



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

I've been on a bit of a whirlwind West Coast tour. First stop was Vegas for my buddy Andy Jenkins' bachelor party. It was great to see some of my Internet pals including Frank Kern, Mike Filsaime, Jeff Walker, etc., if only for 1 night.

Next stop was Park City, UT for our Maverick team's strategic retreat. More on that in a minute because I want to share our "**Painted Picture**" for 2012 and give you some insights into what I've learned this year for creating an exceptional organization.

2012: A Maverick Space Odyssey

But before we get there I'd like to share some pics from my final West Coast destination, the Mojave Desert. It was a truly historic event with the unveiling of Virgin Galactic's VSS Enterprise rocket ship, the first commercial space vehicle. As you might know I'm #144 on the list to go into space with Virgin Galactic. This is a significant milestone with flight-testing starting on the rocket immediately. The best estimates are mid to late 2011 for the first flight and I've approximated I'm flight #26 if all goes well.

Rolling into Scaled Composite's HQ in Mojave I was hoping the weather would cooperate since it had rained for a full 2 hours on the ride up from LA. Over 800 future astronauts, VIPs, dignitaries and politicians came in for this historic event including Governor Schwarzenegger and Governor Richardson from New Mexico.

They told us it was the coldest day in Mojave and wind gusts of wind 70-80mph. It was a good thing they gave everyone some nice jackets, but that still didn't really keep up warm enough – but who cares? It was amazing seeing SpaceShip 2 come down the runway. They had a pretty major light show and music going to set the scene.



Here's the first glimpse I got of the craft:



And here I am in front of SpaceShip 2 freezing my ass off.

Everything was perfectly choreographed - except for the weather. I'm sure they weren't expecting the hurricane-type winds we got. In fact, they shut the party down early at 7:30 and immediately cleared everyone to the busses to get us back to LA. It's a good thing too, since I heard that later the press tent and the other party tents blew down. Crazy!

I actually ended up sitting on the bus next to Dr. Peter Diamandis, the founder of the X-Prize and one of our Maverick Business Adventures® guests from 2008's Vegas adventure. I love talking to Peter to hear what's he up to. The guy is such a big-thinker and visionary. He's involved in creating a NASCAR-like Rocket racing league and was showing the first version of

the iPhone video game they've got out.

Back to The Future

It's a pretty amazing time to be alive when you can actually go up into space as a tourist and not be limited to a government space program. As I mentioned, I think 2012 is what I'm anticipating for my flight, and that's a year I've been giving a lot of thought to.

No, not because I think the world is coming to an end or anything like that. But because I've been working on our companies "Painted Picture" for 2012 with my business coach, Cameron Herold's help. Cameron is the former COO of 1-800-Got Junk and helped build that company from about \$2M - \$100M using the concept of the painted picture.

The way this concept started was taking the same methods Olympic athletes use to visualize their performance and apply them to a business being built. Brian Scudamore, the founder of 1-800-Got Junk, sat down on his parents dock when they were a \$1.5M company and wrote out what the future would look like.

And Cameron was the guy to execute it. I'd been working with Cameron for several months and he kept bugging me to get this done and I kept putting him off – until he finally painted me into a corner to commit.

(Side note: Cameron is an amazing coach and speaker. You should pick-up his DVDs before he realizes what he's doing and starts marking them up. Check out www.BackPocketCOO.com)

We've got some big plans for the next 3 years to grow the Maverick brand and merge what we've been doing with other companies.

Quite frankly, the last 2 years has been a serious transition, from simply being a "one-man" band essentially to working on growing an exceptional organization. (Sometimes it's felt like 3 steps backwards for every step forward.) A lot of my thinking has evolved based on the kind of impact we really want to have. I would never have believed 10 years ago that company values or a mission statement mattered. I thought stuff like that was all bullshit.

I mean look at a company like Enron and their mission statement - including typical BS words like "Respect, Integrity, Communication and Excellence". Obviously a crock. But when I started hanging out and learning from Tony Hsieh, CEO of Zappos.com, I saw there was a difference in what he talked about and that he actually meant it. They incorporate their 10 core values into everything they do, including hiring, firing and promoting based on them.

That helped form our Maverick "DNA" and core philosophies –

(See next page for image)

Maverick Core:

Maverick companies embody the internal and external philosophy of ‘**Make More Money, Have More Fun, and Give More**’. Business bliss and balance are found where all 3 connect.



Maverick DNA:

1. **A Little Bit Quirky, a Little Bit Rock n’ Roll** - not taking ourselves too seriously while having something pretty damn frickin’ cool going on!
2. **C’mon Baby Light My Fire** - creating the spark & connection for successful entrepreneurs.
3. **But Wait, There’s More...** Obviously taken from a typical infomercial line, this is a driving goal of creating surprise, delight and astonishment beyond expectations.
4. **Ripple** – Maverick is not just a pebble thrown in a pond, but a boulder. We create massive impact with our charitable and philanthropic innovation, entrepreneurship and giving forward.
5. **Banish the Ordinary.** Why have an ordinary life or create an ordinary business? You make the rules and that’s what we’re all about.

Or reading books like “Peak” written by Chip Conley, CEO of Joie de Vivre Hospitality group in San Francisco. That got me thinking about what we are doing for our team members and customers/members beyond satisfying normal needs and moving to the top of Maslow’s hierarchy of needs.

We’ve also starting using Kolbe profiling to figure what our team’s natural connotative ability is. It helps to figure out how people instinctively approach a project or a problem. I’m a 4-2-10-2, which is “**Explain, Adapt, Improvise, Imagine**”. My score reveals why I’m quick to jump on a project - because I’m a 10 in the “Quick Start” category – that’s off the charts. And it also reveals why I do so many mindmaps and diagrams when trying to get my point across. (That’s the last number, “2”, which means I’m high in imagination and don’t need a concrete model of something.) There are no right or wrongs for Kolbe profiles – it’s simply what you are. (It’s worth trying it yourself and possibly doing it for your whole team.)

That’s also gone hand-in-hand with the work I’ve been doing at Strategic Coach, created by Dan Sullivan. (btw - his Unique Ability book is one of my favorite books out there.)

And as the saying goes, when the student is ready the teacher will appear. And that was the case for me, with additional insights formed by the book “Tribal Leadership” by Dave Logan, John King and Halee Fischer-Wright, about building incredible company cultures and evolving to a “Stage V” company. One of the biggest shifts from a typical company to an extraordinary one was having a huge mission that everyone on the team knows and can get behind. This leads to a real powerful change of direction, intention and motivation.

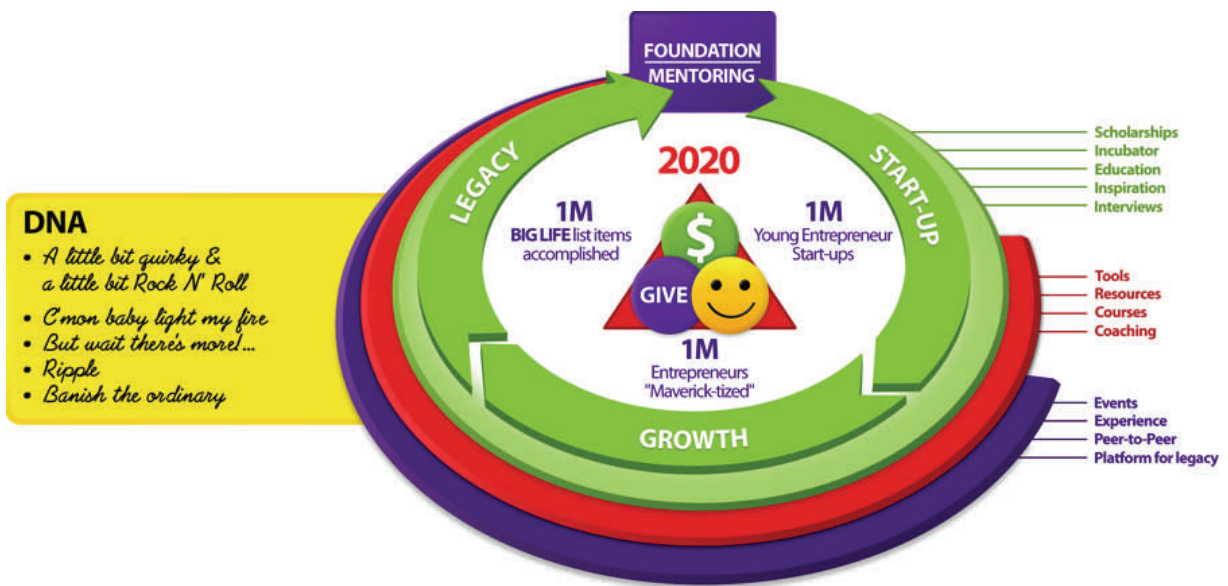
One famous example is Microsoft’s original goal of "A computer on every desk and in every home." When you create a big vision or goal like that – you’ll find people getting on your team to help achieve it.

Our company’s 2020 goal is 3-fold:

Ultimate 2020 Big Vision:

- 1,000,000 Young entrepreneurs, between the ages of 13-23, impacted, engaged and inspired to create or enhance their own business start-up.**
- 1,000,000 entrepreneurs "Maverick-tized"! 1,000,000 entrepreneur members belonging to the free Maverick 1 Million Association and pledging to run their business via the Maverick philosophy including donating 3% of their increased earnings to a charity or philanthropic program of their choice.**
- 1,000,000 'Ultimate Big Life List' items accomplished. Help inspire, promote and facilitate the checking off of 1,000,000 (cumulative) Ultimate Big Life list items for entrepreneurs. Everything from what you want to experience, do, have or people you want to meet to create a truly meaningful, extraordinary life.**

There’s been lots of thinking, prioritizing and culling from what I believe and where our companies are heading for 2012. I created a graphic to represent the big picture of the impact we want to have in each area of an entrepreneur’s lifecycle from Start-Up to Growth to Legacy.



"Changing the Way Business is Played!"

I’d love to share the Painted Picture with you because, quite frankly, I need all the help I can get to accomplish the 3-year picture and our ultimate 2020 goals. Please take 5-minutes to read through it here:

www.MaverickBusinessAdventures.com/vision

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Lost Subscribers

Most people never consider what they can do to reactivate customers before letting them say ‘goodbye’ forever. With my Maverick Business Insider newsletter we had attempted a ‘subscriber save’ page where we allowed members to get a downsell to a lower priced version of the newsletter. It wasn’t a huge winner – but every customer saved is additional profits to the bottom line.

And just like you want to consider saving paying customers – you should consider how you are going to save email subscribers. Typically there is nothing except a generic unsubscribe page (and yes, I’m totally guilty of this too!). But here’s my new favorite unsubscribe page from Groupon.com.

<http://www.groupon.com/new-york/unsubscribed>

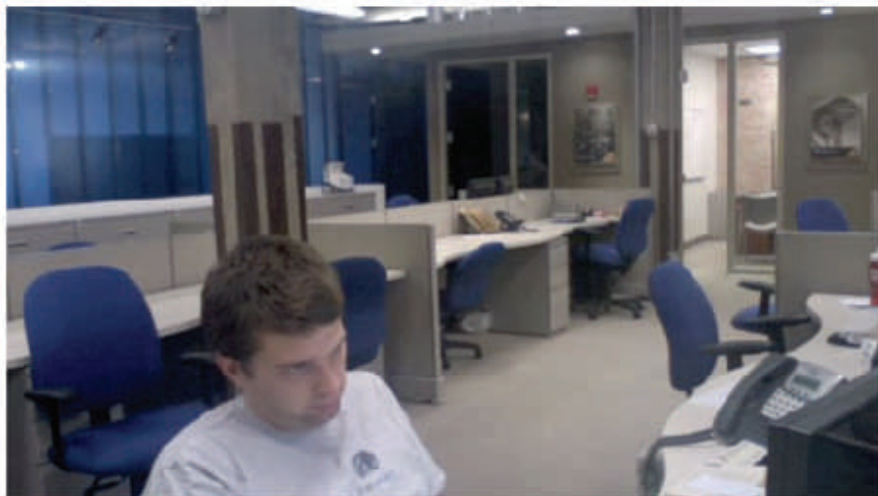
I love the humor here and personality shining through.

You are unsubscribed

We're sorry to see you go!

How sorry?

Well, we want to introduce you to Derrick - he's the guy that thought you'd enjoy receiving the Daily Groupon email.



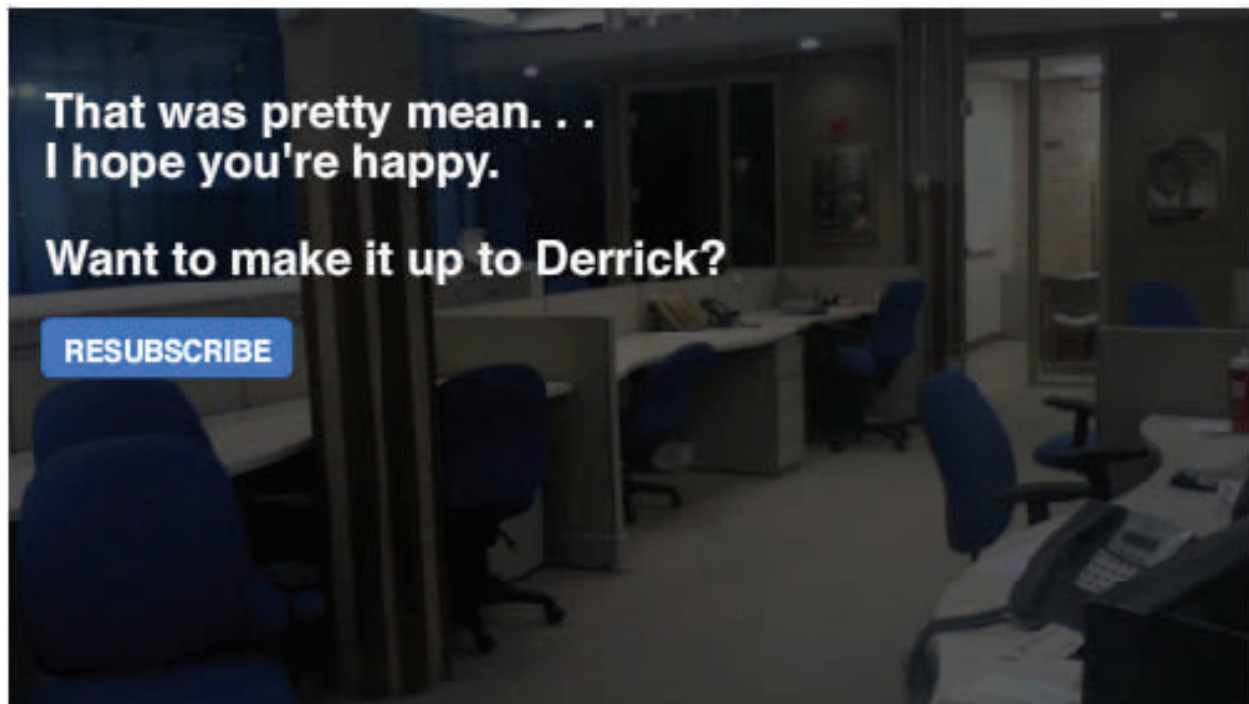
PUNISH DERRICK.

You hit the “Punish Derrick” button and watch a video of Derrick getting yelled at and then

this...



Having supposedly hot coffee spilled on him! And then you can make it up to Derrick by re-subscribing:



I love it!

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Big Idea Reworked

I've talked a lot about taking the "Big Idea" and moving into a new marketplace or putting a creative spin on things. In a previous issue we mentioned Woot.com and how the BIG idea was simply having one incredible item on sale each day at a serious discount. Then once it was gone it was gone.

The company I just profiled, Groupon.com, took that idea and gave it a slight twist. They have one deal a day - but it only happens if enough people purchase that deal. It gets community involvement and helps facilitate virally spreading the word about a deal.

I just got a great new creativity tool from my friend and former Underground® 4 keynote speaker Mike Faith, CEO of Headsets.com. Mike sent me a card deck called "Creative Whack Pack" (Grab it off Amazon.com or CreativeWhack.com). It's pretty cool to help stimulate thinking about a Big Idea or to get your considering other options – like the way Groupon.com added a twist to Woot's model.

Creative Whack Pack is a deck of cards that stimulate the creative process and thinking. Worth \$16 for sure!

Let's take a look at another example – Cinderellawine.com. This is a sister company of Gary Vaynerchuk's WineLibrary.com. They are using the theme and story of 'Cinderella' with the clock striking midnight when the incredible wine deal goes away. Not sure how the site is doing but it's a fairly good concept – though Woot itself has a wine site based on their model.

Speaking of Gary Vaynerchuk, check out the bet I made with him here:

www.UndergroundOnlineSeminar.com/bet

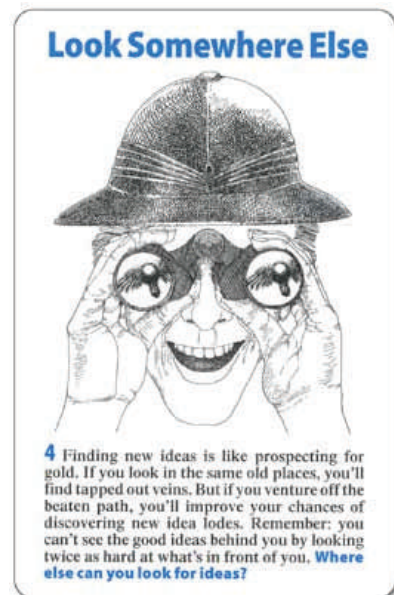
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FTC Compliance

Considering the fact that I'm not an attorney - nor do I play one on TV – I thought it might be a good idea to give Secret Society members some legal guidance around the FTC law changes for marketers. As you've probably heard, December 1st, 2009 – the FTC implemented new rules regarding testimonials and endorsements.

We've been busily revising sites and how we do affiliate promotions (adding full disclosure of the relationship). My buddy, Jim Edwards, got a rep from the FTC to give his opinion the new laws on this webinar – well worth viewing: <http://www.igottatellyou.com/blog/ftc-change-interview/>

And another of my friends has used Internet attorney, Chip Cooper, for help – so I figured I'd



give you some insight from Chip here:

Cliffsnotes for Online Marketers To Avoid FTC Liability From Affiliates and Resellers

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There's been a lot of buzz in the blogosphere about the 81-page Guides for the use of Endorsements and Testimonials in Advertising issued by the Federal Trade Commission (FTC). Most of the debate and discussion has centered on the rules (and potential liability) facing bloggers who write testimonials and endorsements.

But what about the advertisers that recruit bloggers and other intermediaries to write testimonials and endorsements (think online marketers that recruit affiliates or resellers)? What are the rules affecting these advertisers, and what's their liability if they don't comply?

When Are Online Marketers Regulated By The Guides?

The threshold question for online marketers is "when do the Guides apply to my marketing practices"?

If all you do is market directly from your website with no involvement by intermediaries, the Guides do not apply.

However, if you recruit intermediaries - such as affiliates or resellers - to pitch your products or services, then the Guides apply, and with them, potential liability. Intermediaries would also include viral marketing programs with incentives and network marketing programs where endorsers periodically review your products or services and they receive a free product or service about which they write a review.

If the Guides do apply, you're classified as an "advertiser", and your intermediaries are classified as "endorsers". As an advertiser, you're required to:

- * provide guidance and training to your endorsers to help them understand their legal obligations regarding advertising statements about your products or services; primarily, that their claims are truthful, not misleading, and substantiated, and
- * monitor your endorsers and take steps to remedy advertising statements, practices, or procedures that are unlawful.

If the Guides do apply, and you fail regarding the two obligations listed above, you may be held liable for the actions of your endorser. This is the way the FTC put it: "It is foreseeable that an endorser may exaggerate the benefits of a free product or fail to disclose a material relationship where one exists. In employing this means of marketing, the advertiser has assumed the risk that an endorser may fail to disclose a material connection or misrepresent a product, and the potential liability that accompanies that risk".

Suggestions For Advertisers

Your first priority should be to get a legal review of your affiliate and/or reseller agreements. Modify your agreements to comply with the Guides. Although the following list of suggested

clauses is not exhaustive, it would be a good start:

* No-Spam Policy - at the least, strict compliance with the U.S. CAN-SPAM Act of 2003 should be required; and you should consider prohibiting any and all bulk, unsolicited email, even though it is permitted under the CAN-SPAM Act subject to certain requirements; also consider requiring your endorser to indemnify you against claims based on their violation of the no-spam policy;

* Recruitment of Sub Affiliates - if sub affiliates are permitted, they should be subject to prior review and acceptance by you and be required to enter into your agreement;

* FTC Rules Regarding Endorsements and Testimonials - this clause addresses the guidance and training requirement discussed above; it focuses on the endorser's requirements regarding endorsements and testimonials;

* FTC Rules Regarding Truthful and Non-Deceptive Advertising - this clause also addresses the guidance and training requirement discussed above; it focuses on the endorser's requirements regarding truthful and non-deceptive advertising;

* Monitoring Rights - this clause addresses the monitoring requirement discussed above; it provides that you may require the endorser to modify or cease any marketing methods, procedures, or communications for purposes of compliance with applicable laws and regulations; and

* Consent to Release Information - this clause provides that you have the right to release information regarding the endorser to any governmental or regulatory agency, or to any private party or organization which you believe has a good faith claim based on the endorser's marketing methods, procedures, or communications.

In addition to reviewing and revising your affiliate and/or reseller agreements, what actions should you take? Although the following list of suggested actions is not exhaustive, it would be a good start:

* familiarize yourself with the applicable rules and regulations; you won't be able to perform your guidance, training, and monitoring obligations if you don't;

* find a quick and easy way to continue to stay on top of all the latest legal developments in this area such as a frequent newsletter; again, you won't be able to perform your guidance, training, and monitoring obligations if you don't;

* exercise your monitoring rights and obligations, and document that you have done so; be careful to actually enforce your policies, and again, document, document, document. If the FTC ever comes calling, you'll need to be able to document your compliance; and

* do a thorough job of screening your potential endorsers before you approve them; remember, an ounce of prevention is worth a pound of cure.

Conclusion

You need to be aware that legal scholars are currently debating whether the FTC may impose

liability on advertisers for advertising claims made by their endorsers. A well-established federal statute (47 USC 230(c)(1)) may provide a defense to this liability. This will have to be resolved by judicial interpretation in the future. At present, advertisers can't count on this defense to get them off the hook.

Time is growing short for advertisers that are covered by the Guides to begin a compliance program. The Guides go into effect on December 1, 2009.

Leading Internet, IP and software lawyer Chip Cooper has automated the process of drafting [website documents](http://digicontracts.com/kits/firewall.aspx) (http://digicontracts.com/kits/firewall.aspx) for small websites with his MyLegalFirewall website documents drafting service. Discover how quick, easy, and cost-effective it is to determine which legal documents you need, draft [sample contract agreements](http://www.digicontracts.com/landing/whichdoc.aspx) (http://www.digicontracts.com/landing/whichdoc.aspx) online, and claim your FREE Special Report, Determine Which Legal Documents Your Website Really Needs

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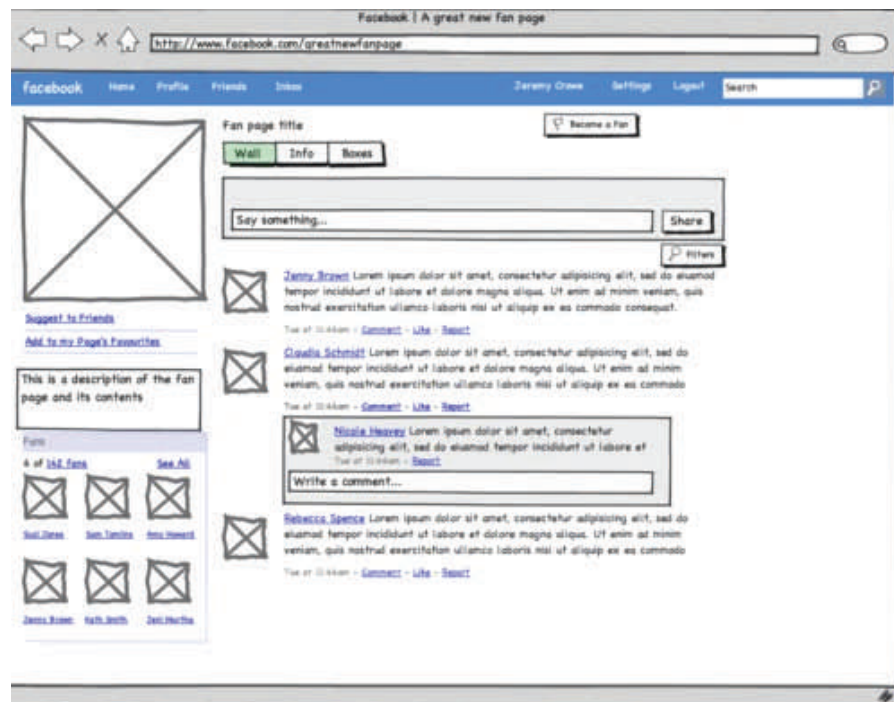
Underground® Resources

www.Balsamiq.com - If you do any sort of software creation (or want to) this is a really cool mock-up program. It'll let you do quick mock-ups for your developer to create software the way you want it. Also, check out – www.Mockupstogo.net with a slew of mock-ups based on existing applications like Google Maps, facebook, etc., so you can swipe some design elements from there.

www.Flowtown.com

This is cool new technology that I just got introduced to that allows you to import email addresses from your database and match people up to the social networks they are on. For instance, I could take the list of all Secret Society subscribers and it would tell me who has a Twitter, Facebook, LinkedIN acct, etc. Then I can go out and send a note to anyone with a Twitter acct to follow @yaniksilver. The founder, Ethan Bloch, told me he is seeing ridiculously high conversions to simple messages that are targeted like that.

Also since it pulls data from the social networks – you can find out more info about your customers such as demographics and interests to then go out and “clone” your top customers. Flowtown.com will be displaying at the Underground 6 event in DC in March so you can see the technology in person there. (www.UndergroundOnlineSeminar.com)



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

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

Here's this month's information:

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

login: december
password: vitamin

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

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Check out this month's Secret Society interview and don't forget your new extra audio CD from Lee Milteer plus the bonus material on CD-rom of new website critiques.

All the best,



Yanik Silver

P.S. Coming soon – Trends for 2010, creating authentic stories, customized info products and lots more!

Underground®

Secret Society Recap:

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

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

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



Yanik's Schedule Notes:

Maverick Business Adventures® - www.MaverickBusinessAdventures.com

"Ultimate Baja Adventure"- Loreto to Cabo San Lucas, Mexico, January 26-31, 2010

"Maverick Rain Forest Extreme Excursion" – Costa Rica, April 7-12, 2010

"Epic Safari, Great White Shark Encounter & World Cup Maverick Excursion" – South Africa, July 2-12, 2010

"Maverick BC Heli-Ventures Expedition" – BC, Canada, September 2-6, 2010

"Maverick Covert Ops" – Undisclosed location in Arizona, October 22-24, 2010

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MasterMind

Millionaire MasterMind I –Jan 11-12, 2010

Millionaire MasterMind II –Jan 13-14, 2010

MasterMind call-in dates: Feb 25, 2010

www.SurefireMarketing.com/mastermind/ for details. If you have a high 6-figure or a 7-figure business –you can get details on applying. We are now accepting applications again.

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Underground® 6

March 12-14, 2010 - Washington D.C. – www.UndergroundOnlineSeminar.com

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