wasn't to be brilliant or anything. I was more based on logistics. I will be interested to hear your opinion, but why I did it is because our highest price point product that we offer in the upsell chain is pretty specific, so it wouldn't be good for everybody who bought the product.

I wanted to start more general and work more narrow and more niche-like. It just ends up that that is where our higher-priced products are.

**Mike:** I heard of a couple guys who went through your process were really on the fence on your last upsell going—I think it was five grand?

**Yanik:** No, I think it is \$3000 at the retail, and I forget what the discounted price is.

**Mike:** Well, they were telling me they went through your process and said, "Man, he kept raising the price on it, and we kept getting more and more and more."

I was like, "Hats off to you!" This is so great because I just love to see everybody getting in there and trying things because really that is the only way that anyone is going to succeed.

You just have to try. Don't be worried about reinventing the wheel; just get in there and do something! Start with one upsell.

The fact that you went the exact opposite direction, I was crazy for that. I was like "Yes! Let's see what happens with that!" I love testing.

**Yanik:** Have you seen different—I know you said obviously a different way that you talk to the customer will have different results, but is there any sort of similarities or key points that you can tell people when they are creating their upsell to be thinking about: "Okay, what is the ultimate result that my customer wants?"

They are coming in for supplements or diet supplements. Is it giving them more of the same at a lower price? Is it giving them a complementary product?

**Mike:** Normally what I would like to see in the upsell one position is more of the same or a stronger version. If there is a stronger version available, do a stronger version in the first upsell position.

It is like you give them more of the same, a volume discount. Buy a bunch, get a bunch free if it is a supplement. Buy six, get six free. Buy three, get three free or whatever the case may be. You just have to keep lowering that up-front.

This is in our case for general consumers. I don't know; it may be different, and that is why I am so glad you tried increasing price points because for us generally speaking from a consumer perspective, it is the contrast that helps us out.

When I say a consumer perspective, I mean just general interest consumer. It is that contrast of "Here is a whole bunch of product at this price point, and then you get a whole bunch free, and then here is a another price point of a whole bunch of product.

"We will give you it free, but also we will lower the price on the cost of the product. Then here is another complementary product at an even lower cost," so that we continue driving it down. Maybe they balked at \$200, but they are not going to balk at \$65 or at \$90. Try and get them in at some higher price point where they still feel they got enough value.

We don't have to keep them on some sort of continuity program forever because a lot of folks want to avoid the continuity program, so we give the option of being a hyperactive

purchaser in lieu of continuity program in that first position, and sometimes in that second position as well.

Then in the third, fourth, and fifth positions, I like to do cross-sells: other things that will help them achieve their goal that will be complementary to the first purchase.

So if they were coming through for a skincare product, if they came through and the first upsell was for a more powerful skincare solution, the secondary product could be maybe an eye cream or whatever else—a facial mask or mousse or whatever.

There are so many possibilities, but they would need to be complementary to the first product to help increase the success ratio of the first product.

**Yanik:** Got it. Let's see; where do I want to take this? How about building this out? I always hate to ask this because I sort of know the answer, or at least I know the one from before, but any recommendations for shopping carts and systems that can do what you are talking about?

**Mike:** There are a couple that are out there now. There is, of course, the big Kahuna on the block, M57 that Denis Betsi offers. It is a huge 500-pound gorilla; it is the machine.

There is also another one—

**Yanik:** What is the name again? What is Dennis' name again?

**Mike:** Denis Betsi, and his is M57. That one comes at a premium, though. I think he is actually working right now on a version—in fact I know he is working on a version for the lower price point entry level.

I think he is working on a \$500 version right now. It is a \$500 a month version at a much, much lower frontend set-up fee, but I don't think he is going to have that ready for a couple months.

There is also another company, and I don't think that they have gone public yet, and I haven't asked them if I can say anything, so I am hesitant to say anything, but hopefully, if it is okay with you, after this phone conversation, I will find out from the other guy, and we will be able to give people a couple different options to choose from.

One other I know that is available out there that does do one-click upsells that doesn't do very good tracking, and I am just saying that because that is how it is—you really want to do advanced tracking if you are going an RFT program, a risk-free trial program—UltraCart. UltraCart will also do it. It will do one-click upsells. That is a really very inexpensive program as well.

**Yanik:** We will give people your contact info at the end, too, but give it now so they can keep track of you somewhere.

**Mike:** The best place is [www.Twitter.com/MikeHill](http://www.Twitter.com/MikeHill). Twitter is the best for actually reaching me. All of my e-mails get filtered, and I can't answer the phone anymore. It is kind of a pain in the butt.

My Facebook is looking disgusting. My inbox has grown so ridiculous that I kind of shy away from it now. But somehow I still manage to get in there and Twitter and answer any of the app replies that come because for some reason the app replies come very infrequently.



I have a lot of people following me, but I don't get too many of them unless I am actually in there, and I haven't been in there too much lately. I have been helping these businesses grow.

**Yanik:** Cool. So let's talk then about traffic because we have built this system, and now we need to get people to go through it, obviously, and start getting on the risk-free trial model.

**Mike:** Yes, for the traffic side, I would highly recommend finding yourself a couple of good traffic partners. There are people who have—look at what Ayman just did. Ayman just launched out his *Arbitrage Conspiracy* product, right? He is going through and training a ton of folks on how to go through and do pay per click buying.

There are a lot of people out there who are looking for great programs to promote to their search traffic. Find some of those folks, partner up with them, and give them premium margins in the beginning of the campaign.

What I did a lot in the very beginning of building my business was I told people, "Look, I am going to give you 100 percent of the income. No joke; I am going to give you all of it. Just run the offer for me, help me fine-tune my delivery, and help me fine-tune my message."

"When I say, 'Help me,' what that means is you deliver the traffic, and while you are delivering the traffic, I will fine-tune and optimize the pages so I can make more, and I will give you 100 percent.

"When I am done fine-tuning, I will take it down. We'll split it down at a 50-50 percent revenue model, and you will always stay at that level while I go through."

I lower payments for everyone else because I have fine-tuned this system to the point where I don't have to pay everyone as much as I have to pay this specific person.

If you tell people that, and you are really good at making sure you follow through with what you say, you will find partners lining up. CPA networks are lined up in a row waiting for our offers to be completed or any of our clients to finish our offers because they know we aren't going to stop testing. The offers will become better and better the entire time.

I don't have to pay these people anything to do these drops to begin with. They will just drop for me to their own internal lists. When I say "drop," I mean send out the e-mails to their own internal lists while we fine-tune the process.

The second way you can fine-tune your process is by using cost per view traffic. I think I have talked about that before with you, and actually I know I have. It is not the best way to fine-tune the process, but if you don't have any other means, you can use it because it is relatively inexpensive.

**Yanik:** We will talk about that for a moment because it was probably on a different program, and who knows.

**Mike:** Basically, cost per view traffic is the ability to buy traffic from these people who have agreed to get advertising in exchange for X, usually media entertainment type stuff, and they are growing by leaps and bounds right now, these CPV networks, because folks don't want to put money down.

They say, "Hey, I will install your software that can launch ads over the top of my browsing experience so I can receive content for free."

What ends up happening is you go in and give these folks on the CPV networks like Zango

and Trafficvance, and you can give them a couple hundred dollars, and they will open up an account for you where you can now start targeting Google keywords or any keyword that you want.

They have keyword tools built in. It is a longer conversation, but if you go in and check out the tutorials even just right from these Web sites I just mentioned, it is really not all that complicated. It is very, very, very simple.

**Yanik:** A couple of the sites that do that, Mike?

**Mike:** Trafficvance.com is a good one, and Zango is another one. Those are the two largest. There are a bunch of other small sites, but you will probably want to start off with the larger ones to begin with so that you don't spend a lot of time.

I think Trafficvance just changed their name, and I am not sure what they have changed their name to. I am sorry. We don't do a lot with them. We used to do a lot with them at the beginning, but now that we've got our CPA partners, we really don't touch the CPV stuff much.

**Yanik:** So you gave us kind of a way of jumping in and doing that. I would also recommend, and you are probably too humble, and I don't even know if you are taking clients, but this is one of the things that you are incredibly good at.

**Mike:** I am really not taking any clients any more. I have done that; I have been doing that for a lot of years. That has been the core of my business.

Now at this point, I am really focusing more on trying to help out more people—the problem that is happening, Yanik, is since I have met you, and this is no bologna—this is really how it has been; since I met you, I have met more people who are willing to throw down a ton of money to work with us. I just can't help everyone. I just can't.

What I have done is taken your advice and said, "Crap! I should just document all this stuff and then sell it on a DVD set." That is what you and I just talked about a moment ago.

You and I are going to be producing a DVD set that you can refer people to. It is literally the same exact content as what people have paid \$25,000 to come out here for a one-day training and get, so it will be really intense. That should be able to help out your people a great deal.

If someone's got a big budget, and they have already perfected their program, and they are at the point where they want distribution, and they want an introduction to the networks, then they can call my office, but the creation side we are not going to get into any more.

**Yanik:** Okay. What about buying media as far as banners or anything like that? You have done so much there. Who do you recommend?

**Mike:** We do a lot of that here in-house. I recommend if you are starting out small, start with a company like—

**Yanik:** AdBrite.

**Mike:** Yeah, you can use AdBrite. I've got to warn you against AdBrite. It is a good company, but you've really got to know the pool. There is a lot of crappy traffic in there, a lot of crappy traffic.

Your best bet is just to go buy some display banner advertising with Google. Really, Google display advertising is—you can pick specific sites. There is a lot that you can do there.

Find a good program that will show you how to buy CPM through Google or CPC through Google with their display advertising. That is where you should start off.

Then once you've got some of your metrics figured out, then you can come to my guys, or if you have a decent budget, you can come to my guys, and we will set up some mass media buying, but we don't like to touch a campaign unless it is at least a \$20,000 monthly campaign.

**“It changes that lifestyle that you had.”**

**Yanik:** Cool, so we've got that. Anything else you want to talk about as we are architecting a deal, and as we are moving away from the how to make more money side on that part?

**Mike:** Nothing that I can mention in the short, short time we have today just because there is so much. I could go on for days, as you know.

**Yanik:** I know we could. How about mindset, really fast, on that part because you have dealt with clients that have literally, like I said at the beginning of this, that have started and they are having a good amount of success. They were doing pretty well, but you walked in and just ramped them up to a new level. Is there a mindset that goes with that? Is there something that people should be thinking about to take themselves to that next level?

**Mike:** Yeah! Before they do that, they have to realize or think about what they want. Think about what it is you really want for yourself and for your business. If you want to grow to a multi-million dollar monthly business, just know what is involved there, you know?

You are really talking about growing your business from five or six guys to potentially 100+ employees. If that is what you want, and that is what your goal is, just know that you can do it. Anybody can do it.

I have seen guys with no education whatsoever, including myself, build these massive multimillion dollar monthly businesses from nothing, and all it really takes is a very focused plan and the will to follow through.

If it is your intention to just build a lifestyle business like you have, Yanik, then don't go about creating this whole other company unless you have someone that you can put in charge of it and have them run the entire thing.

**Yanik:** Great point.

**Mike:** Do you know what I mean?

**Yanik:** I am actually in transition of building a real business, and I have been dealing with the same issues.

**Mike:** It is; it is tough because it changes things. It changes that lifestyle that you had. You have to realize that you are going to do a little bit of trading unless you find someone that you really, really trust to run that for you.

**Yanik:** Absolutely. Let's talk about the second part of what we really are all about which is have more fun in your life because so many entrepreneurs don't step away from the computer

and their business and go out and have fun.

What is your philosophy on that?

**Mike:** My whole look on this is really a simple one: if you are not having fun with it, then don't do it! Life is way, way too short.

Everybody that comes out to this office, all of the people who come out here and even the people who paid ridiculous amounts of money for one-day consultations, have to go through a screening process first to make sure they are not a jerk because the last thing I want to do is spend my entire day putting out 110 percent of my soul into teaching someone these powerful techniques only to have them be a jerk.

If you are not enjoying what you do, don't do it. People say, "That is easy for you to say because you are already making money." When I told this to you and the team at Maverick, No! That is wrong. It is the exact opposite. The more you can say that in your life, the more money you end up making right away from it.

You may have that fear of "Oh, man! If I do that, I am going to lose all of this opportunity." What is happening right now is that opportunity is being filled with time suckers and energy wasters and people that don't respect you or appreciate you.

Once you get them out of your life, and you start doing whatever it is that you want to do, and you start having more fun, then you are allowed to fill your life with people who want to give you more fun.

Just like you: you I met a long, long time ago, but we lost contact, if you will, for quite a number of years. When I came back in contact with you again, I realized that my life was filled with all of these energy suckers.

That is when I said, "Man, I've got to change this." That was because of you, Yanik. I was like, "Man, I've got to copy this Yanik guy. I've got to start having more fun!"

I immediately fired all of my clients. I was scared shitless because I had cut my revenue to nothing; I didn't have any money coming in because I let go all of my client load.

Immediately it was replaced with a whole new client load of people who were compassionate and caring, and most of those didn't even come from you. They were just people who showed up. There is no other explanation for it. They just popped right in the door.

**Yanik:** They gravitated to that energy that you were putting out, and when you got specific about who you didn't want in your life as well as who you wanted, that made a lot of sense.

You go out, and you travel all over the place now. Obviously travel is a big deal for you, and not just on the Maverick trips, but you are all over the map.

What is the benefit of travel to you?

**Mike:** You know, I think that with travel comes education. I think that we learn certain things in school, we learn certain things from our family, and we learn certain things in life.

There is a whole other education that no one tells you about when you travel: the education of environment. When you distance yourself from your environment, and you surround yourself with other environments, you get that environmental education.

That environmental education helps you to appreciate more people, more things, and it

helps you to appreciate more of what you have as well as who you have in your life.

If you go travel around for four or five months, then you come home and you realize, “Man! Home is a great place!” Sure, that country was cool or that city was cool, but until you leave home, you don’t really realize how great home is.

In my personal opinion, travel should be a requirement once we get out of school so we can realize just how wonderful we have things.

**“I just make it a priority.”**

**Yanik:** Yes, that is true. You have been on almost every single Maverick adventure, so having fun and getting out there is a big priority for you. How do you *make* that a priority?

**Mike:** I think you just said exactly how I do it: “How do you make that a priority?” I just remove the first two words, the “how do.” I just make it a priority.

There is no “how” to it. I have all of this stuff going on, but there is this cool trip coming up. What am I going to put on hold to do it? I don’t care what I have to do. Every time I make time for myself, I get more recharge, especially with the Mavericks.

I get more recharge, I get more information, and my business grows every single time. It is not just because of the Mavericks. It is because I am able to again change my environment and go make time for myself.

I am really bummed that I missed the last trip because it is the first one that I have missed. But I had just done exactly what you guys did not two weeks earlier, so it was a little hard for me to say, “Hey! I should go do that again.” You know?

**Yanik:** Of course. For the people that are listening and many don’t qualify for Maverick, what is your best advice for getting out there and recharging and having fun—unplugging?

**Mike:** My best advice would be to take the time whenever you can and as often as you can to literally just do that—unplug. Find people in your local area that you can connect with that have the same feelings as you.

Don’t attempt to recharge your entrepreneurial batteries with people who aren’t entrepreneurial, and that is the killer for you. Don’t go—and I don’t know if anybody has said this, and I don’t know if it is even politically correct to even say this, but don’t go setting up an appointment with a whole bunch of guys who don’t believe the same way as you and try and recharge your batteries by going hiking with a whole bunch of people who are going to talk the entire time of the hiking trip about how shitty their job is or how sad they are because so-and-so got laid off.

You can not recharge your batteries by taking in negative energy because there is no such thing as taking it in. They are just going to pull your positive out of you on that trip.

Don’t think that you can separate yourself from your environment only to have your batteries recharged when you are surrounded with people who suck your battery dry.

**Yanik:** Once again, that goes back to the choice that you make, deciding who you want to spend time with and who you want to let into your life.

I don’t know what you do on your end there, but some of my wife’s friends are kind of

negative. They will be droning on about the environment and so on. Of course she still hangs out with her old friends, and I don't.

We don't make it a point to just snub anyone, but I am not going out on seven-day trips with them. We are not expending the time. We will go out for dinner once in a while, and that is probably about it.

**Mike:** I actually do kind of what you say, but people who are around me know now after the last four years that when they start complaining about something, I get right up in their face and I say, "So, fix it! What are you going to do to change that? How are you going to change this in your life tomorrow?"

Then they look at me like, "What are you talking about?"

"You are complaining about something. Let's talk about how you can fix it right now!"

**Yanik:** I love it.

**Mike:** They stop complaining around me! No one complains around me anymore. I don't know if that is a bad thing or if it is a good thing. It depends on how you want to look at it, but most of the people that I am surrounded by are just really fantastic and positive people.

Those who aren't later on come to me and say—and a lot of people come to me and say, "Do you know what? Thank you so much. I was in a rut, and I needed something to tell me to get out of it, and it helped me a great deal." I get that a lot.

**Yanik:** That is great. I remember one time we were on a boat, and we were on our way down to this bar, and one of Missy's pals, one of her girlfriends, looks over at this amazing house on the water and says, "Gosh, they are so lucky!"

I looked at Missy really fast, and she looked at me like, "Don't say anything!"

I just couldn't help it. I said, "Why are they lucky?" It is not just luck that they got that house there. I am sure that they worked hard for it, and they deserved it in some way, shape, or form by creating value.

She just kind of looked over at Missy and me, and she didn't even want to deal with it.

**Mike:** It is tough.

**Yanik:** It is interesting listening to people's internal dialogue that way, too, when that comes out and catching them and making them stop and think about it.

Let's move on to the last part which is the give more back part. I have something that I really love that you said at one point when we were talking about these three concepts. I mention it a lot and give you credit at least 72.8 percent of the time—which is your "life cups" idea.

**Mike:** That whole motto, that whole story of filling your cup full, and they've got the models and the whole nine yards. Without going into the story, my whole thing is if you are spending a whole bunch of stuff in your day—we talked about this with the class just a minute ago—if you are spending your entire day, and you fill your entire day with a whole bunch of things that are not important to you and that you are not passionate about, where do you at least find time for the great stuff?

**Yanik:** Right, in your spare time, which is none.

**Mike:** It doesn't exist because you have already filled your cup. You have filled your cup up with things that you don't like. Who wants to have a life that they resent? Noone.

The only reason people resent their lives is because they hate the lives that they are living. We have to ask ourselves why we are living it then. At what point do we take it back and say, "Hey, this is my life! I get to choose what happens in my life"?

Once you have dumped that life cup out and you kick out whoever is driving your earthmover around off the driver's seat, and you take control of your own earthmover, that is when you really start seeing some fun in your life again because you are doing it for you.

**Yanik:** The way that you explained it to me and this group that we were talking to at one point was really profound. Think of a cup, and most people have their cup filled with—and at this point you said not stuff that they don't like, but we were talking about work stuff, so it was 80 percent work stuff.

They try and put in a little bit of fun and a little bit of maybe giving back a little bit to their community, and pretty soon their cup overflows and their life is not really what they want it to be.

The way you explained it was to put in the stuff that matters most, just like you just said, and then fill the rest of it up. There is always going to have to be some other stuff in there that maybe is not absolutely 100 percent ideal, but even if you can get 80 percent of it what you want, you've got the most important stuff first.

**Mike:** Absolutely. In that, imagine your life cup, and what is it filled with? What is the important stuff? Is the important stuff the car or the house? Is it the money? What is really important to you?

I think one of the most profound things that ever happened to me is I was sitting back on the patio, and I think this was right after I had met you again, and I was in the back yard working.

We have a nice house around the edge of a lake. I am sitting there overlooking the lake working. Most people would be like, "Wow! You have the perfect life! You work on the Internet and you work from home." I had an office, too, but I never went there.

"You are working from home, and you travel and do all of these things, and you are working on the back patio of the deck," and I am thinking to myself the only thing I saw was I am standing there working, and my wife and my daughter were inside watching TV.

I thought to myself, "Why are we doing this?" I am dumping all of this capital into the house and car payments and all of the material stuff. We have all of these material possessions, but how is this enriching my three-year-old? How is this enriching her life? What is she going to remember from these critical years?"

I realized that I had filled my cup up with all of this materialistic stuff. I thought, "Shit! That is not me! That is not what I want."

I ended up dumping my cup. I sold my house, I sold my cars, and I sold everything. I sold all my furniture, I grabbed my wife, and I said "Let's go. Let's go travel the world. Let's go show our little girl what the rest of the world looks like! I don't mean just what the backyard looks like where the lake's at." I had a profound change in my life.

Since then I've come back from my traveling. Like I said before, it made me really appreciate what I have here; the place that I have.

Not my physical place, but my hometown, and the people in it; my family. That's what I now fill my life cup with.

**Yanik:** That's perfect. That's pretty profound for people to think about. Let's talk about, really fast, the giving back portion.

On every one of the Maverick adventures, we try to run a session where we bring in young kids, 13 to 21 or so, and teach them about entrepreneurship.

You always participate in every single one of those. I know you personally are one of the biggest givers around. What's the whole philosophy behind that?

**Mike:** The philosophy behind it is the more that we give, the more that we get. We all hear that when we're growing up that giving gets the best reward.

I don't know about you guys, but when I was growing up I was like, "Yeah, bologna. Whatever. The reward is to get," but the reward is to give.

It wasn't until much later on in life that I realized, "Wow, I really do love to give. I get the most by giving the most."

What I try to do is I try to make sure that everyone I come into contact with knows that giving doesn't just—I mentioned it at your conference as well, the last Underground, that it doesn't have to be big giving. It can be little giving.

The giving that we give to each other and the small conversations I have with you, or the small conversations that I have with the lady at the gas station even that giving doesn't know price. Giving doesn't know objectivity. Giving just is giving.

My whole philosophy on this is that we're here to change each others' lives. We're here on this earth to make everyone feel better. We're not here for our own vanity, and we're not here for our own collection of junk. We're here to help make change in the world and to get to the point where everyone understands that we can all live together, and we can all give together.

I think if we all gave something to someone else, even if it was just a compliment, every single day, the world would be a million times better. People would be a million times happier, and we would be able to coexist in a much more loving manner.

**Yanik:** Your expression of "Even a little bit goes a long way, and you don't even know the effect it has" when you talked about your paper boy, I think.

**Mike:** You want me to talk about that?

**Yanik:** Yeah, talk about that really briefly.

**Mike:** Sure, sure. I went to this party with my wife five years ago or six years ago now it's been, and we're sitting there and I'm having a drink with my wife, and this kid comes up. He's like, "Hey, dude."

I'm like, "Hey, how's it going? How are you," thinking, "Do I know this guy?"

He's like, "Hey, it's me, man. Remember?" He says his name, and now I don't even remember what his name was, but he mentioned it.

He says "Hey, I was your paper boy. Remember, at Springfield Drive?" That's the street I



used to live on.

I'm like, "Yeah. Hey, man, how are you doing?"

He's like, "Dude, I forgot to say thank you."

I said, "For what, man?"

He's like, "You changed my life. You were so cool to me. Everybody was so mean to me all the time, and you were the nicest guy."

I'm thinking, "What did I do to this kid? Did I give him a big tip or something?" I was thinking to myself at the time like, "All right. Sure, dude, whatever." I said, "I don't know what I did, but you're welcome."

He's like, and he went into these details: "You actually invited me into your home, and no one else would. They would shut the door on me, and you would invite me in."

He's like, "You offered me soup one day," and "You offered me a soda." He says, "That really meant something to me, and I really, really appreciated it. You really helped me a lot."

I'm thinking to myself, "All I did was offer the kid soup," but to him, that soup was a hand; it was love. I don't know what his home life was like. Maybe when he got home he was yelled at by his dad, and maybe his mom and dad were fighting, or maybe he had no one in his life.

That one outreached hand that said, "Hey, come on in. Have some soup; have a soda," was the only time that anyone ever reached a hand out to him. I tell that story now because it really made me realize that something so small to me could be so big to someone else.

We don't know the degree that we make change in the world unless we have one of these crazy moments where all of the sudden someone comes up and says "Man, you've changed my life. Thank you."

We should just be always doing that.

**Yanik:** It's pretty amazing. When you said before about us giving and going out and really doing that, and we're not here for our own vanity and our own edification and so forth, but it's almost crazy, but as you give, you get that back.

It's almost selfish for me to do the sessions for the young entrepreneurs. When I have someone come up and tell how their lives were changed because of some information I've shared with them about the Internet and what their lives were like before and now what they do, it makes me feel good.

**Mike:** It's the reason for being here. Man, there's no other feeling like it. Here's one last thing because after we're done I have another call to jump on.

But there's one last thing for the people who are listening going, "Yeah, what can I say to change someone's life? Sure, you're Yanik Silver; you can say something that people are going to believe in."

You know what? I was nothing. I was one of the paperboy's stops. You don't have to *have* to give, you just have to give. It doesn't matter if you're Yanik Silver, or if you're Joe Smith.

It doesn't matter who in the world you are. You can make someone's life change just by giving them something. That something usually just means, not to sound all weird, but it just means love. Just give them the love that they need, and be genuine with it.

**Yanik:** That's awesome. I know you've got to run. I want to point out one last concept that you are so good at, and I need to get better at, Mike, and I think some of the people listening to this could, too.

You have a cut-off time every day. I think your cut-off time is six PM every day. You literally shut the laptop down and go spend time with your daughter and your wife and the people that mean the most to you.

I just want to highlight that concept, too. You've talked about it at Maverick, and I think it's such a great concept.

**Mike:** It is absolutely necessary. Number one, if you're one of those guys or girls who brings the laptop to bed, or if you have a television in your bedroom, the best thing you can do for your relationship for the rest of your life is to remove electronics from your bedroom because it will increase the quality of the relationship with your spouse.

We, my wife and I, have a fantastic relationship, and the bed is for sleeping and bedroom things, not for holding my laptop and seeing how warm my lap can get.

It doesn't belong in the bedroom; it stays in the office usually. Very rarely do I even bring my laptop into the living room. I leave it in my home office so I can unplug. Like you said, you've got to have that cut-off time.

**Yanik:** I've been noticing that I'll try to sneak in a cell phone call when I'm off playing with the kids in the front yard. It's really getting me thinking: "Am I spending time with them, or am I not?" so I'm not fully engaged. It's not fair to them, and it's not fair to me.

**Mike:** They see it, too. We don't think they're paying attention, but they notice all of that stuff.

**Yanik:** Yeah. My son is three and a half, so when I wear my headset, he's like, "Daddy, are you done with your call?" He definitely notices.

**Mike:** My daughter does the same thing. They know.

**Yanik:** "Turn it off" is the message. The giving part is to give that time and attention to the people that matter most, too.

**Mike:** Yeah, I'm telling you. It was my daughter's fifth birthday yesterday, and she's so big now that I'm in shock mode.

I may be even going a little overboard on the whole family thing because I'm sure I spend time with my daughter a lot, more than most fathers are really able to do, but I still want more.

I want more because I see it going away. It's not going to be long now before I'm going to be sitting here going, "Shoot! I wish I had just played with her more in her room. I wish I was able to play more tea parties with her." You know?

**Yanik:** Right, absolutely. All right, well I know you've got to go. Thank you so much for the inside wisdom.

People should go track you and follow you on Twitter. It's [www.Twitter.com/MikeHill](http://www.Twitter.com/MikeHill).

Then look out. I will definitely be letting you guys know when Mike comes out with his programs because I really believe in everything that you've done and put out there.

Mike, thanks again for the time.

**Mike:** You've got it. Everybody have a great day. Thank you so much.

**Yanik:** All right, Mike. Talk to you later. Bye.

**Mike:** Bye.

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

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