

Dear Maverick Business Insider,

<<Sniff...sniff>>

Do you smell that? Yes, it's the scent of Fall and kids happily (or not) heading back to school. Zak and Zoe are back in pre-school this week and I think Mommy is happy to get a little bit of free time back to herself.

We crammed a whole lot of family stuff in before school got started again. (Just another example of deadlines at work.) One of the places we hung out was a spot where kids could go explore a whole bunch of themed rooms. There was everything from a "construction site" (sandbox and some construction dress-up gear & tools) to a petting zoo (a couple of bunnies, kitty cats & turtles).

Here's Zak playing grocer at the pretend grocery store. It was pretty funny that once he put on his Safeway apron he really loved putting all the fake food back onto the shelves.



The kids enjoyed the place and, of course, there was a marketing lesson if you kept your

eyes open. Each themed room had a sponsor. So the "Nature room", filled with books, a fake tree and a pretty outdoor mural, was sponsored by the fly-fishing outfitter, Orvis.



Not a bad idea. I think there were about 15 different rooms and they were all sponsored by different local companies. I have no idea what the owner charged for sponsorship but let's just say it was \$250/mo. That probably pays for her rent or at least a good portion of it. Smart. Very smart.

Actually I was just in San Francisco checking some cutting edge information from my buddy Brendon Burchard on sponsorships and partnerships. He's been able to strike deals with Walmart, Coca-Cola, Toyota, Kiwanis, Junior Achievement, Sony Pictures and other major companies and nonprofits to support his message.

We really want to ramp up what we are doing in this area and I think Brendon is the absolute

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best at it. Check out this free training series for more:

www.SurefireMarketing.com/bburchard/

As I'm writing this it's my 10-year Anniversary with Missy. Hard to believe but I've known her for over 14 years since meeting one drunk night in Dewey Beach, DE. For our Anniversary, my assistant Chasity finally got us reservations at one of the best local restaurants called "Mini Bar".

It took months because you have to call at precisely 10 am and reservations are taken for 1 month ahead of time only. So if I call on 9/23 I'd get a reservation (if available) on 10/23. It's a tiny little section on top of an existing restaurant with only 6 seats at the bar... hence the name minibar. I'm a bit of a foodie so I was really excited to try Jose Andres' version of the molecular gastronomy school of cooking.

We were served 27 different courses starting with "Nitro Sangria" and ending with "Bacon & Chocolate".

You can see some of the crazy reviews here – <http://www.yelp.com/biz/minibar-by-jose-andres-washington>

I've been to Alinea in Chicago, which is a kindred spirit to Mini Bar food-wise, but the experience is definitely different. I really liked the way Mini-Bar was more of an intimate set-up with you being able to see the dishes prepared right in front of you. Out of 27 different ones - I probably really enjoyed 20-22 of them (though I did leave craving a Lamb chop ;).

It was really cool to learn about some of the dishes and how much thought and detail goes into them since the Chefs are right in front of you. For instance, there was a layered zucchini dish and they said it takes 2 hours just to

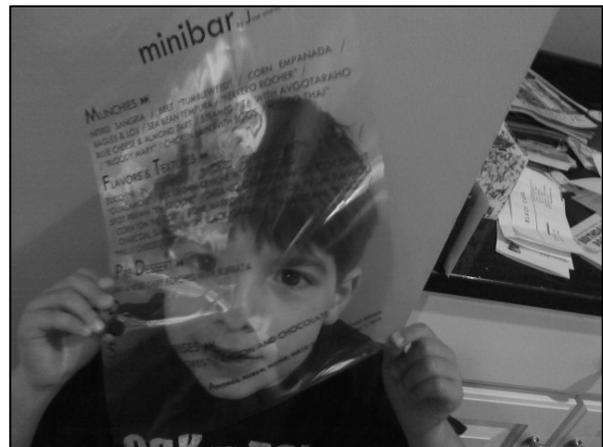
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pick out zucchini seeds for the top layer. (I guess this is the hazing process for the new help.) Here's a pic of sea urchin wrapped in cotton candy.



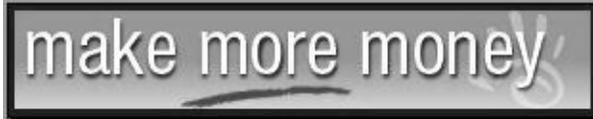
Since my marketing brain doesn't really turn off, I was more interested in the experience and how it relates to creating conversation. I've probably told no less than 6 or 7 different friends in person about it, and so has Missy. I think the story is spread because -

1. It's tough to get into
2. It was a really cool experience (27-courses is not an everyday meal)
3. The type of cooking (molecular gastronomy is really neat)
4. They send you home with the cool transparency-like menu so it becomes a "conversation crutch" to keep the story going.



Definitely a recommended restaurant if you're in the DC area.

Okay, last month we covered the first part of the 6 most profitable online trends to pay attention to right now – here’s part II. Let’s grab a highlighter ...



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

Trend #4: Beyond the “Oogley-Googley”

Quite frankly this is a BIG trend you should consider getting in on if you haven’t already. The old stand-by of just relying on Google AdWords is a very tough promotion strategy to sustain. I’ve had numerous friends and colleagues who relied too heavily on AdWords and then had to scramble if they were banned or ‘slapped’. Google is constantly changing who and what is ok for landing pages and they are not ultra transparent about it. Like anything else, it’s never a great idea to rely on one traffic stream.

So this trend is making you take a look beyond Google...

Start experimenting with the following:

- Facebook.com/advertising - With Facebook you can target your advertising based on interests and demographics so it makes it really flexible.
- Adsonar.com
- Adbrite.com
- BurstMedia.com
- LinkedIn.com/directads (target by demographics)
- StumbleUpon.com/ads (interests & demos)

I’d be seriously looking at Facebook immediately and experimenting there followed by

Adsonar.com, Adbrite.com & BurstMedia.com.

Trend #5: The Third Screen.



There’s no doubt about it - smartphone and cellphone usage is an unstoppable force for connecting online and reaching your target audience.

The first way to capitalize on this trend is use of SMS (text messaging). It’s funny, because I remember probably 7 years ago when text messaging was just starting to happen here it was already big in Europe and Asia. My friends from there were astounded we didn’t do it more. Today I cannot really imagine not using text...even my 70-year old father knows how to text.

Using SMS is a powerful marketing strategy in your arsenal – here are the benefits:

- Direct marketing
- Captures database from media you couldn’t measure before
- Significant ROI
- Much more likely to respond (at least for the time being)

You’ll want to start capturing cell phones where it makes sense. I know several people

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who are using it for their teleseminar/webinar sign-up pages to remind registrants about the call.

TIME: We will "meet" Monday mornings at 9:00 am and Thursday evenings at 3:00pm, but if you miss the call or if it is not convenient, it will be recording for you to listen later. I'm trying to make this as easy as possible.

LOCATION: Online. Sign up to get the login information.

Please sign up to receive updated information about the Teleseminar here. If you would like text message updates, please add your cell phone number. If you're not interested in receiving these, leave your cell number blank:

* Email

* First Name

Last Name

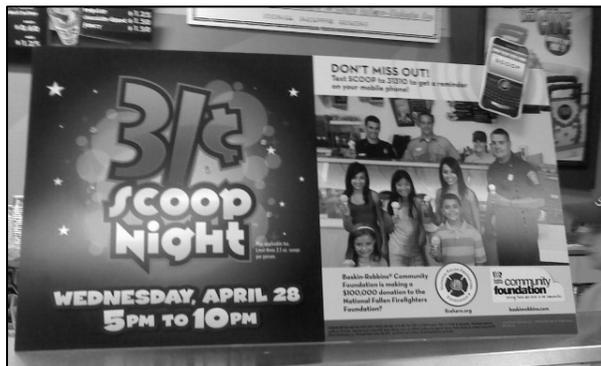
Cell Phone for Text Messages

* Zip

[View my publisher profile.](#)

* = Required Field

You can also be capturing cell phones from the offline world during customer interactions. Here's a sign I saw at Baskin Robbins the other day telling you to text in to get a super discounted scoop of ice cream.



I really like the use of SMS as a call-to-action for media that was previously untrackable. I remember an interesting BMW billboard in an airport telling me to text in for a test drive of the new X6. But perhaps the coolest billboard I've seen in a long time was this one from Europe that uses Bluetooth and SMS to "start" the Honda on the billboard. You have to see it in action to appreciate it – but once people text in the billboard actually puffs smoke out of the exhaust. Watch it here:

<http://www.skiddplayer.com/video/16111/honda-interactive-billboard-us>



It's an App, App World

We cannot talk about mobile without mentioning "apps". or applications. That has been one of the driving forces that has made smart phones so popular. There's been some serious hype around people saying you can get rich by creating a quick little iPhone app – but frankly that'll be pretty tough. Today, it's heavily saturated and just like any other business – you have to create something to stand out or something that has incredible utility.

When I see my friends iPhones or iPads I ask them about their favorite apps and it's usually something that has tremendous utility. My friend Phil pointed out the Weber app to me the other day. It's a paid app that actually uses videos to show you how to grill anything better, plus it has built-in shopping lists for each BBQ recipe that can automatically be emailed to you.

I know many of the people who read this newsletter are information publishers or people who possibly want to be in that space. One interesting app for the iPhone is called 'BarMax' and it goes for \$1,000/download. On the surface this seems incredibly high but it replaces a \$4,000 training program for students studying to pass the bar exam. This is a highly targeted (and high margin) app that is doing very well bringing information right into the palms of the right people.

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I find the third screen trend as an interesting point of consumption for information. It's important to realize what you are instead of the means of delivering it. For example, train companies were really in the transportation business - not the train business. So when airplanes came along they should have been on the forefront of transportation, but they weren't because they didn't have rails.

Trend #6: The Mob!

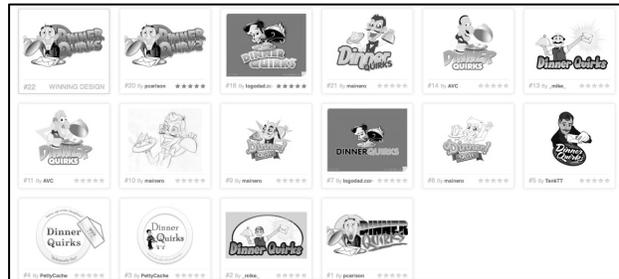


This is a really exciting trend that will save you tremendous amounts of money by outsourcing. There are literally swarms of qualified professionals and experts all over the world excited and eager to do specific tasks for you. Plus you can harness the wisdom of crowds to help you come up with new ideas, give you feedback on your site and much more.

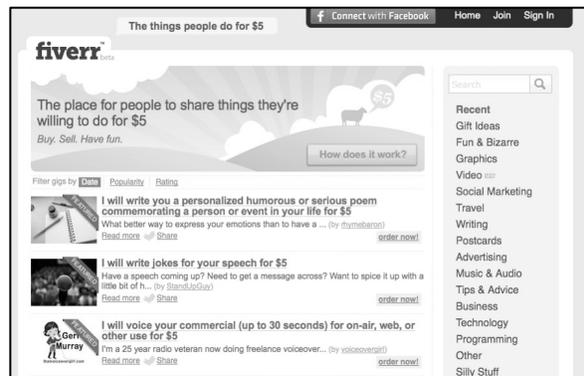
I've done a lot of 'crowdsourced' graphics, logo and web design for our company. One of the sites I absolutely love is 99designs.com, founded by Underground® 6 speaker Matt Mickiewicz. The best thing about these sites is that you have so many artists who submit work for you on 'spec'. Essentially you get dozens of variations before you award a winner. Here's an example of a logo for a dinner game I created called "Dinner Quirks".

It's a fun little game where everybody is given a quirk to perform throughout dinner, everything from 'Your hands are attracted to anything metal' to 'You must talk about your-

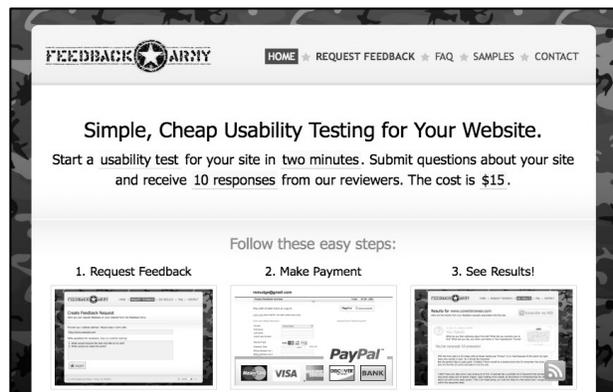
self in third person' and so on. It creates quite an amusing dinner. (Btw – if any Maverick Insider member wants to run with this project and take it to market I'd be happy to talk to you about it.)



Other notable sites for graphics are CrowdSpring.com and CrowdFlower.com. But this trend is definitely not limited to graphics – take a look:

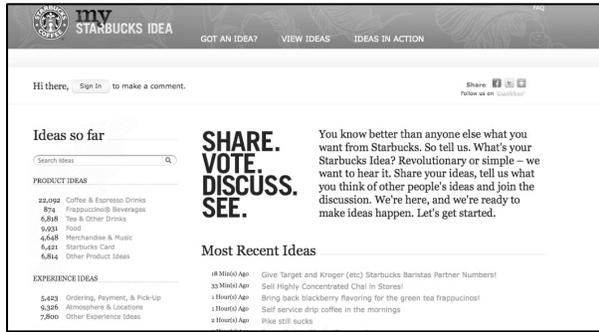


Fiverr.org – For \$5 you can find people that will do just about any task for

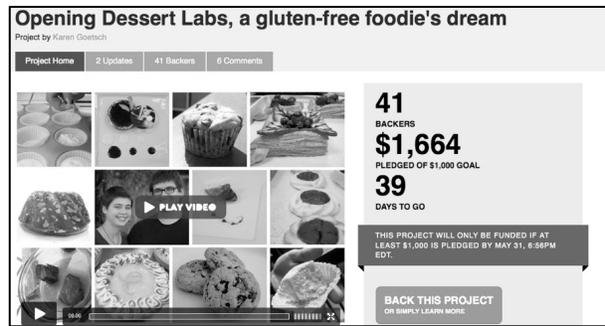


you.FeedbackArmy.com – For \$15 – you can get 10 detailed reviews on the usability of your website.

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MyStarbucksIdea.force.com – Starbucks is harnessing the power of crowds to innovate ideas for making them better. They are using a Salesforce.com platform/plugin to drive this project. Registered users can vote ideas up or down – thus allowing Starbucks to see which of the ideas bubble to the top.

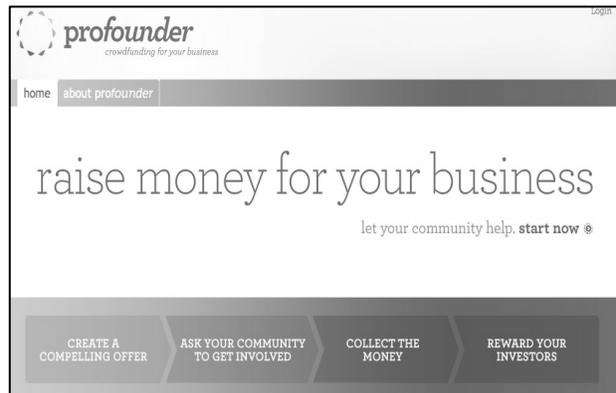


KickStarter.com – We already talked about this in a previous issue, but this is really amazing because it allows you to essentially test the marketplace for your idea before you produce anything. It's the ability to tap into the crowd to invest in your idea or start-up.



Netflix.com – Here's another version of user-generated ideas but this time to the tune of a \$1,000,000 reward from NetFlix for a better recommendation algorithm.

And then to take that idea even further is Jess Jackley's new start-up, ProFounder.com, allowing businesses to get up to \$1M in seed funding with micro investments from others.



But wait - there's more...I've got one more bonus trend for you...



BeExtra.org – Allows non-profits and volunteers to come together.

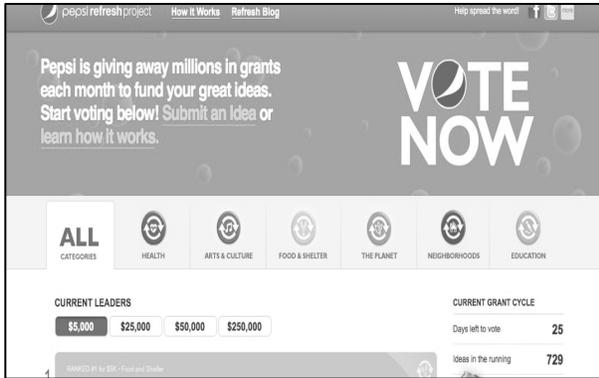


Trend #6.9: Generating Goodness!

This trend is exciting to me because it's part of our Maverick philosophy and I see more and more businesses getting involved in ventures and projects that have

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‘goodness’ tied to them. Look at Pepsi’s RefreshEverything.com campaign, where they give away millions of dollars for ideas that have significant impact.



On the bigger corporate side, here’s a recent one from Canadian credit union Servus. The campaign was called “Feel Good Ripple”. They pledged \$200,000 CDN in \$10 increments for people to do good and pass it along. FeelGoodRipple.ca



I have a shirt I wear from ArkHQ.com that asks you to do “a random kindness” each time you wear it (hence ‘ARK’). I like the notion of your clothing ‘reminding’ you about giving values.



I’ve been noodling around the idea of Maverick apparel to remind to ‘make more, have more fun and give more’ while wearing it. Would anyone wear that?

Another example of random acts of kindness is from BoomBoomCards.com. You get a deck of cards asking you to perform different missions in the ‘real’ world and then come back to the site to connect with the community and share your story.



12-year Maverick Boy Scout doing good with popcorn

One quick story before we get to the featured interview. I got a letter (and bag of popcorn) from longtime customer and Maverick Insider member Dan Page. Dan’s 12-year old son Connor was brainstorming with his father how to sell more popcorn for their scout fund raiser. Connor came up with the idea of “How about if we give the popcorn away to kids who don’t get a lot to eat and never get to eat fun kid-food, like popcorn?”

Great idea. He went to work and found a partner that feeds families and kids called “Community Foodshare”, a local branch of the ‘Feeding America’ charity.

Connor then created his own site at www.PopCornForKids.org explaining the program and how \$1 turns into \$1.70 to help the

scouts and feed the kids. He's only got until October 15th if you want to help him in his mission. I love it – and the notion of doing some out-of-the-box that also impacts so many others is just extraordinary. My hat's off to Connor and his father Dan for helping precipitate this thinking.

Maverick Business Insider Extravaganza Follow-Up

Last month I promised we'd have the full list of winners from this summer's Maverick Business Insider Extravaganza. Below are the names & websites of our winners:

1st Place - William Lee - www.CandyTelegram.com
2nd Place - David Dolak - www.DolphinJewelry.com
3rd Place - Jared Polin - www.FroKnowsPhoto.com
Lost Cause - Rakhi Sharma -
www.CheeniForTots.com
MVP - Adam Summers
Big Mother Clucker - Gary Nealon -
www.RTACabinetStore.com

And here are the rest of the people who donated to Village Enterprise Fund (VillageEF.org) by taking shots at our Charity Chicken:

Jon Butt - www.JonOnFire.com
Mike Cline - www.TechGuysWhoGetMarketing.com
Robert Dickson - www.PorcupineWebsiteDesign.com
Jonathan Flaks - www.JFCoach.com
Christian Hammarskjold - www.WideOpenBaja.com
Jeffrey Kirk - www.WebGeniusSummit.com
Andy Miller - www.AndyMillerInternational.com
Buck Rivzi - www.UltimateLifespan.com
Jimmy Sweeney - HonestEOnline.com
Joe Tice - www.RoundTableCommunications.com
Mostafa Elazab
Jeffery Sherman
Ron Tager
Joe Zapolski



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.