

Dear Maverick Business Insider,

Howdy!!

We just held our 2nd annual Maverick Business Insider Summer Extravaganza event for Maverick Global Intrepid members and Maverick Business Insider newsletter subscribers. This 1-day event covered the maverick philosophy of make more, have more fun and give more. (If you weren't there – you missed out!!)

We started off the day with the workshops and a presentation I gave on “3 Pillars of an Extraordinary Entrepreneurial Life & Business” and the newest trends for 2010 online & beyond. Then a highlight of our “hard work” was throwing paper airplanes around for the “Airtime Mastermind”.

Here's a picture that captures it well –



Air Time Mastermind in full flight

Everyone got a piece of construction paper to write down their most pressing issue or problem in business. Then they folded up their plane and launched them around the room. Everyone had to grab someone else's plane and write down an answer to their question. We got some great conversation going and insights to problems attendees faced. (In fact, this 'game' we developed at Maverick is so cool –

we posted it on the GameStorming book's blog - <http://www.gogamestorm.com/?p=291>)

Then after filling up on a summer BBQ lunch, we headed out for Airsoft close quarter combat facility. Now in case you haven't seen Airsoft or heard of it – it's billed as similar to paintball...WITH all the fun, but WITHOUT the pain.

(Umm....bullshit!) Those damn pellets hurt for sure.



At the Airsoft facility, suiting up for the games with Mavericks Dr. Adam Summers, Mike Cline and William Lee. Notice William (who we affectionately referred to as Rambo). When they asked if anyone had played before, he didn't say anything. He chose instead to go for Shock & Awe when he started suiting up. Vests, extra magazines, a backup handheld gun (with flashlight), an automatic primary weapon (with flashlight AND silencer), ninja mask and more. The room got a little quiet as his violent side started to show



Did someone call for S.W.A.T.? (William is just practicing for the upcoming Maverick Covert Ops experience in October.)

Now for the Giving part – we had a “Charity Chicken”. You may ask, “What the hell is a Charity Chicken?” That’s a perfectly valid question and one we’re not exactly sure of the answer to either. But for some reason myself and Chris Zavadowski both got into the suit to bother people inside the playing field until we were shot. (Trust me, even with the damn suit on you still felt the bullets.) Anyone who shot the chicken would donate \$10 to Village Enterprise Fund (veef.org), one of the self-sustaining charities Maverick consistently supports. Here’s an action shot of the “Charity Chicken”:

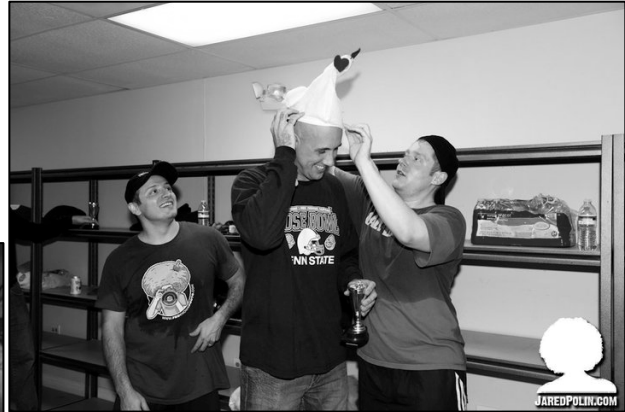


The Charity Chicken also lays eggs during the game (good for bonus points and special powers). Chris decided he should get some practice beforehand... ;)



The #1 player, and winner of a \$500 charity donation in his name (2nd place got \$250 and 3rd place got \$100 -- they both chose American Cancer Society, and William chose the Dizzy Feet Foundation), why not pour some beer into your trophy? At least, it looked like a good idea. ;)

Maverick Global Intrepid member Gary Nealon was given the award for Big Mother Clucker for hitting the defenseless chicken the most out of anyone and making the biggest charity donation. (Thanks Gary.)



Let’s be honest, nothing says classy like a chicken hat.

Be sure to watch for next month’s issue when we’ll have a full list of the winners from the Extravaganza as well as everyone who took a shot at the Charity Chicken.

And if you think Maverick members would let the chicken cluck off into the sunset – you’ve got another thing coming. The next day a fearless group of Mavericks took to the air for a skydiving adventure. Many of the members experienced their first freefall and the chicken went along for the ride too.



Maverick members with limited edition ‘Carpe Diem Bitch’ t-shirts and one chicken head are ready to jump

Now at the jump site, I’m sure they’ve seen some wacky things – but I suggested that maybe we could get the Chicken up in the air. After asking if I was kidding or not, they checked in with my instructor...and he gave a very

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hesitant, “Okay”. He cut off the chicken wings so we weren’t working with a ‘squirrel suit’ and then checked me out in the harness.

And here we are in full-on chicken glory:



All systems go for project ‘chickens aloft’



Here’s Chris giving me a friendly “hug” before we take off –



Insert your own caption here



If you haven’t seen enough or plucked your eyes out – you can check out a quick highlight reel we put together here:

<http://tinyurl.com/chickensaloft>

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One of the all-new presentations I have covers six profitable online trends to pay attention to right now. I've decided to cover some parts of it here. So grab a highlighter ...

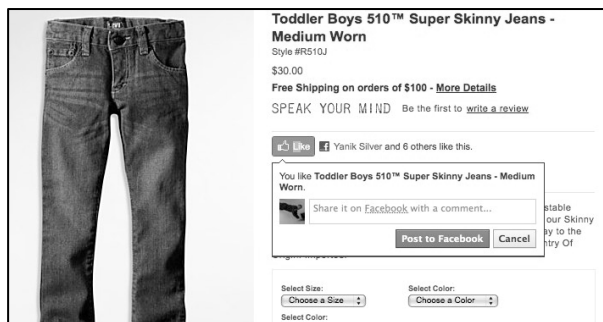


6 Powerful Online Trends You Must Pay Attention To (Part 1)

Trend #1: Let's Face It!

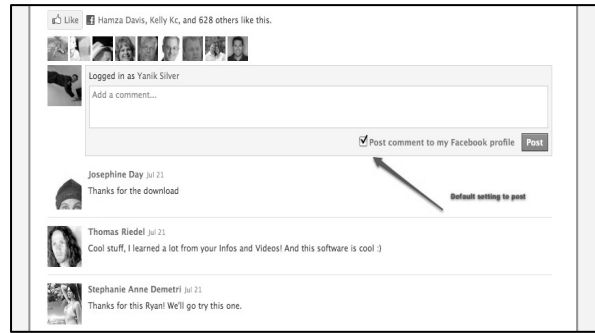
This is one that cannot be ignored: the Facebook juggernaut is growing bigger and bigger. That's not really a surprise, but what is trend-worthy is integrated with the wave & using it for your own benefit. One of the first things you should consider integrating is the Facebook "like" button.

In just a few months of being released it's already spread to hundreds of thousands of sites. And why not? It's cool and helps you get tap into social traction. If you haven't seen it yet here's an example from the Levi's site:



So if you're shopping (or anywhere) you can just hit "like" and if you're logged into Facebook that action will get logged to your wall so your friends can get alerted (creating awareness and traffic).

Another variation of the like button is to show your friends faces who like the page. This has been tested to have people hit the like button 4x as much as just the thumbs up icon. This next example is on my buddy Ryan Deiss's blog.

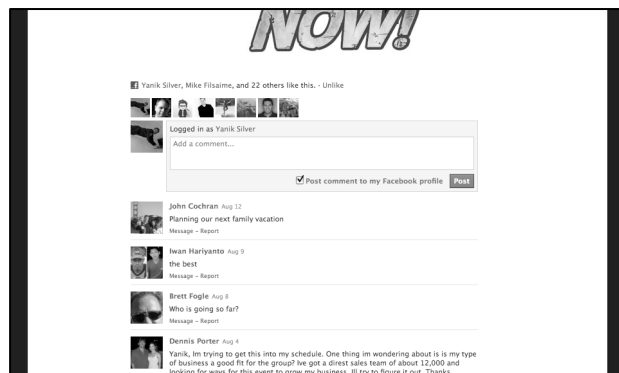


I also really like the way when posting a message the Facebook setting is automatically pre-checked to post to their wall. So now if I leave a comment on a blog it will show up on my wall, once again alerting my network and creating a viral effect.

We've been testing the 'like' button with comments on one of our upcoming Maverick Adventure pages, and it's already got at least 1 new qualified attendee we wouldn't have seen without this - not bad for adding a bit of code. The page is www.MaverickBusinessAdventures.com/covertops if you want to check it out:



And then at the bottom of the page we let people post comments via their Facebook profile. It's interesting to see the conversation there:

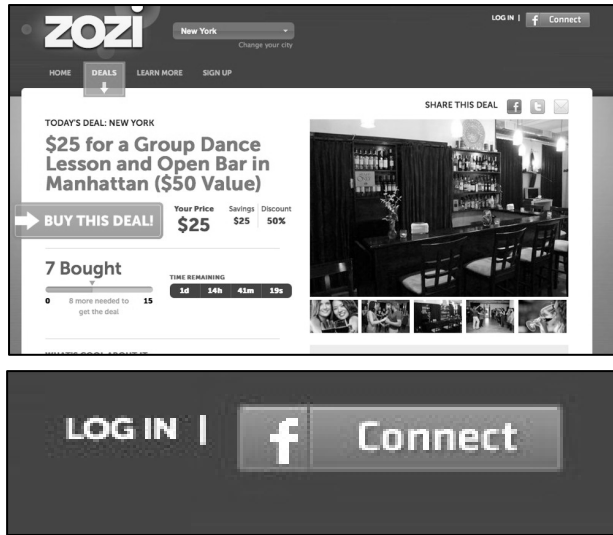


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Facebook Connect

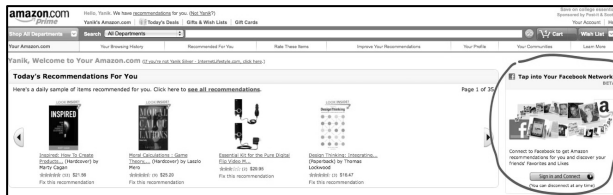
Another feature of the suite of interactive Facebook tools is considering using Facebook Connect functionality. Essentially people do not have to register with your site individually – they would just login with their Facebook account. This is interesting because it reduces the friction of signing up. Here’s a site called Zozi.com which has weekly experiences on sale if a certain amount of people buy the deal.

So if you hit the “Connect” button at the top you’re automatically logged in with certain info passed through from your Facebook account.

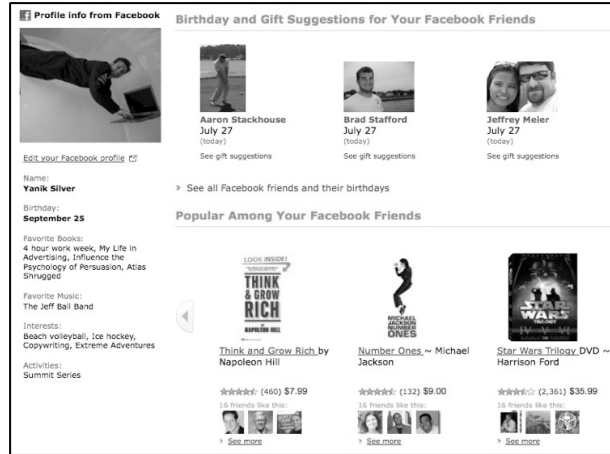


Amazon + Facebook

Just added a few weeks ago is the announcement of Amazon and Facebook working together. This will be really interesting.



So now if I’m in my Amazon acct I’ll have x-ray view into what my friends on Facebook have on their wishlist, their upcoming birthdays, what’s popular that they’re buying, etc.



Resources for you or your tech team:

<http://developers.facebook.com/plugins>

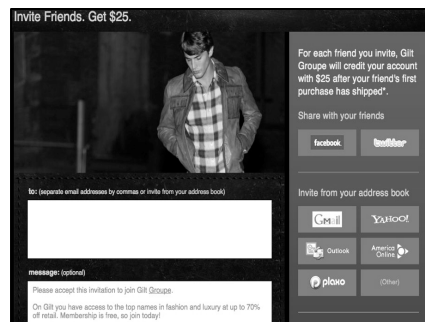
http://wiki.developers.facebook.com/index.php/Connect/Setting_Up_Your_Site

Trend #2: Spread the Love

I’m seeing the tipping point of viral marketing with consumers and easy-to-use social media tools. This is way beyond just ‘tell-a-friend’ scripts. In fact, significant empires are being built on the back of this method.

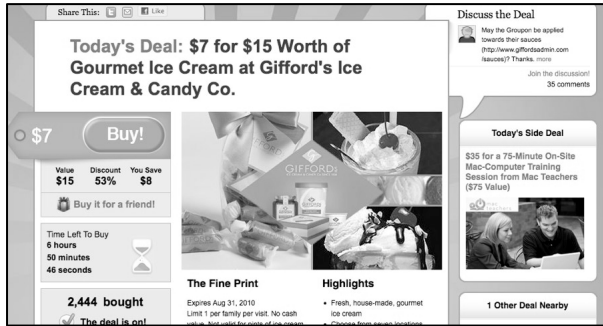
There are totally easy-to-use tools now that let you add a snippet of code that will automatically prompt people to mail their contacts out of their address book, connect via Facebook or integrate into Twitter & LinkedIn.

There are a couple variations; the first one is a bit of an “exclusive” invite-only model. This how Gilt Groupe blew up in the fashion industry. Each day they put on private sales of top-end fashion merchandise, and I believe their sales will eclipse

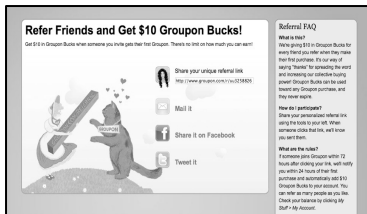


\$500M this year. They’ve also incentivized members to invite friends by providing a \$25 credit in their account.

Here's Groupon.com, a site that has grown by leaps and bounds. It's the 2nd fastest company to reach a billion dollar valuation after YouTube.com. The deal works with "x" number of people having to purchase the discounted coupon to "tip" the deal. So there's the built-in incentive for people to pass this along.



And like Gilt Groupe, Groupon also incentivizes the referral with a \$10 credit:



Side note: We'll be talking a lot more about Groupon.com in another issue along with other businesses that have re-invented staid business models.

You can add even more heat to fire when you when you allow your customers to share with their network the action they just took. Here's what I saw from one of my friends on Facebook after he bought a coupon (which also sets up comments and interaction).



Trend #3: Taking it to the Streets

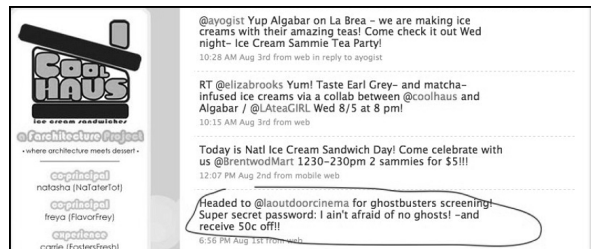
The next trend I see are offline ventures going more online and online ventures going offline to meet customers in the flesh. One of the biggest phenomenon around L.A. have been gourmet food

trucks that show up at various locations throughout the week. They have such a cult following that you can see one example here: the Kogi BBQ truck, has 68,317 followers on Twitter.



They'll use Twitter to send out tweets and updates on where they'll be so hungry fans can track them down.

Here's another food truck that sells gourmet ice cream sandwiches and tells their fans to use secret codes for discounts.

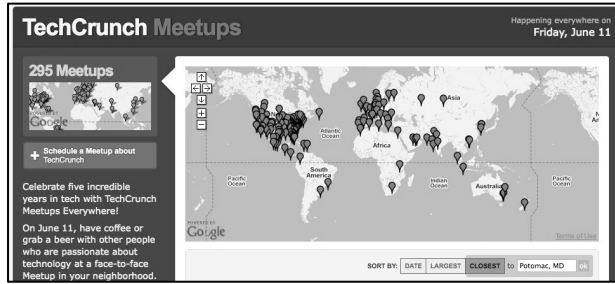


Here's an interesting example of this trend with a dating service called "Cheek'd" at cheekd.com. They give members they cheeky cards to hand out to potential suitors with great sayings like "exactly one year until our 1st anniversary" or "feel free to stalk me".

Then the recipient will go online to the site with the special code to contact the person who handed them the card. Interesting use of offline to online instead of just something like wading through countless profiles on Match.com.



Meetup.com/everywhere



Just a few weeks ago an interesting new API was released from Meetup.com to allow companies, brands and movements to start and foster their own meet ups. So with a little bit of framework from you, you could have your best customers out there getting together under your ‘banner’. We might be testing this out with Maverick Insider members so stay tuned.

Okay that does it for part I; next month get ready for part II with trends #4-6 that will seriously have you thinking about how to take advantage of the opportunities presented - plus a bonus trend.



I’m always preaching for businesses to have more personality and am pleasantly surprised and excited when I see it executed. The thing is, it doesn’t even need to be in a big way to create something different for your customers. Check out this snapshot I took while on vacation at the beach last week. It’s a little surf/beach shop called “Edge” and their laid-back personality comes through on their open sign. It says “Open Daily 10ish to 11ish”. Awesome!

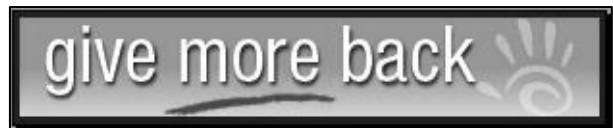


Here’s another fun little addition a little closer to home at a burrito joint called “California Tortilla”. (I’ve actually written about their innovative marketing and personality back in 2001 for my Million Dollar Emails eBook. They’ve come a long way since by opening dozens of franchises now.)

Every Monday night you can come in to spin the Mystery prize wheel with a purchase of a regular burrito. Prizes are free food, brownies, discounts, etc. It’s a lot of fun and my kids absolutely loved it.



They even have it prominently featured on their site at CaliforniaTortilla.com so it’s a good differentiation point.



Why doing good is good for your bottom line too

This is really exciting! I’ve got some more empirical proof that you make more when you give more. Check out this case study from Maverick Global Intrepid member, Brett Fogle.

Brett was launching a new Forex trading course and he had decided to split test this certificate on his sales page, ForexMastery.com. They tested with the certificate and without and with it raised the conversion 10%. Now this was a \$2,000 product they released and sold several hundred copies. The 10% bump helped them write a \$40,000.00 charity check to a group that builds houses for the poorest of the poor in Haiti. Very

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exciting because that 10% bump also represented tens of thousands in additional sales that wouldn't have happened without this certificate.

CHARITABLE PLEDGE

OU Forex Trader is a charitable minded organization, and we pledge to donate \$50 for every Forex Mastery course that is sold to charity organizations. Current organizations receiving donations from Options University and OU Forex Trader include The Caring House Foundation, Virgin Unite, Make a Wish, The American Breast Cancer Foundation, and Wounded Warriors.



[\[Click Here to See Recent Donations\]](#)

Grand Total Raised of **\$121,000**




\$45,000!

Dear Brett,
On behalf of all of us at Virgin Unite - thank you so much for your generous contribution.
Virgin Unite takes an entrepreneurial approach to social and environmental issues, creating an innovative and sustainable program. Richard Brennan and Virgin fully fund our operational costs, so the 100% of all donations received go directly to the charities where it is needed the most.
We are truly grateful for your support.
Sincerely,
Chuck Ferguson
General Manager
Virgin Unite USA, Inc.
For your records:

\$40,000!

Caring House Project
God's Angels Providing Shelter For God's Children
January 16, 2020
Options University Group, LLC
Sent via email to :Timmy@optionsuniversity.com
To Whom it May Concern:
On behalf of the Caring House Project Foundation and those who will benefit from your caring heart, I want to personally thank you for your generous tax-deductible donation of \$40,000.00 to the Caring House Project Foundation. The generosity of your team is awesome! Please express our deep appreciation to all those involved in making this happen.
I want you to know that your donation was put to work immediately in making this earthquake victims of Haiti. Our mission is to provide relief to the most vulnerable.



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.



Interview with

William Lee *August 2010*

Yanik Silver: Hi guys. This is Yanik Silver, and with me I have another Maverick Business Adventures member, William Lee, out of New York City.

William is a fairly new member, and I actually had the pleasure just recently of going to South Africa with him and also jumping out of an airplane.

So we've been involved in a couple of things. Actually, before that – before we even went away anywhere, we went to go see Russell Peters' dad together.

William Lee: Russell Peters.

Yanik: That was your call; that was a good move. I liked him. He was pretty awesome.

So, Will, tell us – just give us a little background. I know you're in a couple different industries and just kind of give us a take on where you are in your life right now, how old you are, what you're doing, and where you started from.

William: Sure. Yeah, let's get acquainted with people listening on the call.

I'm William Lee. I'm from New York City, as Yanik said. I'm primarily involved in selling merchandise and products online.

I built a business probably about 3 years ago. Never would have imagined in my wildest dreams that I would be living the life of my dreams today. It came from a lot of hard work.

I'm involved in many different niches. One of the ones that I got started in was with vitamins and supplements.

It was quite surprisingly incredibly competitive online, but through the nature of competition have really sharpened me to get to where I am today.

So I'm in a tremendously good space today. As well as being a Maverick member – that definitely helps me live my life beyond my wildest dreams as well. These adventures we've been going on just blow me away.

Yanik: How old are you?

William: Oh, I'm 33 this year.

Yanik: 33, alright, so a pretty young dude. What about your family background?

William: Yes, so I'm actually Chinese descent. So, my parents are actually from China.

My mom was actually born and raised in Vietnam. My dad is from Guangdong, China. They both met in Hong Kong. Both had very rough upbringings over here.

They came to America with probably only – actually, if I remember correctly – is only \$200 in their pocket, and it was the late 70s.

So my background is I have a younger brother and an older sister, and we were all raised basically in the ghettos of Chinatown.

Growing up where we had rats in our apartment, really having a very humbled upbringing as a child in an environment that wasn't conducive for performance.

But learning quickly though that it's really up to us to make things what it is. And so that's the kind of upbringing that I've had.

My parents have busted their butts just to get my siblings and I to college, and from there learned the hard way that taking risks can be incredibly rewarding.

Yanik: Were you born here or in Hong Kong?

William: I was born here. All of my siblings were born here in New York.

Yanik: Ok, interesting. I don't know if you and I have ever talked about it, but my parents are from Russia. My dad came over with like \$256 in his pocket.

I was born there but came over when I was 2.5. I think there's something about that immigrant mentality.

My dad would do whatever it took – work several jobs just to make ends meet for what we were doing.

Then he ended up starting his own company. Were your parents entrepreneurial? Did you get that from them?

William: Oh absolutely. My mom and my dad have always worked.

But with 3 children at home, my mom was actually a home body. So she would actually raise us at home, and my dad went off to make money.

So my dad had the typical restaurant/immigrant lifestyle, where you worked for at least 11 hours for 6-7 days out of the week. He rarely took vacation.

I would say in a 10 year period, probably took 1 vacation, and it was probably no

"My dad had the typical restaurant/immigrant lifestyle, where you work for at least 11 hours for 6-7 days a week."

more than 7 days.

Yanik: Hmm.

William: So I barely saw my dad other than the time he had off, and he would spend time with the family. But that was the kind of upbringing.

And I agree with you, immigrant mentality.

I think if there's anything that can offer value to someone it's even though I was born and raised here, I can't help but to reflect upon my parents with their immigrant mentality and the plight and the struggles and the journey that they've gone through – sacrifices they've made just to give my siblings and I the upbringing that I will never take for granted.

Yanik: When did you first get the entrepreneurial bug?

William: The answer, believe it or not, did not come to me until after college.

I was a creative type, where I would always see... I have a certain way of seeing things, where I will see opportunities. Or I will get incredibly inspired by an idea, but pursuing it was always the most challenging part – taking action.

I've pursued probably about 5 businesses, and why I pursued them was because when I worked in the workforce I knew that the lifestyle that I wanted, it just wasn't possible from working for someone else.

It was very hard and difficult on my behalf to really gather up courage and say – ok, what am I going to risk here to get to where I want to be?

And I realized that the lifestyle that I wanted required a business or some sort of income vehicle that can be residual.

So real estate was one of the first industries that I tapped into, and I realized that my heart was not there.

So I would say after college, after 9/11, was when I lost my job. My boss at the time, which I'm still very good friends with today, has packed up and moved to France and gave me a nice severance pay.

I was just kind of alone for a while, and I worked in my dad's restaurant for the summer.

He had just launched a second restaurant, and he wasn't there to manage it. So I was like – you know, I'm going to lend my dad a hand. The economic climate in America, let alone New York, was very uncertain.

I worked the restaurant, and boy I've never worked so hard in my life, where I worked 7 days a week. I worked a minimum of 12 hours, a maximum of 18.

I slept at the restaurant, taking naps, whenever there was down time. And I really worked that business.

I think that was probably the time that I really got my hands wet and say – you know what, I have no regrets. I really enjoyed every minute that I was there.

I just knew that in the long term I didn't want to be in the restaurant. I didn't want to have a business reflecting upon my dad and how much time he's put into his business by being there all the time.

I realized that for myself that it wasn't the lifestyle that I wanted.

Yanik: Right, and for anyone in New York City, what's your restaurant called so they can check it out and get some good traditional cooking?

William: Oh, you know what? My dad ran a restaurant called Sun Lok Kee on 13 Maud Street. It's no longer there because he retired. Everyone retired.

It was one of the first Chinese restaurants ever to open. Some people say it's the first. Some people say it's the second Chinese restaurant ever to open in Chinatown.

We're talking about the 20s or the 30s I believe. So this is before my dad became a partner in the restaurant. So the restaurant had a lot of history.

Yanik: Oh, interesting.

Ok, so then you start building a philosophy, building your paradigms around what you wanted to do.

Also conversely and just as importantly what you didn't want to do and what you didn't want to have – what you didn't want to be beholden to.

So after real estate, was internet – was that the next venture?

William: The internet. Now I should share with you, Yanik and everyone else, I've always had a knack for being online.

Ever since college, I've always been online. I built my own blog. I was incredibly web-savvy and handy. I just love being online.

I knew that one day I would be making my living online. I just didn't know how it would look like nor what I would be doing to achieve that.

So real estate was something that felt right at the time, and until I realized I wasn't passionate about real estate. I took a hard look at it and said ok it's time to move onto

"My business has increased during the time where I downsized"

the next thing.

And that's when I said ok I'm going to do the thing online. It's now or never type of thing.

Yanik: Interesting. I know you don't want to necessarily talk about what type of sites you started aside from the general marketplace.

But if you're giving someone advice, they see that there's a ton of opportunity online. I think that this is just a golden era right now where literally with just a couple dollars buy a domain name and a fairly good idea – it doesn't even have to be a great idea and some gumption, you can go out there and make some things happen.

What would be your advice if you're talking to maybe a cousin or somebody who comes to you and says – hey, Uncle Will, how'd you do this? What should I do right now?

William: Oh, absolutely. Great question.

Let me preface this by saying prior to the call, I requested Yanik not to mention anything about my website name. I am in a very incredibly competitive niche, so it would not be in my best interest to share my website nor perhaps the products that I represent.

However, what I will share is what I believe was the lessons I've learned, the breakdowns and breakdowns I have in getting to where I am.

The first thing I will share – first of all, being in the business online is incredible.

If you consider the fact that whether you... in our economic climate today, where people are talking about recessions, we have a high unemployment rate, and people are just not working.

And guess what? People will be online. Surprisingly my business has increased during the time where I downsized my business in fear that my business would take a hit.

But more people are going online to seek opportunities. More people are going online to make purchases, and the online medium is just a really awesome place to do business.

It's one of the only industries where you can have real time data. So you're able to track so many things, and you're able to react to it nearly in real time.

Not to mention there's a lot less overhead as well. So one thing that I learned quickly in my business, which applies to many online businesses, I've noticed there's 3 pillars into a business.

The first pillar is getting the targeted traffic. The second pillar would be converting those targeted traffic. The last pillar is having some sort of retention/attrition rate.

So these are the 3 pillars I saw for myself that I needed to work on, and I had to excel in these 3 fields.

You work so hard to get that customer to buy from you. There's got to be something in there to keep the business, to keep the lifetime value of the customer.

So whether you're in information marketing and you have an autoresponder to your list, and you're promoting other people's products or not, that's the kind of way of creating lifetime value for your customers.

Or in my vitamin business, it's like hey I'm re-educating them about the products... maybe as simple as giving them a coupon code for their next order.

That's how we generate a lot of repeat business, and that's how we grow.

Yanik: So just try to keep them engaged once you've spent all that money and effort to get them in there.

William: Yeah and I still see a lot of young business owners today forget that. They focus so much on the first sale that they forget that the most profitable aspect of their business is really the post-sale.

It's the customers after they become your customers.

What can you do to create that relationship with them so that when they are in a position to buy the products again that you will be the first one that they have in mind?

Yanik: Ok, well let's break this down a little bit and maybe even go one step backwards for a second.

Would you tell someone that they need their own product? Would you tell them that they can become an affiliate? What do you think the mechanism is that would make the most sense right now in the way that things are?

William: Considering all the things that are on the market, I think it's easiest for someone to start becoming an affiliate first.

At least because as an affiliate, you aren't worried about fulfillment of the product and you aren't worried so much about operations. You're just worried about driving traffic to an offer or a product that will give you a commission based on the conversion.

So, that's how I – personally, if I had a chance to do it all over again, I should say that the first 3 months I launched my business, I almost declared bankruptcy. I outspent.

My advertising just was not getting the returns. My 30 revolving credit on my credit

**"I almost declared
bankruptcy. I
outspent."**

cards was catching up to me, and it was just to a point where I was in a bad space.

That was a big lesson in finance for me to say – oh wow I've gone a little too aggressive playing with the big guys and almost outpriced myself.

Good news with that was right after that 3 months, I took a loan. Every single month it really forced me to figure things out when the fire is really on your butt.

I figured it out, and every month thereafter I was able to double the business – almost double the business from the month prior to that for 12 months straight.

So it compounded through time, and it's just in position for explosive growth.

So I would say that anyone who is just starting out right now, being an affiliate is actually a really good way to do it, especially for people who are willing to do it part time and is the kind of person who doesn't want to give up their main source of income, whether it be a job or something else, and want to just kind of get in the online space and try to make some money.

Being an affiliate is probably the most easiest in my opinion.

You can be an affiliate by having your own blog and just talking about stuff – just driving traffic to it.

Just building a relationship with your customers where you're being an affiliate for certain products that through your credibility that they would actually click through, and perhaps you would make some money off of that.

Then you can learn a little bit more advanced techniques and getting them on your list and having autoresponders and setting that funnel up accordingly.

Until you get to a certain point where you understand how to get traffic and what are the – like I started with pay per click, and I got really good with pay per click.

As a matter of fact, it's just something I'm most comfortable doing today.

You know, other people will focus on SEO techniques. Other people will focus on Web 2.0 or even video marketing. Whatever works for you, my advice is that I've always gone to biggest success when I focus on one thing I'm incredibly good at.

And it gets to a point where you're like ok I need to diversify my traffic and get more traffic sources, and then that's when you grow into other things.

So my advice is that the information that we have today, especially since I got into internet marketing, after I launched my business, I realized that we're being slammed with a lot of information.

It's so hard to digest everything. It's like how can you possibly do it all?

Yanik:

Yeah, I agree. I mean, it's almost like one thing you either naturally latch onto or you

start seeing results with it. I think people get frustrated and just overwhelmed by having 100 different ways to drive traffic to their site or a bunch of different techniques.

For me, it was affiliate marketing as far as on the other side – being the merchant and getting affiliate to promote for me.

And then also the copywriting skill that I learned and developed. That was what took me from zero to our first million dollar product.

"You have to make sure the sense of the search just really nails on with the landing page"

William: Yeah.

Yanik: You know, when you were talking about having your back against the wall there with the revolving credit card debt and so forth and you had to do it or you were going to go to declare bankruptcy, what were the big changes that you made? Do you remember?

William: The big changes I made was first of all I focused heavily on pay per click in the beginning.

So that's how I drove myself out of the market was because I wasn't monitoring.

I couldn't quite figure out... and specifically with pay per click, there's a kind of formula, if I may.

It's not a cookie cutter formula, but it's a formula that you... it's not just within the pay per click, it's getting a compelling headline and the proper text tied into the ad copy that is tied into specific keywords, but also hooking them on the landing page to make sure that everything nails correctly.

You know, if you had a site that sells chocolate for instance, and you bought chocolate-rich keywords, and you just throw them onto a landing page, which perhaps is your home page or perhaps a more product-specific page, but you have to make sure the sense of the search just really nails on with the landing page such that there's an increase of conversion rate, not only your quality score as well.

That was my biggest mistake was not optimizing my landing pages with the eyes of the crawlers and not so much what I felt the customers wanted. So it's kind of like both.

Quality score is in the eyes of Google, Yahoo, MSN and all the crawlers. Your customers and what your customers see is basically what you have to design the page for as well.

So you design for quality score; you're also designing for actual real life usage.

Yanik: Do you have an example that we can work with?

It doesn't have to be from your business, but let's just take a random product. I don't know, let's say dog food or do you want to talk about chocolate?

I know that's one of your new ventures that you've got, whichever one that you're comfortable with.

William:

Mmm.. ok. Well, I mean, I'm launching a chocolate business right now. However, the chocolate business I would say if I had a keyword that I would immediately target and do some marketing campaigns around would probably be personalized chocolates specifically in the area of messaging.

My business is called Candy Telegram, which I acquired a year ago. We're rebranding it to ChocolateTelegram.com.

So you have the ability to customize chocolates and write a message on the chocolate and send it as a gift in personalized message form.

So if I use that as an example here, a pay per click campaign would probably encompass say I do my keyword research and one of the keywords I would go after would be personalized chocolate letters.

Personalized chocolate is a bit broad, but I will be bidding on that for competitive intelligence.

One thing great about pay per click is that when you are bidding for keywords, whether you make money on it or not, you have a wealth of data there from the traffic that's coming in.

Especially when you do a broad match, it's trying to figure out what people type in before and after or even in between the keyword search phrase.

So I write personalized chocolate as my keyword that I'm targeting, and someone might say personalized organic chocolate for instance.

I may not be a presence to the keyword and may have missed out on a niche that I can easily adapt my business to.

So that was one of the things that I learned was even though I almost declared bankruptcy, and I was like oh my gosh I'm just not making the conversions. I'm not getting the sales.

I can go back now and say I have all this data that I've collected for the last 3 months, and I was able to find niche markets in those keywords.

So I was able to create campaigns and unique landing pages for and get incredibly low cost per conversion as a result.

If I were to give a specific example to address your original question, I would say personalized chocolates would be a broad match for my campaign.

So when someone types that in, I would hook it up to a landing page. I have copy in there tailored to personalized chocolate. It sounds like common sense, and it is.

But you have to be wary about what your customers intend on typing in personalized chocolate and why your copy has and the images and everything that you have on your landing page has to nail right with that person and say ooh.

Either that person is going to be inspired to say this is exactly what I'm looking for, or to say this wasn't what I was looking for but it's pretty cool. I will seriously consider this, or perhaps to say you know what? This wasn't what I was looking for. It's really cool. I'm going to bookmark it, and I'm going to come back another time because I see it.

So you want to design your page that way so it's one of 3 things that you want to leave the customers with that land on your page.

The other thing is to make sure you optimize your landing page specifically for quality score reasons because quality score is one of the factors that determine your cost per click.

If your quality score is incredibly high (and I optimize my campaign so I get perfect 10 quality scores), and you can actually go into images and do little tricks like alt tags that are keyword rich and things that customers won't see when they land on your page, but the crawlers will see.

So it bumps your quality score up tremendously, and I think the most important tip with that is to make sure you have a URL ... if the URL is seen as a keyword, that will tremendously bump up your quality score.

So I would actually create a landing page that says ChocolateTelegram.com/ (either in a subfolder or not) but in the end it would say personalized-chocolate.html. In my case it would probably be a .php.

Yanik: Got it, and so then the alt tags, the image alt tags... and then is there anything else that helps the quality score?

William: Well that's one of the little tricks that I use, and it hasn't failed me so far. But just make sure that you have enough images in there.

And even if they're blank images, I wouldn't call it blank.gif, I would actually name it something. So I would say chocolage.gif, and it's actually a blank gif image.

So far, it's been working for me. So if you need to do a little spacer here and stuff.

"I was able to find niche markets in those keywords"

I know a lot of websites designed today are done with css, so long gone are those days where we're adding blank spaces to force alignment of certain things, but you can certainly insert it into the body text of your page and it helps.

So the more you have it... now I wouldn't do if you have like say 20 images, I wouldn't do personalized chocolates, as an example, on all of the images of the alt tag. I would do variations of it.

Yanik: Right.

William: So personalized organic chocolate would be one. Personalized chocolates on sale would be another one.

Buy personalized chocolates would be another alt tag. So I would vary it up. Personalized chocolate is the main keyword phrase that's in the alt tags.

Yanik: How... I'm not exactly sure if this is the right way of phrasing it, but what's it take for you to create that personalized landing page?

I mean, is it x number of searches or is it a converting keyword that you see that's really overly working well?

What's it take for you to be like gosh I should make a personalized landing page for this one too?

Because we could be driving ourselves crazy if we have, I don't know, 1, 000 keywords that we're bidding on and trying to make personalized landing pages for all of them.

William: Absolutely, that's a great question. Believe it or not, I do it on gut intuition. The other thing is also based on the number of searches. There might be keywords that I just didn't think would be worth our time.

I might be like – no I didn't personally feel like this would be a keyword worth spending time to create a specific landing page on, but the number of searches prove otherwise, and I'm like you know what? Let's do this, and let's test it out.

So we do all of these pages, and we drive traffic to it, and we see if it converts. A lot of it has to do with testing. That's really where the work comes in.

You're creating these landing pages. You're going to create an ad campaign around it, and now you're going to test.

I think the most frustrating component of this workflow is some people might complain about the work.

There is software out there. You know, there are scripts that can automate landing pages for you from pay per click traffic. That's a little bit more advanced technique, which I personally don't use, but I know people who do.

The most frustrating aspect is that what's not working on your ads? Why are you getting a good click through rate but just not getting conversions, you know?

Or where in the pay per click trail do you think is not optimized and need that little tweak that can make a difference between a sale or not? And I think that's the frustrating component.

So I've come up with a little simple formula where if you do have a high click through and a high click through rate meaning like people are clicking on your ads, but they're not buying, the first thing I would say like ok is it a broad match?

Is it a broad match campaign that I'm doing, which means that if I did personalized chocolate – if someone types in personalized chocolate sucks, I don't want my ad to show up, but it's a broad match.

Assuming that I'm not doing any negative keywords to filter that out, then that's the kind of traffic that I'd be driving in.

So I would ask myself is it a broad match campaign first because with a broad match you're not totally controlling the traffic that's coming in other than whoever types that in with other search pages.

So if it is a broad match, then I would say ok let me go into my logs now and see which keywords came in that had those keywords in there and filter out which ones I think we should mark as negative keywords.

So that's the first step. Second step would be ok if you have a website that has an insane amount of traffic everyday, then you can actually wait a day and get enough data to say ok what am I going to do?

If you don't, then wait a week, get enough data and say ok I got one order this time.

Yanik: Yeah.

William: But I'm still paying a lot. So now you're optimizing those campaigns. You're like ok what do I do?

The ad's nailing, but are you overpromising something in your ad that is not sticking with people who are actually coming on your landing pages?

So I would look at factors like the click through rate is high, but I'm not getting conversion, there's a disconnect there.

That means that the customers or prospects or readers or whoever's coming into your site in your ad campaign has a certain intent when they saw your ad motivating

"For a winning campaign, it has to be optimized throughout."

enough to click through it, take action and click through, but something's not blending with them such that they're not converting.

So sometimes it can be a technical issue, so you have to make sure things are working first of all. Your tracking codes are correct, and if you have an opt-in form that things are working right.

Assuming there's no technical glitches on your website, then we can purely test where the issue is.

Re-work the landing page, and maybe it's your offer. Maybe it was something that was not connecting right with them.

Until you figure it out that process because it's on your page as well as in your campaign from the way you write your ads to the way you structure your ad campaigns with the keywords is really the little formula there that needs to be ... for a winning campaign, it has to be optimized throughout.

I kind of hope I've given enough information to listeners of the call about this. Do you have any questions about that?

Yanik: No, no, no. That's great. What are you using for tracking? You just using Google Analytics or something different?

William: We're using Google Analytics, but my vitamin business, I actually sign up with a service called – what are they called? I think it's called AdTracker.

Hold on let me get on my computer and look. I think they're called AdTracker.

What they do is – I signed up with them because first and foremost we get a lot of click fraud, so the pay per click search engines don't give you enough information to say hey, you know.

Like Google tells you how many invalid clicks you have but never tell you what those invalid clicks were or how they determine it was invalid. So I use a third party software. I think it's AdWatcher.

I use them as well as their reporting functions so that I can track my campaigns across from all my pay per click search engines through that one dashboard.

So now I don't have to login individually to each campaign because what it is is that for me as a business owner, one of the things that I learned is something called vital statistics of your website.

It's like, I need a system where I can put my fingers on the pulse of the business, such that if something is not right, I'm able to determine where it's not right and then I can dig in.

So AdWatcher is kind of cool for making a dashboard across all my campaigns.

I can use that to say hey how come I have a drop in conversion rate here? My cost per conversion is slightly high, so it could very well be that there's a new competitor in town.

There's someone who's offering a better something that can cause that to happen. Maybe someone bumped me off the top 2 spots or something.

Now when I have these statistics I can look at on a day to day basis and say oh my goodness my cost per conversion is significantly higher than what it should be.

And as a result now I can actually go into that pay per click campaign. Let's say it's Adwords, Google Adwords, for instance.

Now I can actually go in and look to see which campaign it was that's causing such a high per conversion affecting my overall cost per conversion and really nail it down and say ok this is the campaign that for some reason just wasn't performing or suddenly people are clicking on my ads and just not buying.

So now I can have a very fast reactive rate.

Yanik: Excellent. I think that that's good. I think that probably covers our section on make more money, and hopefully people got a lot of insights there on pay per click.

Let's talk about the second component of what being a Maverick is really about, and that's having fun and creating unique experiences for yourself and others.

What's your philosophy around that, Will?

William: Oh my gosh, even before I joined Mavericks, I was always having fun.

However, I didn't have fun until I started making money in the business. The first year I was working probably at least 12 hours, 7 days a week. I remember that I would have to run out just to get lunch and run back.

So I have a toll free number on my site. Customer service is really important for me. It's the foundation which I've built my business upon. And yeah, I didn't take any vacations.

Having fun – I mean, I'm certainly the type of guy who knows how to have fun, but I just wasn't doing it because I was so motivated to make this business work, this highly competitive business work.

In terms of having fun...

Yanik: Well, just stop right there, and let's analyze that for a second. I mean, is that some-

"I was working probably at least 12 hours, 7 days a week."

thing that you would tell anyone else who is an aspiring entrepreneur that hey – batten down and really put in the effort?

Because then at some point then you can release the brakes a little bit and go out and have a good time?

Or looking back would you have done things a little bit differently?

William: Ok, um, let me think. You know what I like to tell people, and this is my own personal belief.

I truly believe – this is my fifth business that I'm launching. I failed the first 4.

I realize, and this was after I graduated from college to my vitamin business that really hit 3 years ago.

I'm a firm believer that you have to be passionate about your business. I didn't get into the business of supplements and vitamins because I was passionate about it.

I was passionate about having an online business. The fact that I treat it as a business, and I run it as a business, and I have incredibly a lot of fun even when I faced challenges and I was in a bad spot and things like that, I still had fun empowering myself through it.

I think it's because I loved the business. I loved the fact that I'm like hey that's not a problem. I figured this thing out. This is a new challenge. This is how I believe we are going to deal with this, and we go and take action.

Part of having fun is having the right people to work for you as well. So the people I have are incredibly fun to work with me.

I mean we actually laugh whenever there's problems or just have a very positive environment where we don't really get stressed very often even when stuff happens, when we're faced with challenges or faced with that evil customer that just wants nothing but (laughs unintelligible).

Yanik: Yeah.

William: Yeah, we have a very good laugh at it.

I'm a firm believer that you have to be passionate about what you do. I failed in real estate because I knew that I wasn't passionate, but I was trying so hard to make it work.

I was making money, but it wasn't driving me. At the end of the day, it's very easy to get unmotivated. It's also very easy to get uninspired. It also starts to feel like a drag.

For people like me in my field, if one of my competitors starts feeling that way, their business will decline and I'm right there on the attack.

So in terms of having fun I'm also a firm believer in a theory of having fun that when you spend more time out of the office, you get more ideas coming back into the office.

One of my New Year's resolutions this year that I told myself ok enough of the office. I'm going to travel once every 2 months.

We haven't met it, but after hanging out with a bunch of Mavericks and some of my friends and people I've met in Mavericks that became really good friends, I've been traveling every 3-5 weeks instead.

So it's (laughs) been kind of crazy. I think the whole fun aspect is really – you need to have fun. You need to have balance in the business.

Yanik: Right.

William: If you're doing your business and you don't have a goal to work towards... my goal was really a lifestyle that I wanted.

The lifestyle I wanted included me having fun with all these people that I respect and I admire and just really genuinely great people to be with.

Yeah, you have to have something to work towards.

Yanik: Well, let's talk about what you mentioned. I thought that was really interesting about the people that you work with, and that creates the fun for you too.

I mean, did you literally create the culture and say I'm going to hire these sort of people?

What was your process of finding the people that you could have fun with and laugh with even when there's bad customers and people that are driving you crazy?

William: Well, a lot has to do with the space that you're coming from that's a business owner.

So, it's one thing to hire fun people, which is great, but it also has to come from within yourself as the pilot of the enterprise, if I may. You're the one steering the ship.

You might not be driving it, but you're the one commanding it and leading it. A lot has to do with where your space is, so I take personal development very seriously.

My outlook on a lot of things has changed since I've really worked on myself and what makes me happy and what makes other people happy and what I aspire to be, who I aspire to be, and things of that nature.

“I take personal development very seriously.”

I have a certain intuition when I hire people, when I interview them.

My intuition around happy people has been pretty accurate so far, such that people that actually come on board, we have an environment where there will be times where we're just laughing out – we're laughing until we're crying. (laughs)

It's so great. It's so rewarding to have to come into the office, come into work, whether it's my virtual team or whether there's actually people in house that are, but yeah it's – we have a good retention rate.

Yanik: Great. You know what's interesting is you mentioned this twice in two different concepts.

You've said your intuition about hiring and you said before your gut feeling about when to create those landing pages that are specific for that.

What's your take on hunches and gut feelings in business for the entrepreneur?

William: Hmm... can we talk more of a spiritual thing?

Yanik: Yeah.

William: Alright.

Yanik: Anywhere you want it to.

William: You know what? It's one of those things where I went through my life and I told myself why am I not getting the results that I'm seeking out to get?

Why am I always getting resist me and resistance and things that I just can't seem to overcome?

And I realized that as an individual, as an entrepreneur, you are your own worst enemy.

You are the only one that can limit yourself from being your own greatness. And so as a result, I've involved myself with personal development training.

Can I share what I do?

Yanik: Please, yeah. I'd love to hear that, and I'd love to hear some of your favorite resources too.

William: Landmark Education. Landmark forum was one of the things I've taken in 2006. This is 2 years before I launched my vitamin company.

What I got out of that course was really looking at my past and seeing how I was affected by who I was being, and various aspects of my life was all a result of certain things that had happened in my past, baggage if I may, that had prevented me from being my absolute best. Prevented me from being the person I truly wanted to be.

And I thought I was being what I wanted to be, but a lot of times you get triggered, if I may, in a certain way that you react to certain things. Mostly because of things that happened in your past.

Landmark is one of the things they treat you with is your past is who you are. It gets in the way of your present, and as a result it gets in the way of your future.

Of course they talk about a lot of other distinctions, and one of the other distinctions that I was able to get from it was the whole thing about creating stories around things.

For instance, if a customer calls us and immediately has a tone like you guys didn't ship me something. That's a very accusational tone. It's easy for someone to be triggered and say well ma'am we did ship you the products. Here's the proof. You know what I mean?

You get triggered, and as a result I realize that doing this personal development training, it's so easy to create stories around something that happened.

But what really happened was someone just picked up the phone, called you, and we misinterpreted that tone. Does that make sense?

Yanik: Yeah that they're being accusatory, and that you have to be defensive.

William: Yeah, that person may have very well had a bad day at work. And this triggered that person to be that way, but that person is really not like that in life.

But regardless it's not our concern where they are in life, it's really how can we make things right? How can we perform in a world of performance?

One of the other things, too, that I've learned is failure is not a way of being.

If there's anyone on the phone call today that consider themselves failures, I invite them to really look at that and really ask themselves, how can you possibly be a failure? Because failure is only a component of performance.

Some people may get that when I say it; some people may not. So performance – what is performance?

It can be anything. Let's say you're launching... no let's put it more perspective. You're training for a triathlon.

Yanik: Yeah.

William: And you set a goal to complete the triathlon.

"One of the other things I've learned is failure is not a way of being."

So what does a triathlon consist of? It consists of swimming, biking and running, 3 areas that maybe you need to train for. So you train for it.

That exists in the world of performance now. So you're training for a triathlon, and training for it is the world of performance that you're in.

Now if the goal that you set is completing the triathlon, and if you don't complete the triathlon, then you fail that goal.

So in the world of performance you failed in that world, but you cannot as a way of being, you can never be a failure, even if you consistently fail through things that you set out to create.

Because who is to say that the next thing that you do is not going to fail?

Once you can create that distinction that you can say that a failure is only a component in the world of performance, and you can never be such that I am a way of being that I am a failure.

I mean, it can give some people tremendous freedom there. I think after I learned that distinction, I looked back at my own life, and I told myself you know what?

I'm the kind of person that has an incredible amount of confidence because I always believed in my own abilities. I always get self-inspired because of an idea that I got that I don't think anyone else got kind of thing.

I'm like, oh my gosh, I think I'm really good here. As a result, I've never had that conversation about myself. I've never said I was a failure.

I have failed. My businesses never worked. I was in bad spots emotionally where I'm like this really sucks, you know, it really sucks. I gave it my shot, and it's not working.

I'm not where I'm at; I'm back to square one. I'm struggling again.

Yanik: What took you out of there do you think? What shifted your mindset?

William: What shifted my mindset? I think...

Yanik: I know you said the Landmark forum. Was that the way you started looking at things?

You couldn't be a failure anymore as simply the way ... it wasn't about you being a failure, it was that the action or the result...

You know one of my favorite mentors is a guy named Ted Nicolas, and he talks about two things.

One as direct marketers that we're constantly failing, but it's what we label the failure as. He labels everything as a test. You get a result.

What do you think really took you from kind of going off the other end and you could have said, well whatever this is not going to work?

William: I read a book by Seth Godin called *The Dip*. Have you read that, Yanik?

Yanik: No, I haven't read that one.

William: Ok. I'm surprised considering you read so many books.

Yanik: Yeah, I've read a bunch of his other ones, but I haven't read that one.

William: Alright. *The Dip* was really what put me at peace with my vitamin business.

In my third month when I was like oh my gosh I think I need to declare bankruptcy. I'm doing my own accounting, and I'm like I don't think I have enough money to pay my credit card bills.

My savings had been depleted. I took a risk, and I'm like uh oh this is not good.

During that time, it was a coincidence, I listened to a lot of podcasts during those days.

One of them was actually Marketing, Seth Godin's book called *The Dip*, and he talked about it. And I'm like, woo.

Immediately I ordered it on Amazon. It came here like the next day. I started reading it. It was a short read.

I started to realize that I identified myself in what Seth Godin calls the dip.

The dip if you look at it is almost a parabolic curve that's inverse, so if you look at an x axis, that's zero. It kind of slowly gradually goes downward in a downward slope, and then it kind of comes back up.

But it's more of a v shape than a u shape.

When it comes back up, it just shoots up until you plateau. He calls that the dip.

If you actually go look at the cover of the book, it shows you the little curve there on the cover. You're seeing that on a macro level.

Most entrepreneurs get stuck in the dip where they're either on that slope that's heading down on the apex of the dip, which is the lowest point you can possibly be, or they're at the lowest point.

**"Most entrepreneurs
get stuck in the dip"**

It's really important to identify yourself. Most entrepreneurs give up when they're actually in that dip.

After reading that book, he doesn't give you specific answers. He just kind of relates it on a more high level things telling you like of the dip.

It's really up to you to identify where you are on the dip. So it gave me a lot of peace of mind because I identified myself in the dip.

I'm like, you know what? I'm going to take a loan out because I know that I can out of this dip because I'm right there.

I had positioned myself at being really almost in the bottom. I'm about to declare bankruptcy, so how much lower can I possibly be?

So I'm like, you know what? I'm going to take a loan because at this point 3 months of working pay per click every single day, I told myself I think I've figured it out.

Things were starting to work. I just really need to get myself past this hurdle that I'm in right now.

So I contacted my family and I was like look this is the situation. I have this business. And bear in mind I had 5 businesses that didn't work already, and I never asked them for a dime.

So I really have a track record in their mind. So this was one of those moments in life I will never forget. I had never asked my parents for such a significant amount of money before.

I told them what I was up to, and without a blink of the eye they're like, I'll give you the money tomorrow. I was like wow.

And now I realize that I can't upset my parents. You know?

I am through thick and thin going to make this work. I took that money and I got back, and I say ok now there's something at stake here that's more than the stake I have on my own.

Yanik: Yeah.

William: And it's a greater stake now because it's other people's money.

Yanik: And other people that you truly absolutely care about and want to make sure that you perform for them.

William: So now I was like ok. And when I realized for myself that I started to see some things about the business that I didn't see before.

That's where I realized that after I made those changes, I figured pay per click out. I mean I truly figured it out in terms of search marketing, sponsored search marketing,

and I leveraged it.

And I was like ok, and I figured out the 3rd pillar of the business, which is attrition and retention rates.

You know, what can I do to make a significant impact on customers returning to the site?

I launched campaigns around that, and boom the next month I broke even. I got out of debt; I broke even.

April I broke even. May, boom my first profit, and then I was able to double my sales every single month compounded – almost doubled. It was like almost doubled every single month for the next 12 months.

So huge success story.

Yanik: Yeah.

William: So... (laughs)

Yanik: You know what that reminds me of?

My friend, Joe Sugarman, who was one of the business icons we brought actually to Baja this past year for the Maverick trip.

He's a guy who's sold \$200 million of... or 200 million pairs, I forget which one it is of Blublocker sunglasses. He was like the very first guy in direct response marketing to start using an 800 number, so major pioneer.

One of the stories he talks about was kind of similar. He wanted to market the pocket calculator, and at that point this was in the 70s. It was \$200 or \$250.

He was the first one to try and do it via direct mail, and so he borrowed money from a couple of people and he lost money. He lost a lot of money, but what he found out was he got some intelligence from those lists that he bought.

He bought 5 different lists, and then he coded them differently. So one of those lists actually out performed every other one of them.

And so all he had to do was buy more of that particular list, but he had no more money.

So it's just like you going back to your parents now to ask for more money. He went back to the same investors and told them the story, and that was the launch of an incredibly successful mail order business for him.

"It's just like you going back to your parents now to ask for more money."

William: Yeah, that's awesome. You know what?

One of the things I failed to mention that I would really want to be a contribution to people who are listening to this call, blind spots.

One of the things that you learn in Landmark Education, what they excel at is through transformative learning techniques to get you to see your own blind spots.

We all have blind spots, and those blind spots were me when I launched and perhaps Joe Sugarman when he bought these lists.

It may have been for him a blind spot that he didn't see something until afterwards he lost money and it's like – wow, he saw something out of it.

He saw the data that he was able to have and was able to leverage it to create a company around it. I guess it was a success story as a result.

Yanik: Yeah, that's very powerful.

Alright so we're about to wrap up here, but the last section that we always try and hit on is creating an impact – giving forward, giving back, whatever you want to call it.

Do you have a philosophy around that, William?

William: You know what? As my business increases and stuff, I become more philosophic.

Of course I am a very proud member of the Maverick Business Adventures group, and I commend you, Yanik. This is my very first year as a member. I've been on two Maverick trips already, South Africa being the epic one.

It's just a bunch of really good people, and I've been inspired to join the group because of the giving back situation.

Not only the fact that we do some cool stuff, but that charity aspect of it was really the component of the whole organization that really inspired me to say wow this is what I want to be.

You know, I want to be involved in this organization. So yeah, give more back.

I think whether it's through teaching, whether it's through... one of the things that I do when I hire.

One of my right-hand men was an entrepreneur, and I have this thing about hiring entrepreneurs in the past.

I'm like well if they're entrepreneurs, it's cause I was entrepreneur, very entrepreneurial I should say.

One of my fears was that you invest an amount of time and training and all that kind of stuff with them, and you know that they're going to go off on their own creating

their own things.

Yanik: Yep.

William: So I had this conversation around that where I don't want to hire entrepreneurs because of that. But at the same time I thought to myself, you know what? How do we create this as a win-win situation?

I dropped that conversation, and I welcomed one of my right-hand men – there were two of them actually that worked for me.

I was like, you know what? I'm going to give them a lot of value. I'm going to train them. I'm going to give them the secrets of my business.

I'm going to really like work with them and completely just I know they won't be with me for long, but at least I can have made a difference in a fellow entrepreneur in getting them started. If I play my cards right, get them started on the right foot. And did they end up leaving?

Yanik:

William: Yeah, one of them left and I replaced them with another one. They're both entrepreneurs. The second one has just left and is now pursuing an entrepreneurial launch with a tee shirt idea that he has.

The first one went off to do custom shirtings, and he's meeting a lot of challenges in that. I inspired him to go out and create and materialize this business, even gave him some branding ideas and things, which he ran with.

It's currently stuck in the point where it's a lot more work than they envisioned it to be.

So it's a personal challenge right now that he's going through. I'm trying my best right now to coach him through it.

But yeah he got enough training with me to have started his own business. I wish I could tell you that it was a success, but no he's meeting his own challenges right now.

Yanik: Yeah, interesting. Alright, well we are at the top of the hour here. Is there any site or anything you want to send people off to?

I know not necessarily any of your own, but maybe the new chocolate site once it's ready.

Maybe people want to buy some gifts for people that they love, some personalized chocolates, who knows?

William: Oh, totally. I'm so psyched up to grow this business up big time since I see the chari-

"I've started to see more and more Meetup groups around that."

table aspect of it - bring smiles to people's faces when they receive a box of chocolates personalized for them.

Yanik: Yeah.

William: That totally drives me. It's going to be ChocolateTelegram.com, which there's no site on there right now. But we plan on launching in January.

Yeah, I mean, most of my information comes from networking with people that are in the industry, whether it's through a mastermind or something.

I don't spend a lot of time online looking for information. I only do that when I need information that I do my research for.

So in terms of websites, I don't even go on blogs or podcasts anymore.

I mean, I've been so involved with my business, but a lot of the gold that I get from it are really through fellow entrepreneurs I've been able to have the pleasure of networking and being friends with that I get tremendous value of getting the knowledge of what's working for them and supplying it to my business to see it grow.

Yanik: Excellent. Anything you would recommend to someone who's getting started of how they can grow their own network?

William: Oh, you know what? The easiest thing to do is start up at Meetup.com.

You know, so wherever you are in the world start your own Meetup group. You'd be surprised how many people go on that site and how many people actually would sign up.

Just say hey I'm hosting an event and have them come out. Unless there is someone who is already hosting it, whether it's an SEO event, a PPC type thing, or Web 2.0 – you can see a lot of that social media type stuff.

Whatever it is, local searches are starting to become – I've started to see more and more Meetup groups around that. Just network.

So if you're an affiliate, there might be... some CPA companies may host parties. I've seen some of the big ones actually do stuff on Meetup.com where they have their own Meetup and they host events.

So I say that's how I first got started. Second thing is if you can get on people's lists to go to some events like for instance Yanik you throw Underground every year, which this year was my very first year attending – just a wealth of information.

That actually costs money, so someone who is just starting out don't want to invest the money, may want to start small first until they can make the financial decision whether it's worth the returns on their business to attend such an event, which I feel is incredibly valuable.

My personal feeling is usually the paid events are often the ones that you get more value out of than the ones that are free.

Yanik: Yeah, great.

Well, Will, I appreciate it. Thank you so much for the insight.

I liked the different areas that we've covered and some of the just different answers that I got from you than anyone else, which is always refreshing when every time I interview different Maverick members and just get their take and where they've come from.

Thank you once again. I really appreciate it.

William: Yeah, absolutely.

And if any of the readers, if any of the things I've said today that have really touched through and inspired them and made a difference in their life, reach out and let me know.

That would probably make my day, and continue to drive me forward and say hey look, I've inspired somebody. That would bring a smile to my face, so that's cool.

Yanik: Awesome. Cool. Thank you very much. I'll talk to you soon.

William: Alright, Yanik.

Yanik: Ok, bye.

William: Talk to you later. Ok, bye.



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