

FOREWORD BY ROBERT KIYOSAKI

"Expert Secrets Is The Map That Will Allow You To Turn Your Specialized Knowledge, Talents and Abilities Into A Business That Will Work For You! This is one of the shortcuts of the New Rich."

- ROBERT KIYOSAKI -

EXPERT SECRETS

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EXPERT SECRETS

THE UNDERGROUND PLAYBOOK
FOR CREATING A MASS MOVEMENT OF PEOPLE
WHO WILL PAY FOR YOUR ADVICE

RUSSELL BRUNSON



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EXPERT SECRETS

THE UNDERGROUND PLAYBOOK FOR CREATING A MASS MOVEMENT OF
PEOPLE WHO WILL PAY FOR YOUR ADVICE

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DEDICATION

To Deagan Smith, who reignited my passion for marketing during a dark time in my journey, when I almost threw in the towel. I'm so grateful that your inspiration gave me a second chance.

To the experts I've met in my life who helped me to become who I am today. Many of you have had a huge impact on my life in wrestling, religion, business, health, and my relationships. Thanks for being willing to contribute so I could grow.

And to my amazing kids, Dallin, Bowen, Ellie, Aiden, and Norah, who have given me a reason to try to make this world a better place. Your future is what drives me today.

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FOREWORD

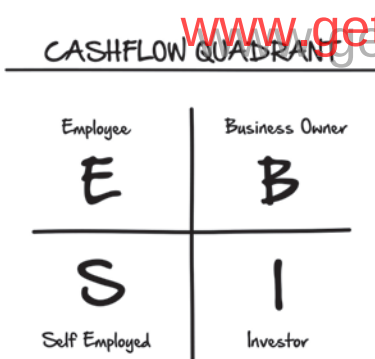
“Expert Secrets is the map that will allow you to turn your specialized knowledge, talents, and abilities into a business that will work for you! This is one of the shortcuts of the new rich.”

by Robert Kiyosaki

You have something special inside you. Something you know. Something you do. Something you can teach. You are already an expert. We all have this something special inside of us and, if we use it right, we can change the world—and become rich in the process.

Information is a powerful tool. It can be used to attract interest, increase desire, demand attention, and sell. But information alone isn't enough. It's the skillful application of the right information at the right time that can change your life.

If you aren't familiar with my work, I teach a system called the Cashflow Quadrant. I explain that you are in one of four places in



your work life. You're either an employee (E), you're self-employed (S), you own a business (B), or you're an investor (I). Most of us start out as E, and some never leave this stage. To become financially free, though, you must move through the quadrants and get to the business and investor stages as

quickly as possible.

Information is how that's done. Information that's already inside you. Think about it. What do you know? What can you teach others?

My Rich Dad Company is essentially an expert business. I offer financial education through a variety of products, programs, courses, and mentorships. It started with *CASHFLOW*, a simple game that transforms lives with the lessons it teaches. Then we expanded into lectures and books and coaching platforms. My information business grew organically. I didn't have a step-by-step plan. Thanks to this book, you do.

In *Expert Secrets*, Russell Brunson has masterfully laid out the steps to becoming a thought leader and building a following of people who will pay you for your information. You can literally start from zero and by the end you will have your own profitable business. He gives you the concepts, the scripts, the technology—everything. And by the time you finish this book, you will naturally be in the third quadrant. You will be a business owner.

Russell has compiled decades of study and distilled the process down so you can succeed no matter where you're starting from. And you can do it all based on what you already know, even if you don't feel confident just yet.

As Russell explains in this book, “regular” businesses can use the Expert Secrets process to create and sell information, too. Doctors, dentists, professional services, and even retail stores can all use what they know to create useful information that attracts customers. In fact, if you attach an information business to the front end of your existing business, you can reduce your customer acquisition costs to practically zero (and even get paid for every new customer that enters your world).

If you’re an employee, you can use the Expert Secrets process to set up your own business quickly.

If you’re self-employed or run a small business, you can use the Expert Secrets process to grow that company.

And because expert businesses are some of the most profitable businesses in the world, you’ll be able to take the profits from your company and become an investor. That is how you build true wealth.

You’ll read case studies in this book that show how real people just like you have moved through the quadrants at incredible speed. In fact, you might just skip a quadrant or two.

In the past, there were incredible technical and financial hurdles that had to be overcome in order to move through the quadrants. If you were an employee and wanted to start your own business on the side, you either hired a web designer or learned how to do it yourself. You either hired a copywriter or learned how to do it yourself. You either hired someone to run your shopping cart or learned how to do it yourself, all of which was expensive and time-consuming.

But when you use this book with ClickFunnels (a software tool Russell created that we use in the Rich Dad organization), you’ll have all the tools you need to handle the complex technical aspects of running an expert business as well! You don’t need to pay tens of thousands of dollars to designers and coders anymore. The financial and technical

barriers have been removed so you can focus on sharing your message with the world.

People often ask me, “What does it take to make money?” My answer is that it takes a dream, a lot of determination, a willingness to learn quickly, and the ability to use your God-given assets properly.

Then they ask, “How do you do that? What’s the path?”

Expert Secrets is the path. You hold in your hand the step-by-step roadmap to turning those assets into wealth and prosperity.

Learn.

Take action.

And enjoy the ride.

Robert T. Kiyosaki

ACKNOWLEDGMENTS

I wanted to start by giving a very special thanks to Daegan Smith. A few years back, he had a conversation with me about “belief” and what’s possible when someone truly believes in something. We then started talking about how we could create that true belief in the minds of the people we were trying to serve. That one conversation took me on a journey that lasted over five years and has resulted in this book. You will see many things I learned that day and over the next few years from Daegan woven into these pages. Without his ideas, this book wouldn’t have been possible.

I want to thank Perry Belcher, for helping me understand new opportunities and status, Dan Kennedy for teaching me how to use character and communication, Michael Hauge for showing me story structure, Blair Warren for his work with persuasion, Jason Fladlien for teaching me how to break and rebuild belief patterns, and Armand Morin for creating the stack. Those concepts created the foundation this book was built on.

I'm so grateful for my Inner Circle members and people inside of our "Funnel Hacker" community, who are willing to take these crazy ideas and test them in literally hundreds of different markets. You've given us the ability to test things at scale in a way that has never been possible in the history of direct response marketing. We're able to see what things work in which markets, and make adjustments based on that feedback. This book is infinitely better because of your real-world, in-the-trenches testing of these concepts.

I also know that none of this would be possible if it weren't for my team here at ClickFunnels—Todd Dickerson, Dylan Jones, Ryan Montgomery and the rest of the development team—for building ClickFunnels and continuing to make it better every day. This platform is what has given entrepreneurs like me the ability to get our messages out to the world. John Parkes, Dave Woodward, and the rest of our marketing team for helping us to get ClickFunnels and this message into the hands of every entrepreneur in the world. Brent Coppieters and his support team for creating the best possible customer experience for our entrepreneurs. And everyone else who is helping to serve our community. There are so many amazing people who are part of the movement we are creating here at ClickFunnels, it would be impossible to name them all.

And last, I want to thank Stephen Larsen, for being a constant sounding board during this book project. Without your excitement for this book, it never would have been completed. And Julie Eason, for dedicating the better part of a year to help me write this book...twice. If it weren't for you, this would still just be a bunch of random thoughts inside my head.

Thank you.

WHAT IS EXPERT SECRETS?

Expert Secrets is the second half of a journey you have already started. Something you experienced in your life started you on this path, which caused you to want to become more. You started to read books, study, and experiment with the things you learned, and by doing so you have become who you are today, an EXPERT.

But as most experts soon find, no matter how much personal development you achieve, there will be a point where you can no longer progress. The only way to continue to grow is by helping others become like you. Yes, true growth and fulfillment comes from your contribution to others.

Your message has the ability to change someone's life. The impact that the right message can have on someone at the right time in their life is immeasurable. It could help to save marriages, repair families, change someone's health, grow a company or more...

But only if you know how to get it into the hands of the people whose lives you have been called to change.

Expert Secrets will help you find your voice and give you the confidence to become a leader...

Expert Secrets will show you how to build a mass movement of people whose lives you can affect...

Expert Secrets will teach you how to make this calling a career, where people will pay you for your advice...

As Sir Winston Churchill once said:

To each there comes in their lifetime a special moment when they are figuratively tapped on the shoulder and offered the chance to do a very special thing, unique to them and fitted to their talents. What a tragedy if that moment finds them unprepared or unqualified for that which could have been their finest hour.

Your message matters, and this book is your figurative tap on the shoulder.

INTRODUCTION

I had just gotten married earlier that year, which meant I was one of just two married guys on the Boise State wrestling team. It was spring break and all of our friends had jumped into their cars to make the six-hour drive to Vegas to celebrate. But Nathan Ploehn and I were stuck at home because the beautiful women we had married earlier were working hard to support their jobless, wrestling husbands.

I was a sophomore at Boise State University. For months leading up to spring break, I had been studying marketing and learning how to sell things online. At that point, almost everything I tried failed. I tried selling on eBay and made a little bit of money, but not enough to cover the shipping and listing fees. I tried selling things on Craigslist. I tried becoming an affiliate.

Nothing seemed to work, and I was a little desperate to figure out something that actually made good money. It's funny looking back now. I didn't set out to become a potato gun expert, but that's exactly what happened.

On the third day of spring break, after we'd watched about a dozen movies, we decided we had to get out of the house and do something. That's when Nate said, "Hey, we should make a potato gun."

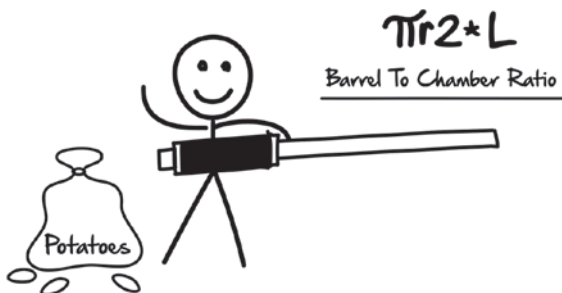
I had heard of potato guns before, but I'd never actually seen one. He told me how you could make them by gluing PVC pipes together. When they're dry, you jam a potato down the barrel, spray hairspray into the chamber, create a little spark, and shoot them a few hundred yards! I was so excited I could barely contain myself!

There was only one problem—we didn't know how to make one.

So we found some websites that had free potato gun plans. During our research, we found out a bunch of interesting things. We learned you had to have the correct barrel-to-chamber volume ratio or your potatoes wouldn't shoot very far. We found out the right propellant to use, the correct pressure for the pipes, and lots of other important details. We also learned how to keep ourselves safe (meaning which kinds of pipes and propellants would blow up and which ones wouldn't). It didn't take long before we knew a ton of great information about potato guns.

Armed with this information, we were ready to make our first gun. So we went to Home Depot and bought the pipes, glue, barbeque

POTATO GUN EXPERT



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igniters, and other things we needed. We spent the next few days making the gun and, when it was finished, we found a secluded location and started shooting it. We had one of the best times of our lives. It was so much fun!

We spent the rest of that week making more guns, trying out other plans, and even creating some designs of our own. During that week, we learned more about potato guns than 95% of the world would ever know. In fact, you might say we became experts.

The next Monday when school started back up again, I remember sitting in a finance class wishing I was out shooting potato guns, and I had a flash of inspiration. I thought, *I wonder if anyone else besides me searched for information on how to make potato gun plans last weekend.* There are places online where you can see how many searches in Google are happening each month. So I went to one of those websites, typed in the keywords “potato gun”, and found that over 18,000 people that month had searched for the phrase “potato gun plans”!

At that time, there were no products, no plans, and no other experts out there teaching people about potato guns. There was a lot of free stuff, but nothing for sale. It occurred to me that this was my chance. This was my opportunity to become an expert in potato guns, and to sell my advice. I figured I knew about as much as any other “potato gun expert” out there, so all I needed to do was create a product and sell it. I called Nate and convinced him to help me record a demo of us making potato guns. We borrowed a little video camera and drove up to Home Depot.

When we got there and started filming, someone asked us what we were doing. We told them we were recording a video about making potato guns. Apparently, Home Depot didn't want that type of liability, and they threw us out. So we drove to the next Home Depot in town, and this time we went into stealth mode. I hid the camera under my

jacket, then pulled it out and started recording what we were buying as we bought the pipes, barbecue igniters, and propellants.

We returned home and filmed ourselves assembling the guns. We described each step as we did it, shared the secret barrel-to-chamber volume ratios we'd discovered, told them about our favorite propellants, and instructed them how to keep safe. Eventually, we had a video explaining the whole process. Then we turned our homemade video into a DVD to sell online.

While I never became a millionaire as a potato gun expert, we did make sales. In fact, we averaged anywhere from \$20 to \$30 a day selling that product, which was huge for a couple of college kids. It completely transformed my life and helped me understand the power of an expert business.

Now as inspiring as selling potato gun DVDs can be, I believe the true value of an expert business isn't the money you make, but the people's lives you're able to change through your message. And while the people who bought my DVDs were able to have a great time making potato guns, I felt like what I had learned from the process of selling my first information product was just a stepping-stone for something bigger. Something I was meant to do. Little did I know at that time that this was where my real journey would begin. A journey that has lasted over a decade now.

I started to find other experts in areas of life that fascinated me. We took their messages and promoted them through this Expert Secrets system I was developing. Many of the early projects we worked on failed. But with each failure came a lesson on what worked and, more importantly, what didn't work. I became obsessed with why people buy and what you can do to influence their purchasing decisions.

Even more rewarding was the impact that the right message can have on someone at the right time in their life. Like when someone is trying to lose weight, and they find an expert who resonates with them,

inspires them, and gives them the right opportunity to finally make that change. Or the person who is trying to do better in school, or a couple trying to strengthen their marriage, or an entrepreneur who wants to grow a company—we all need help to grow. And we seek out experts for that help.

One of our companies helps people overcome pornography addiction. We partnered with an expert, created an information product, and started selling it online. Our message landed in the hands of men who were struggling with this addiction. Wives and mothers found our courses and used them to better understand the people they love who struggled with this addiction. We started to make money but, more importantly, we watched as marriages were saved, families were repaired, and people's lives were changed forever. That's real impact. That's powerful.

THAT is what this book is about.

Yes—if you follow the system, then you will make money. But that is not the point, that is merely the by-product of helping others. Zig Ziglar once said: “You will get all you want in life, if you help enough other people get what they want.”

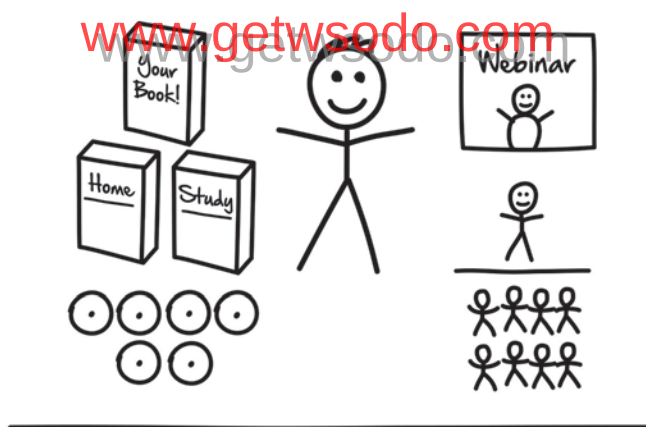
THE TWO TYPES OF EXPERT BUSINESSES

Before we get too deep, I want to point out that there are two types of expert businesses. The tactics behind both are the same, but the strategies are a little different. Let me explain each of them so you can see which one best fits what you are trying to create.

EXPERT BUSINESS #1: SELLING INFORMATION PRODUCTS

The first type of expert business is the one that most of you will probably be creating. It involves you taking the life lessons that you've learned, and packaging them into information products, coaching, and consulting. Being an expert and selling information products is (in my opinion) the greatest start-up in the world. You don't need venture or start-up capital, just a passion for what you're teaching, as well as learning how to tell stories in a way that will get others excited about it as well.

I have hundreds of fun stories I could tell you about people who have taken their talents, ideas, and unique abilities to grow expert-



Expert Business #1 Selling Information Products

based companies. One of my favorite stories is from one of my friends, Jacob Hiller.

Growing up, Jacob always wanted to be able to dunk a basketball but, for whatever reasons, he wasn't able to. It bothered him so much that he made it a mission to figure out how to increase his vertical jump. He researched all sorts of different regimens and became a human guinea pig, testing these ideas out one by one. As he started having success, he would record videos showing the techniques that worked and post them on a YouTube channel he created.

At first, nobody really cared. But he was focusing on himself and improving his own vertical jump, so it didn't matter. He recorded the videos for free and put them online because he loved it. Over time, people started noticing. They started to share his message with their friends, and soon he built this nice little following of people just like him who were interested in learning how to jump higher.

He went from having 0 followers to 100...then 1,000...and 10,000...and beyond, just by sharing what he was passionate about. This is how many expert businesses start. You find something you're

passionate about, and your obsession with learning and applying helps you become an expert who can lead others. His viewers kept asking for more, and that's when he realized he'd built something incredibly unique. He then started creating products to teach others what he had learned and turned it into a company that now makes millions of dollars teaching people how to jump.

As cool as Jacob's story is, it's not unique. Another one of my friends, Jermaine Griggs, struggled with reading sheet music and became great at playing piano by ear. He now makes millions a year from helping others learn how to play piano by ear. My student Liz Benny was an amazing social media manager for herself and others, but when she became an expert and started teaching others how to do it, she made millions.

Robert G. Allen, the great real estate investor and coach, once said that he made millions **DOING** real estate, but he made hundreds of millions **TEACHING** it.

That's how it typically starts. We get excited about a topic and we start geeking out on it. We learn, we read books, we study examples, we listen to podcasts, and we consume a lot of information. Then we start using it for ourselves. At some point, we realize the only way to keep growing isn't to learn more, but instead to shift our focus from personal growth to contribution. It's only by shifting our focus to helping others that we continue to grow. We coach others, we create information products, and we start contributing to other people's growth. When you do that, you learn more about yourself and the process as you do it.

Contribution is the key to continued growth.

The first time I truly understood that, I was in high school. I was a state champion and an all-American wrestler. I read and watched everything I could about wrestling. My dad and I would study videos and practice moves every day.

Then the summer before my senior year, one of my coaches asked me if I'd help coach at the wrestling camp. I'd never coached

wrestling before, but thought it would be fun. When I started, I was coaching the younger wrestlers on moves I was intuitively good at, but that others couldn't figure out. At first it was really difficult to break down and explain why the move worked and how they were supposed to do it. But as I taught the kids, I started to notice why the move wasn't working for them. And I'd say, "It's not working because your arm is bent the wrong way." Or "You're at the wrong angle." By teaching, I had to dissect what I was doing and learn WHY it worked.

As I became aware of those details, I was able to better teach them to the kids. And the awareness I gained from coaching also made me a much better athlete. Contributing to other people's success helped me grow more than focusing on my own success.

The process with most expert businesses is the same. First, we become passionate about a particular topic. We study, we learn, we implement, but eventually we can't grow anymore from study alone. We then shift our focus to helping others with what we have learned, and that contribution helps them, which in turn also helps us continue to grow.

EXPERT BUSINESS #2: LEVERAGING INFORMATION PRODUCTS TO GROW AN EXISTING COMPANY

If you already have a company, you can use this Expert Secrets system to quickly grow your company and get customers for free. I was hesitant to title this book "Expert Secrets", because I didn't want people to dismiss it simply because they sell other types of products or services besides information.

Many people ask me how we turned ClickFunnels into the fastest growing SAAS (software as a service) company in the history of the internet without venture capital or any kind of start-up backing. The answer is that I first focused on selling information products as an expert



Expert Business #2 Leveraging Info Products As Fuel

that indoctrinated our customers, and made them desire the real service we were trying to sell them.

Our competitors and venture capitalists who have tried to invest with us couldn't understand how our cost to acquire a customer was better than free. As you'll soon see, each of our customers purchases an information product from us to start, and we actually make money on that first transaction. Later, we introduce those customers to ClickFunnels, making our cost to acquire a customer less than \$0—because we already got paid when they purchased our information products!

We're actually getting paid to acquire customers, which gives us the ability to acquire tens of thousands of customers, almost overnight without spending any money out of our pockets.

When you start using the Expert Secrets process for your company, you'll find that a few amazing things will happen.

1. Complicated sales will become easy because the information products will indoctrinate potential customers about WHY they need your product or service.

2. You will be positioned as an expert instead of a commodity, and people will pay you MORE for the same thing they could get somewhere else. All other options will become irrelevant, price resistance will disappear, and future sales will become easier.
3. You will be able to acquire unlimited customers for free, so every backend sale you make will result in 100% profit.
4. You'll be able to grow MUCH faster.

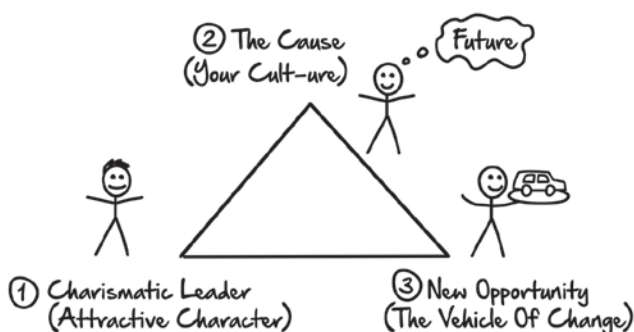
This book has taken me over a decade to “earn” through trial and error, making thousands of offers to millions of people. I am only sharing strategies and tactics with you that are proven to work.

I hope you enjoy this book and that it will help amplify your message to the world.

SECTION ONE

CREATING YOUR MASS MOVEMENT

CREATING A MASS MOVEMENT



Before we get started, I need to share something that might seem a little backward at first, but it is one of the keys to sharing and monetizing your message. As you know, the world is filled with experts who are broke, people with advice and opinions and no one listening to them.

When I first started on this journey, I realized that if I was going to have success, I needed to focus first on building an audience of people I could share my message with. I wasn't sure where to go or how to do that. So I started studying historical figures who had built huge audiences and caused big changes. The more examples I found, the more patterns I noticed.

It didn't matter if I was studying Adolph Hitler and the Nazi party or Jesus Christ and Christianity; all the examples I found had three things in common that helped them build a mass movement.

1. They each had a charismatic leader or an attractive character.
2. Each of them focused on a future-based cause that was bigger than themselves.
3. They each offered their audience a new opportunity.

After noticing this pattern, I dug deeper into each of those three things to reverse engineer what was happening, and figure out why it worked. What I discovered was fascinating, and once I felt like I understood what worked, my team and I applied those principles to my audience. And I watched as people quickly transformed from mere followers into true fans.

In 2008, Kevin Kelly wrote an article called “1,000 True Fans”. In that article, he said:

A creator, such as an artist, musician, photographer, craftsperson, performer, animator, designer, videomaker, or author—in other words, anyone producing works of art—needs to acquire only 1,000 True Fans to make a living.

A True Fan is defined as someone who will purchase anything and everything you produce. They will drive 200 miles to see you sing. They will buy the super deluxe re-issued hi-res

box set of your stuff even though they have the low-res version. They have a Google Alert set for your name. They bookmark the eBay page where your out-of-print editions show up. They come to your openings. They have you sign their copies. They buy the t-shirt, and the mug, and the hat. They can't wait till you issue your next work. They are true fans.

This section is all about HOW to create those true fans, how to build your following. We have a joke inside my highest-level mastermind group (called the Inner Circle) that each of them must focus on building their own CULT-ures. While we're not actually building a cult, we are consciously creating a culture of true fans. And this section will show you how to do the same so you can create a vehicle for change in your fans' lives.

SECRET #1

THE CHARISMATIC LEADER / ATTRACTIVE CHARACTER



*Charismatic Leader /
Attractive Character*

Every great mass movement has a leader. It's easy to assume that some people are just born leaders and others are not. It's possible that your biggest fear when you first read the title *Expert Secrets* was that you aren't a born leader or an expert. I know that was true for me, and still is some of the time.

In my personal life, I am pretty shy and reserved. But when I'm in my element, speaking about the topics that I've mastered, I am able

to lead. You see, people become leaders when they first try to master something for themselves. Then after they've discovered a path for themselves, they share their knowledge with others. It starts with your own personal growth, but then transitions to contribution.

GROWTH → CONTRIBUTION



So if you're nervous about having what it takes to be a charismatic leader, I want to spend a few minutes talking to you. My guess is that you are amazing. And I bet that the more amazing you are, the harder it is for you to believe it. Am I right?

I've had a really rare opportunity to coach thousands of experts around the world in almost every market you can dream of. What's interesting is when I look at all these amazing people changing the lives of tens of thousands (and in some cases millions) of people, almost all of them have felt an internal pull to want to serve and help people. It's almost like a voice inside them telling them they are destined for greatness.

Yet at the same time, they have this other voice that consistently tells them they're inadequate, that they're not enough. Not smart enough, not focused enough, not thin enough, not experienced enough, not good enough...

The strange thing is that often the more they do and the more people they help, the louder the voice of inadequacy becomes. Whether you're

just starting this journey, or you've been at it for a while, just know that the biggest hurdle you're likely to face is being okay with positioning yourself as an expert.

What's equally important to understand is you're not alone. I really feel for people struggling with that negative inner voice because, in all honesty, that's the way I often feel. I feel like I have been blessed beyond what any human being should ever be blessed with on this Earth. And I feel that this gift I've been given from God is something I must share. In fact, if I don't share it, that would be an injustice to Him and the people I could serve.

Yet as I am out there in the trenches every single day building companies, working with entrepreneurs, trying to change the world in my own little way, I still wrestle with these feelings of inadequacy. As I talk to people, I realize that these same feelings keep most people from ever taking on the mantle of an expert. The voice keeps them from stepping up and stepping into that role.

And it's a tragedy for a couple of reasons. First, it deprives them of the experience and the opportunities they should have. And more importantly, it deprives the people whose lives they could change. Those people you could serve by sharing your God-given talents and expert abilities—they might never be reached.

So I want to pause here and take a moment, not so much to convince you that you're an expert, but to give you whatever permission you might need to be able to move forward. You have the ability—and, I believe, the responsibility—to serve others with your gifts, whatever they are.

You've been blessed with talents, ideas, and unique abilities that have gotten you to where you are in life, and those gifts were given to you so you could share them with others. There are people today who need what you have. And they are just waiting for you to find your voice, so you can help them change their lives. What a tragedy for them if you don't develop your voice now.

The problem for most of us is that our unique abilities are things that come second nature to us. So they don't seem that amazing, and we dismiss them.

For example, I would say that one of my superpowers is being able to look at a business or a product line and within seconds know exactly how the owner should be selling those products. I know what the scripts need to say. I know what the sales process needs to be. All these things just come so clearly to me. As soon as I see a product, I just know. For whatever reason, that's my unique superpower.

Now I wasn't born with this power. I've spent over a decade of my life studying this stuff, learning and experimenting with it. I've immersed myself in it for so long that now I can just instantly see what needs to happen. To me, it seems like common sense. How can people NOT see what I see? I might dismiss that skill because it comes so easily to me. But to other people, what I have is a superpower. It's a gift. And it's a skill that people will pay hundreds of thousands of dollars to learn from me. Not because I'm great, but because I've spent so much time mastering this one skill.

My guess is that your superpower won't seem like that big of a deal to you either. It will be something that comes second nature—something so simple that it couldn't possibly be that important. If you're an amazing cook, it's not that big of a deal for you. But to someone who can't cook, it's a HUGE deal.

Maybe you're good at playing piano, fixing motorcycles, building chicken coops, dancing, or something else. Look at what comes easy to you and what you love to geek out on, and chances are that's where your superpower is hiding, just waiting to be developed and shared with the world.

“But Russell, I'm not certified. I can't help people yet.” This is one objection I hear WAY too often. “I'm not certified. I don't have a degree. I haven't been to school for this. How can I possibly claim

to be an expert? I always smile when I hear these words come out of someone's mouth because I know where I came from.

I ask them, "Well, I'm curious. You paid me \$25,000 (or \$100,000) to teach you this stuff. What do you think my credentials are?"

They think about it and usually say something like, "I don't know. Do you have any marketing degrees?"

I say, "Nope. I barely graduated from college, and I got a C in marketing." I didn't get good grades, and I don't have any certifications to my name. But guess what? I'm REALLY GOOD at what I do. My results are my certifications.

Tony Robbins told me that when he first started learning neuro-linguistic programming (NLP), he signed up for a six-month training course, and after just a few days, he fell in love with it. He gained skill quickly and wanted to start helping people immediately. The trainers said, "You can't, you're not certified yet."

Tony said, "Certified? I know how to help people. Let's go help!" That night, he left his hotel room, walked across the street to the nearest restaurant, and started helping people quit smoking and assisting them with lots of other amazing things. He ended up getting kicked out of the program because he was practicing without being certified. Yet he's gone on to transform tens of millions of people's lives using NLP—all without any certifications.

Your results are your certification.

I hereby give you permission to help people. You're ready now.

"But Russell, what if others know more about my topic than me?" There's a book (and a movie) called *Catch Me If You Can* that illustrates this point pretty well. It's the story of a famous con artist, Frank Abagnale, a brilliant high school dropout who masqueraded as an airline pilot, a pediatrician, and a district attorney, among other things.

There is a point in the book where he starts teaching a sociology class at Brigham Young University. He teaches the whole semester, and

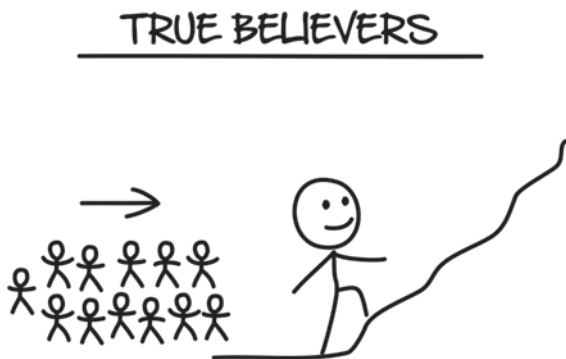
no one ever figures out that he's not a real teacher. Later on when they finally do catch him, the authorities ask, "How in the world did you teach that class? You don't know anything about advanced sociology."

He replied, "All I had to do was read one chapter ahead of the students."

That's the key. You don't have to be the most knowledgeable person in the world on your topic, you just have to be one chapter ahead of the people you're helping. There will always be people in the world who are more advanced than you. That's fine. You can learn from them, but don't let it stop you from helping the ones who are a chapter or two behind you.

WHO DO YOU WANT TO SERVE?

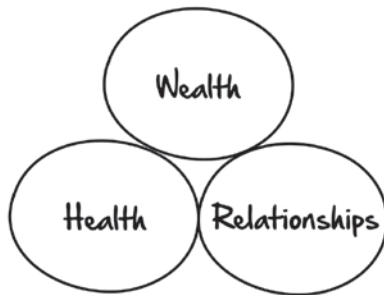
If you're going to start a mass movement and create a vehicle for change, the first question you have to ask yourself is "WHO do I want to serve?" The answer to that question is typically people who were just like you before you became an expert, right? As a charismatic leader, you're going to lead people on a path you've walked before.



Sometimes it can be hard to identify exactly who those people are. If you look closely, you'll find that almost all expert businesses are based on one of three core markets: health, wealth, or relationships. So my first

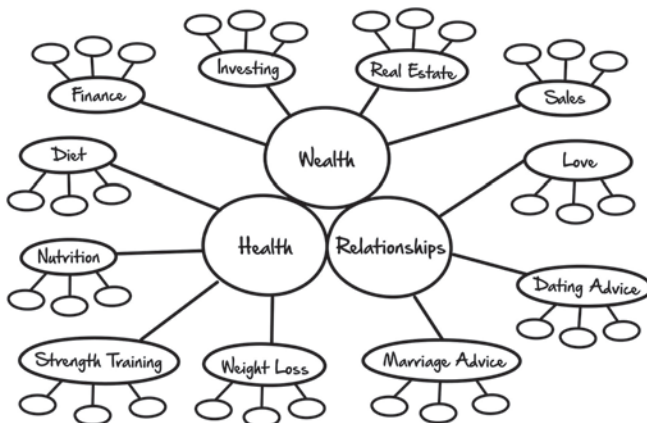
question for you is which of those three matches your area of expertise right now?

THE 3 MARKETS



Ok, now that you've identified which core market you fit into, we need to dig at least two levels deep to find your specific audience. Let me show you what I mean.

THE 3 MARKETS



Inside these three core markets are multiple submarkets. For example, inside health you could have dozens of submarkets like

diet, nutrition, strength training, and weight loss. Inside the wealth market you may have finance, investing, real estate, and sales. And the same goes for the relationships market. You could have love, dating advice, marriage, and parenting. The list is practically endless in any of the three core markets. There are always new submarkets popping up.

My next question for you is what submarket does your area of expertise fit right now? Some of you may think that you've found your answer. You're a real estate expert, or a dating or weight loss coach. But the money is NOT in the submarket. The riches are in the niches. And those are one step beyond the submarket.



Look around at the other experts in your submarket and see what they are selling. Where do you fit into the ecosystem? What can you offer people that's different and special? The goal is to carve out a unique spot in that ecosystem where you can thrive. That's your niche. And that niche is one of the keys to success as an expert.

In the book *Blue Ocean Strategy* by W. Chan Kim and Renée Mauborgne, they talk about the fact that most markets are red oceans, full of blood because of all the sharks feeding on the same small pool of fish. The submarket is a very red ocean, which is why it can be difficult to have success there.

If you think about how these markets have changed over time, you'll see that the submarkets and niches developed as a reaction to those red oceans. The first person who taught health, wealth, or relationships was working in a blue ocean with no other sharks or competitors coming after their customers.

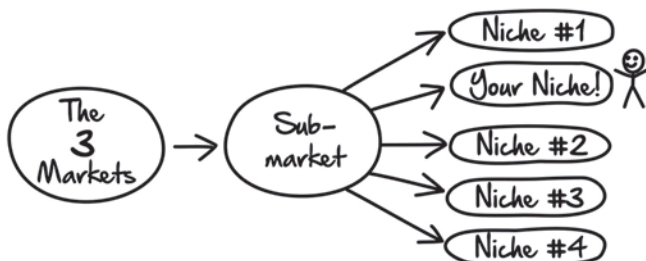
But people quickly saw the success, so they jumped into the waters, too. Over time, the waters grew red with sharks feeding on the same customers. That's why it became necessary for people to create their own blue oceans. That's where the submarkets began.

The first teachers in these submarkets experienced great success as well, until people jumped in there and bloodied the waters. The smart people looked around and figured out what they could create INSIDE of their submarket that would become a new opportunity to those customers. They created a new blue ocean once again.

The mistake many people make today is they start looking at the niches, find one that looks good, and start building their company from there. The problem is that jumping into an existing niche is stepping into someone else's blue ocean. And if you are the third, fourth, or fifth person in that niche, then the waters are already starting to get bloody.

I suggest that you look at your submarket and try to create a new niche, a fresh blue ocean for yourself. Create a new opportunity for people so they'll want to dive in. This is what I mean when I say you need to carve out your own spot in the ecosystem. If you jump into an already existing red ocean, you'll be fighting an uphill battle. But if you create a blue ocean, you will find success so much easier.

CARVE OUT YOUR SPOT IN THE ECOSYSTEM



I'm sure that this makes sense to you conceptually. But in practice, it can be a little harder to nail down just the right niche—one that matches your superpower. When we get to Secret #3 later on, I'll show you how to identify exactly WHAT you are offering and HOW you are unique in your niche.

For now, here are some examples to help illustrate those blue oceans.

Core market → submarket → niche

Health → nutrition → high-fat diets

Health → weight loss → weight loss for college students

Wealth → real estate → flipping houses on eBay

Wealth → online business → Facebook traffic for e-commerce products

Relationships → parenting → dealing with teenagers

Relationships → dating → how to recover after a breakup

As you can see, you need to be a little creative to carve out your own niche, but it's the key to success, as you'll discover in Secret #3. What you have to offer must be different from everyone else in your market.

As you start looking around at the other experts in your submarket, you're going to find out who your competitors are, what they teach, and how they do so. Then you will start to see where YOU fit into this ecosystem. You want to create a message that will complement the other players in your market, NOT compete with them. If you do this correctly, all your big "competitors" will almost instantly become your best partners.

After I've identified the market I want to serve, I ask myself a few questions to make sure that particular market will be able to sustain my new expert business. Before I ask these questions, I usually back out of my main niche back to the submarket. I will be pulling people from the submarket into my new niche, so these questions relate to the people in the submarket.

Question #1: Would people in this submarket be excited about the new opportunity I'm presenting in my niche? Because you are pulling people from a submarket into your new niche, it's important to make sure they will be excited about what you want to share. You will be creating a new opportunity for them, and it has to be something that will make them interested enough to take action.

For example, let's say your hot market is wealth, your submarket is real estate, and the niche you are going to carve out for yourself is teaching people how to flip houses on eBay. Would people in real estate be excited about this new niche?



Question #2: Are the people in this market irrationally passionate? Before we ask how passionate the market is, I need to ask you a personal question. Are YOU irrationally passionate about your topic? When you hang out with friends or family members, do you always bring it up, even if no one else seems to care? If so, that's a good sign. But are there others as irrationally passionate as you? Here are some of the things I look for to determine if my market is irrationally passionate.

Communities: Are there online forums and message boards and social groups dedicated to this topic? How about Facebook groups and fan pages, YouTube channels, podcasts, or blogs with others geeking out on this topic you love so much?

Vocabulary: Does the market have its own special language? In the internet marketing world, you hear words like “autoresponder”, “split testing”, and “squeeze pages”. In the health and biohacking market,

they talk about “blood tests” and “ketones.” An irrationally passionate market always has its own vocabulary. Does yours?

Events: Does this market have its own events? They might be online or offline conferences, seminars, summits, or masterminds. If events aren't happening in your market, you might have a hard time getting people to attend webinars and training. If they are already used to attending events, you'll have a much easier time.

Other Experts: Does this market have its own celebrities and gurus? There must be established experts already thriving and selling information products in your market. You don't want to be the first celebrity in a market. You want a topic or niche with its own subculture already established.

Go through these questions as many times as you need to in order to find the best market for you. I don't want you to waste any time, energy, or money going after the wrong niche if people in your submarkets aren't likely to follow you.

Question #3: Are these people WILLING and ABLE to spend money on information? Sometimes people are WILLING to spend money, but they aren't ABLE; they are broke. Other times people have all the money in the world; they are ABLE, but NOT WILLING to part with a dime. Your submarket must be both willing and able to spend money.

For example, I had a friend who saw huge potential in the video game market. He spent a fortune trying to launch his product in this new niche. What he found was that even though there were plenty of kids playing video games, they didn't have credit cards. It's hard to sell your mom on why you need to buy a course that will help you play video games better. Even though the kids he was targeting may have been willing to buy, they weren't able to.

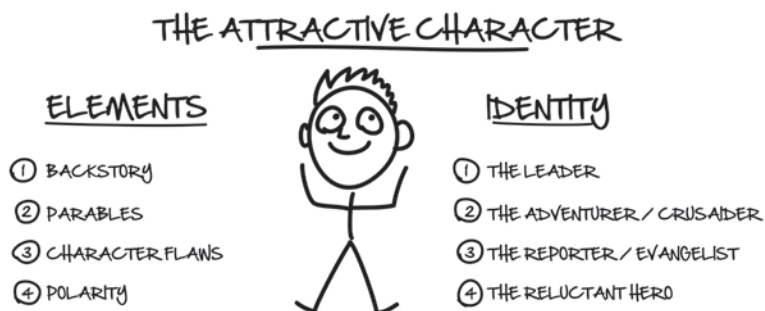
But the opposite is true as well. One of my Inner Circle members, Joel Erway, started his expert business selling to engineers who had good

jobs. What he found was that most of his dream clients did have money, but they were not willing to spend it on coaching. He spent almost a year trying different ways to sell his offers and had very few results. As soon as he started selling to a market that was willing and able to buy, he became an “overnight” success.

WHO DO YOU NEED TO BECOME AS A LEADER?

Jay Abraham once said that “People are silently begging to be led” and I believe that it’s true. So how do you become the type of leader they need? I’ve come up with a few rules you can follow to become a charismatic leader for your movement.

Rule #1: Become an attractive character, and live the life your audience wishes they could live. In Secret #6 of my first book, *DotComSecrets*, I talked about a concept called the attractive character. We went deep into figuring out your backstory, character flaws, identity, story lines, and more.



We’ll be digging into some of the elements like identity and story lines throughout this book, but I do recommend reading *DotComSecrets* to get a deeper understanding of the attractive character. The key is to understand that the people will follow you because you have completed the journey they are on right now, and they want the result you have already achieved. They want to become like you.

The gap between where they see themselves and where they see you is what moves them to action and helps them make the necessary changes. So if you aren't willing, or don't show them, both sides—where you came from and where you are now—then they won't take action.

That's why it's so important to live the life that your audience wishes they could—because that will inspire them more than anything you could ever say. Sometimes it's scary to become vulnerable and show your backstories as well as your life now, but it's the key to becoming a leader that will inspire people to change.

Rule #2: Maintain absolute certainty. It is said that in any situation, the person with the most certainty wins. I'm not talking about self-confidence. As my buddy Setema Gali says: "Self-confidence is for kids." If you want to make an impact, you have to be certain. Certainty is what draws people to leaders, to experts.

Gaining certainty can take time. It begins with you sharing your message often so you can find your voice and become certain in what you are teaching. The more you share your message with others, the more certain you will become. That's why I encourage people to publish their messages and their stories daily through podcasts, Facebook, blogging, Snapchat or any other platform you prefer.

Some of you are better writers, and blogging will become your platform. Others are better through audio or video, and will likely be using platforms like podcasts or Facebook Live. The platform is less important than the consistency of your sharing.

Years ago, as I was trying to understand what my mission was and where I fit into my ecosystems, I set out on a journey to discover my voice. I started doing a podcast almost every day. I was publishing videos on Facebook Live and Periscope every day—even when NO ONE was listening. It's important to understand that when you first start, you are not posting these for your audience—you're posting them for you.

Eventually people will start to follow, but initially it's so you can discover your voice.

Publishing daily is important because you will quickly see what topics and ideas people respond to and what they don't. Soon you'll become better and better at creating and posting the things that people care about most. As you do that, your audience will grow, you will become more confident, and your message will become clear. Over time, that consistency will give you absolute certainty, and you will become your message.

Rule #3: Don't be boring. Your audience must be fascinated with you and what you teach. If you're boring, they're not going to connect with you. I've watched a lot of experts come and go over the past 10 years, and I have spent a lot of time trying to figure out why some of them last and others don't. The one thing I've noticed across the board with almost all experts who've had success and stayed relevant is that they are highly prolific.

When I say prolific, some people think I'm talking about producing a lot of content. While that is true, there is another definition for prolific: someone who has abundant inventiveness. They invent new, unique ideas all the time. That's the type of prolific I'm talking about here. To make the biggest impact on the most people, and at the same time make the most money, it's vital that you fit your message into the sweet spot on what I call the Prolific Index.

PROLIFIC INDEX



In the middle of the Prolific Index is the mainstream. This area contains all the ideas currently being taught to the masses in traditional mediums. For example, if you're a weight loss expert, the mainstream advice hovers around the government recommendations for nutrition. While some of these principles may be good, I'd argue that others are flat-out lies. Even if you believe those things are true, you aren't going to get anywhere teaching mainstream advice that people are currently getting elsewhere for free.

People can go to school and learn about all this stuff. It's common sense. It's not exciting. There's no money in the mainstream.

Now on both ends of this spectrum are what I call the "crazy zones". There are plenty of experts who live in the crazy zone. And while you can always recruit a few people into the crazy zone, it's difficult to get the masses to take action all the way to the left or the right.

One of my favorite examples of the crazy zone in the weight loss world was a documentary I watched called *Eat the Sun*. In this movie, they talked about how people can stop eating and just gaze at the sun. Yes, stop eating completely and just look at the sun. Kinda crazy? Well, the documentary did get me to spend a few minutes gazing at the sun, but I'm not crazy enough to give up food 100%. And I don't think anyone is going to make millions teaching that concept. (As a side note, I did actually love that movie.)

The sweet spot, the place where you will impact the most lives and make the most money, is right in the middle. Somewhere between the mainstream advice and the crazy zone is where you want to set yourself up. I call this place the Prolific Zone. When you're there, you're relaying ideas that are so unique, people will notice.

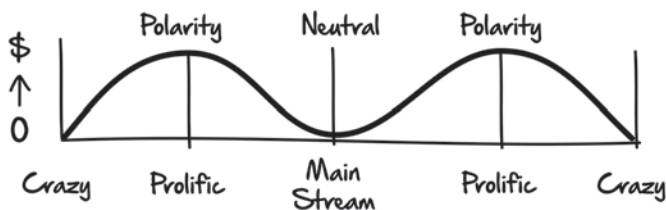
One of my favorite teachers in the weight loss niche is Dave Asprey from Bulletproof.com. His origin story falls perfectly in the Prolific Zone. One day he was climbing Mt. Kailash in Tibet and stopped at a guesthouse to shelter from -10-degree weather. He was given a creamy

cup of yak butter tea that made him feel amazing. He tried to figure out why he felt so good. He soon discovered it was from the high fats in this tea, so he started adding butter and other fats to his coffee and teas. This experience eventually helped him create a national phenomenon called Bulletproof Coffee. People put butter and coconut oil in their coffee to lose weight and feel amazing.

For those of you who are just hearing this for the first time, it may seem a little crazy—but not so crazy that you completely dismiss it. And it's definitely not something the government is going to recommend. Bulletproof Coffee falls directly in the Prolific Zone, and its message has made Dave a multi-millionaire.

Did you notice how this message causes some polarity? The mainstream will probably hate it, yet there is something interesting there. When Dave tells the rest of his story and can back it up with science, it becomes a message that spreads quickly.

When your messages cause polarity, it attracts attention and people will pay for it. Neutrality is boring, and rarely is money made or change created when you stay neutral. Being polar is what will attract raving fans and people who will follow you and pay for your advice.



As you become more polar in your message, you will also notice that people on the other side of your message won't be happy about it. By creating true fans, you will always upset those on the other side. I wanted to warn you about this early, because often people (including me) really struggle when others get upset or disagree with their ideas.

For every 100 true fans who follow you, you'll likely get one person who doesn't like you. And for some reason, they always seem to be the loudest. If you search my name (or anyone's name who has tried to create change in others), you'll find tons of fans, as well as people who don't like us. It's just the nature of being a true leader. You've got to become okay with that, because without the polarity of your message, you can't get to your true fans and help create the change they need.

One tip I learned from Dan Kennedy that helped me cope with the small percentage of haters who will disagree with your message was this: "If you haven't offended someone by noon each day, then you're not marketing hard enough."

And Jay Abraham said, "If you truly believe that what you have is useful and valuable to your clients, then you have a moral obligation to try to serve them in every way possible." And that is why I am so aggressive in my marketing. I honestly feel like I have a moral obligation to share my message, because it's changed my life and I know it can do the same for others as well.

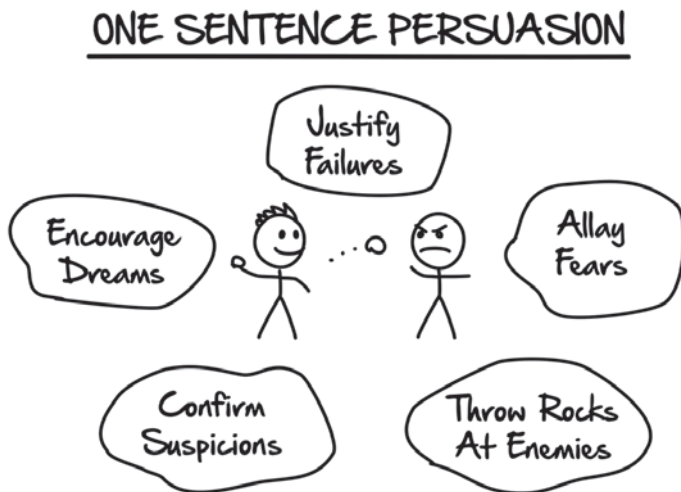
I want you to start thinking about your niche. What do you teach, and where is it on the Prolific Index? Many times, people are either playing it safe with the mainstream, or they are way out in crazy land where there is no money. You need to find your sweet spot between the middle and crazy land.

Rule #4: Understand how to use persuasion. Throughout this book, you will learn how to persuade people. In fact, everything you learn in both Sections Two and Three of this book are all about persuasion. But before we get too deep into that, I want you to understand the core foundation of persuasion.

One of my favorite books on this topic is *The One Sentence Persuasion Course* by Blair Warren. Blair is a persuasion expert who spent over a decade studying and using persuasion. During that journey, he broke down exactly how to persuade people in one simple sentence:

People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies.

When I first read that, it made such a big impact, I wanted to remember it forever. So I made this graphic as a reminder.



Here is a quick recap of why each of these is so important. I included Blair's explanations as well because he explains these concepts so masterfully.

Encourage their dreams. As the leader, it's vital that you first understand your audience's dreams, then encourage them inside the new opportunity you are creating for them.

Parents often discourage their children's dreams "for their own good" and attempt to steer them toward more "reasonable" goals. And children often accept this as normal until others come along who believe in them and encourage their dreams.

When this happens, who do you think has more power? Parents or strangers?

Justify their failures. Most people who become followers and then fans will have tried to make a change before. You will not be the first person they have tried to learn from. For some reason, they didn't get their needs met from any prior encounters. It's important that you take the blame for past failures off their shoulders and place it back onto the old opportunities they attempted in the past. This way, they will be more open to trying your new opportunity.

While millions cheer Dr. Phil as he tells people to accept responsibility for their mistakes, millions more are looking for someone to take the responsibility OFF their shoulders. To tell them that they are not responsible for their lot in life. And while accepting responsibility is essential for gaining control of one's own life, assuring others they are NOT RESPONSIBLE is essential for gaining influence over theirs. One need look no further than politics to see this powerful game played at its best.

Allay their fears. To allay is to diminish or put to rest. If you can put their fears to rest and give them hope, they will follow you to the ends of the Earth and back again.

When we are afraid, it is almost impossible to concentrate on anything else. And while everyone knows this, what do we do when someone else is afraid and we need to get their attention? That's right. We *tell* them not to be afraid and expect that to do the trick. Does it work? Hardly. And yet we don't seem to notice. We go on as if we'd solved the problem and the person before us fades further away. But there are those who

do realize this and pay special attention to our fears. They do not tell us not to be afraid. They work with us until our fear subsides. They present evidence. They offer support. They tell us stories. But they do not *tell* us how to feel and expect us to feel that way. When you are afraid, which type of person do you prefer to be with?

Confirm their suspicions. Your audience is already suspicious of you and others in your market. They want to believe change is possible. But they're skeptical about making the leap forward. When you can confirm in story format that you had similar suspicions and describe how you overcame them, it will bond people to you.

One of our favorite things to say is "I knew it." There is just nothing quite like having our suspicions confirmed. When another person confirms something that we suspect, we not only feel a surge of superiority, we feel attracted to the one who helped make that surge come about. Hitler "confirmed" the suspicions of many Germans about the cause of their troubles and drew them further into his power by doing so. Cults often confirm the suspicions of prospective members by telling them that their families are out to sabotage them. It is a simple thing to confirm the suspicions of those who are desperate to believe them.

Throw rocks at their enemies. One big key to growing your following is creating "Us vs. Them" within your community. Take a stand for what you believe, why you're different, and who you're collectively fighting against. Why is your movement better than the alternatives?

Nothing bonds like having a common enemy. I realize how ugly this sounds and yet it is true just the same. Those who

understand this can utilize this. Those who don't understand it, or worse, understand but refuse to address it, are throwing away one of the most effective ways of connecting with others. No matter what you may think of this, rest assured that people have enemies. All people. It has been said that everyone you meet is engaged in a great struggle. The thing they are struggling with is their enemy. Whether it is another individual, a group, an illness, a setback, a rival philosophy or religion, or what have you, when one is engaged in a struggle, one is looking for others to join him. Those who do become more than friends. They become partners.

Rule #5: Care...a LOT. The next part of being a charismatic leader is showing people that you actually care about them. There's an old saying that goes, "They don't care how much you know until they know how much you care." If your audience thinks you are just in this to make money, your vehicle for change will not last long. Your following will not grow. In fact, it will shrink very quickly. If you choose your ideal clients correctly, you'll have people you'd be willing to serve and teach and train for free because that's how much you care about them.

One struggle most of us have as we try to serve our audience is the guilt sometimes associated with getting them to pay you. There are two reasons it's essential to THEIR success that they pay you.

First, those who pay, pay attention. Over the last decade, I've invited my friends or family members to sit in on events that others have paid \$25,000 to attend. Not once in those 10 years has a single one of those people who sat in for free launched a successful company. Yet in the SAME room sat people who invested in themselves. They heard the exact same information and, because they had invested money to be there, turned that same information into multi-million-dollar-a-year companies.

Yes, those who pay, pay attention—and the more they pay, the closer attention they pay. You are actually doing your audience a huge disservice if you undervalue what you are selling.

Second, the more success you have, the less time you will have. I remember when I first started, how proud I was that I answered all my customer support emails and talked (often for hours) to everyone who asked me a question. I thought I was serving my audience, but because of how accessible I was to everyone, I wasn't able to serve many people at all. You will need to put up barriers to protect your time, so you can serve more people. By charging for what you do, you are showing those who do invest how much you really care about their success.

Rule #6: Offer them value from their perceived relationship with you. They've subscribed to your list, they read your blog and listen to your podcast—they're hearing from you all the time. They want to see some sort of value in return for the time they are spending with you. And they want to get value as THEY define it.

One big mistake we experts often make is trying to apply what WE value most as OTHERS' standard for success. We are quick to define the value as some result we assume they are seeking, like "Make a million dollars" or "Lose 50 pounds". But that's not always how they define the value they want to get. Sometimes they just want to be part of a community. Sometimes they just want to get to know you. Some people love to consume and learn, and that's how they feel they get value. We can't push our definition of value on them. We have to allow them to feel that in the way THEY define.

I remember back when I joined my first mastermind group. We were at lunch, and my mentor, Bill Glazer, and I were discussing this topic. He said:

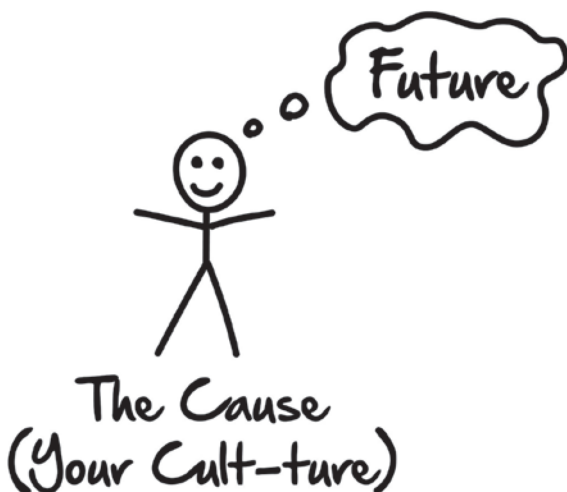
You have to realize that people join mastermind groups for different reasons. Some people come because they want an

immediate return on their investment, while others are there just to learn. Others come because they want to show off. Some people want community. And some just don't have anything better to do. If you try to force "success" as you see it on them when they really just want to be part of your community or they just love learning, it's easy to alienate people from your tribe. They have to get value as they define it.

Those are a few of the keys to becoming a more interesting and charismatic leader. Understand, though, that you don't become that leader overnight. Start sharing your message and become consistent with it so you can find your voice. Figure out where your message can polarize people into true fans. Share your backstory and flaws. Be transparent. And over time, you will naturally become the leader your tribe needs.

SECRET #2

THE CAUSE

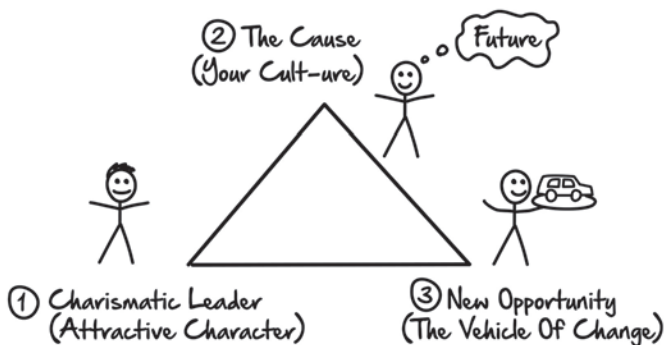


The second piece you need in order to create a mass movement is a future-based cause. For every political, social, or religious movement throughout history, the charismatic leader paints a picture of the future they are trying to create and what life will be like when they get there.

As I mentioned before, my Inner Circle Mastermind group spends a lot of time talking about building out your own CULT-ure. I hyphenated the word because I don't want you to look at this like a traditional business trying to build a customer culture. They're very different.

When I got serious about growing my company and taking my messages to the masses, I studied how cults (both positive and negative) were built. I discovered several common threads running through all their stories. Elements that are so much more powerful than anything you'll ever read about building customer culture in a traditional sense. We're going to look at these elements and how to include them in your business to create your own positive movement—your own cult-ure.

CREATING A MASS MOVEMENT



Our job as expert and leader is to help bring people to higher ground. To move them from where they are to where they want to be. In his book *The True Believer*, Eric Hoffer says, “Fear of the future causes us to lean against and cling to the present, while *faith in the future* renders us perceptive to change.” In circumstances where people fear the future, they typically stop moving forward. For you to have success in this business, you have to give your followers hope of something better so

they will be perceptive to the change you are going to offer them. You do that by painting a vision of the future that they want.

Most people want to cast all their faith and personal responsibility into something bigger than themselves. It happens in religion, it happens in political movements, it happens in the workplace, and it will be true for your movement as well. People want to plug in to something bigger than themselves, so it's your job to create that vision. Here are a few key principles that will help you create your future-based cause.

1. Where can they place their hope and faith? Earlier today, I watched the Star Wars movie *Rogue One* with my kids. Early in the movie, Cassian Andor is walking with Jyn Erso on the way to try to get a meeting with Saw Gerrera, who they thought would be the key to their rebellion. Cassian says to Jyn, "We'll give your name and hope that gets us a meeting with Saw."

"Hope?" Jyn asks.

"Yeah," Cassian replies. "Rebellions are built on hope."

Then later in the movie, when Jyn is speaking to the rebellion council trying to get them to fight before it's too late, she says, "We need to capture the Death Star plans if there is any hope of destroying it."

"You're asking us to invade an imperial installation based on nothing but hope?" they ask.

Then she responds, "Rebellions are built on hope."

Both those scenes were very moving to me, but as I thought more about that phrase, "rebellions are built on hope", I realized that not only rebellions but all mass movements are built on hope, and it's essential that we create that hope in the future, because without hope, they can't have the faith necessary to move forward and change. As they say in Proverbs 29:18: "Where there is no vision, the people perish."

If you have watched the elections over the past few decades, you'll notice that the candidates who win do so because of their ability to create a vision of the future that people want the most.

In 1992, George Bush had "A Proud Tradition" while Bill Clinton's was "It's Time to Change America." In 2008, John McCain was "Country First" while Barack Obama's motto was "Change We Need." In 2016, Hillary Clinton used "I'm With Her" and "Stronger Together" while Donald Trump said he would "Make America Great Again". Notice how the winners cast a compelling vision of the future, where the losers focused more on the present. (Interestingly enough, as you will see in Secret #3, both these winners presented a new opportunity where the losers were offering improvement.)

As we started to build our culture within ClickFunnels, I wanted to create something that would unite all our members and give them faith and hope in their future with us. If I'm honest, I didn't know I needed this at first, and actually stumbled upon it one day. But the minute we discovered it, it instantly cast a compelling vision of the future and united our members.

We were about to launch our third annual "Funnel Hacking LIVE" event, and I was trying to think of a headline for the sales page. I remember reading a story about the late Gary Halbert when I first started my business where he said, "You are only one sales letter away from striking it rich." I know that for me, that statement created a vision that got me excited. I didn't know which sales letter or product it would be for me, but I had a perfect hope that if I would just keep trying, something would work. It created faith in my mind that what I was working toward was real, and even though I failed over and over and over again, that thought kept me moving forward through the ups and downs I experienced early in my career.

As I remembered what that statement did for me all those years ago, I started with that idea, and tried to figure out how to create something similar for my members. After thinking about it for a while, I eventually wrote out a headline that said, "You're just one funnel away from being rich."

As I looked at it, for some reason, I didn't feel it. I know that some people create sales funnels to get rich, but the majority of our members created companies and used sales funnels not just to get rich but, more importantly, to change the lives of their customers. So I went back to the drawing board. I wrote and rewrote that headline dozens of times.

"You're just one funnel away from quitting your job."

"You're just one funnel away from financial freedom."

"You're just one funnel away from growing your business to the next level."

"You're just one funnel away from sharing your message with more people."

The more I wrote, the more I realized that no matter what I wrote, it only would reach a percentage of my members. So I deleted the end of the sentence, hoping for some inspiration, and after sitting there for 10 or 15 minutes, I looked back up and saw something interesting. The headline read:

"You're Just One Funnel Away..."

That was it! Because having a funnel means something different to everyone, by not quantifying it, I left it open for their interpretation. So each person could finish the sentence for themselves. If their compelling future was to quit their job, then THAT is the future I'm offering them. If their compelling future is to share their message with more people and try to change the world, then THAT is the future I'm offering that person.

At our last Funnel Hacking LIVE event, I told stories that showed how this vision was true for me. I talked about each of the major failures that I had during my career, and how each time I was literally saved by a funnel. Twice I've been on the brink of bankruptcy, and both times, one funnel got me back to the top. Multiple times I've made poor decisions that could have (and probably should have) ruined me, but a funnel

saved me. I shared story after story about how that was true for me, in a hope that it would give them hope of what's possible.

I now use that message in all my communication with my audience. I sign off in my videos by saying, "Remember, you're just one funnel away!" I've added it at the end of every email I send out. It's the theme of our events. It's a constant and consistent call out to our tribe, reminding them of the vision that they have put their faith and hope into.

To create this, I want you to imagine that you're running for president, and think about what the slogan would be for your campaign. What do your people really want? Where do they want to go? How can you capture that in a simple calling you could put on a campaign sign?

2. Help Them Break Their 4-Minute Mile I'm sure most of you are familiar with the story of Roger Bannister who broke the 4-minute mile on May 6, 1954. Prior to that, everyone thought it was impossible, and after Roger broke it, proving it was possible, many people since then have been able to do it. The certainty people get when they see someone else do something they thought was impossible, gives them the belief they need to also achieve that same goal.

On August 17, 2004, a similar record was shattered that gave me the belief that I needed to chase after my dreams. I had started my online business in 2002 while I was wrestling and going to school. My beautiful new bride was supporting her jobless student athlete, and I felt guilty because I wanted to help provide. But NCAA rules kept me from having a real job, so I turned to the internet with a goal to make an extra \$1,000 per month. If my little business could do that, then I would feel like a success.

For about two years I was learning how this game was played, and had a few small successes, like my potato gun DVD, but nothing huge. At about that time, I heard about an online marketer named John Reese who was about to launch a new product he had created called "Traffic

Secrets.” I heard rumors from friends that his goal was to make a million dollars selling that course. I didn’t think too much about it at the time, but I was excited to buy a copy of his new course.

A few days before his launch, I went on a family trip to a lake in southern Idaho called Bear Lake. When I got to that town, I realized there was no internet access anywhere on the lake, except in a small library that had a very slow dial-up modem. About half way through our trip, I went into town and waited in line to get online so I could check my emails. When it was my turn, I opened my email and saw an email from John Reese with a subject line that said, “we did it!”

I wasn’t sure what he was talking about, so I opened the email and read a story that changed my life. He said that earlier that day, August 17, 2004, they had launched his new course, and in just 18 hours, they had made a million dollars! As I read that, everything around me slowed down to a stop. He hadn’t made a million dollars total selling his course, he had made a million dollars in less than a day! He had broken the 4-minute mile.

As I thought more about that, I realized that my goal to make a \$1,000 a month was so small. I then realized that to accomplish this goal, he had to sell 1,000 copies of a \$1,000 course. And suddenly, it became so tangible and so real for me, and I realized that that is what I wanted to do; I wanted to make a million dollars. It completely transformed what I thought was possible, and because of that, I started thinking differently and started acting differently.

Within a year of reading that email, I didn’t make a million dollars, but I got close. And the second year I tried it, and I missed it again, but within 3 years, I had made a million dollars in a single year! Then later I made a million dollars in a month. And later we actually made a million dollars in a day! It was something that I didn’t think was possible. It didn’t make logical sense, they didn’t talk about things like this when I was in school, but because John did it, I knew that I could do it.

I believe that every good movement has something like this that people can aspire to. Inside of ClickFunnels, and our Funnel Hacker movement, we created a club we call our “2 Comma Club.” It is basically a free website where people can see pictures and stories about their peers inside ClickFunnels who have created a funnel that has made at least a million dollars. I want them to see that others before them have actually broken the 4-minute mile, and that they can as well. I want them to start thinking and acting differently, just like I did when I saw that John could do it.

You can see how we did this at www.2CommaClub.com, or by looking at this image:



What is the 4-minute mile for your movement? Initially, the 4-minute mile will need to be something that you've already accomplished, so you

can show them if it's possible and give them hope and belief that they can do it as well.

As you shift your focus to helping others accomplish the same results, and breaking their 4-minute mile, you'll notice something strange will happen inside of your movement. Your focus will be taken off of you making money, and into giving results to others, and for some odd reason, as soon as you make that shift in your thinking, almost instantly you'll start making more money.

I'm not sure why it works that way, but it always does. And as more of your members break the 4-minute mile, more people will be attracted into your movement and it will start to grow faster than you ever thought possible.

3. Let Them Self-Identify. Now that you've helped people to see the vision of where you are taking them, the next goal is to get them to identify with your movement. People need to be able to identify with who they are in your group, or there will be no connection with you or the other members.

When we first launched ClickFunnels, I created a webinar that I called Funnel Hacking, and during that presentation I first taught this concept. Later I started to watch as members of our group started to call themselves "Funnel Hackers".

I thought this was the coolest thing, so we created a t-shirt with Funnel Hacker on the front. We then started to give this shirt to everyone who opened a ClickFunnels account. People identified with that name, and it became part of who they are.

I even had one person who joined ClickFunnels, got the Funnel Hacker t-shirt, who messaged me months later. He told me that while he had never logged into ClickFunnels, he never canceled because he loved his Funnel Hacker t-shirt and felt like he was part of our community, and he didn't want to miss out on being part of our tribe. That was

when I started to realize the power of helping people identify with your movement.

About a year later, at our Funnel Hacking LIVE event, we had ideas for 10 different t-shirts that we were going to give out to members who attended. We let our members vote on the saying that resonated with them the most. The shirt that ended up winning by a long shot simply stated: “I build funnels.” It helped people identify who they are within our movement.

When someone joins you, they need to be able to identify by saying, “I’m a _____.” When they can do that, they have an identity shift, which is very important. They get a new identity as part of the group. They become like a new person, putting the past behind them and looking toward their new future.

Brandon and Kaelin Poulin from my Inner Circle had built a good weight loss company based around her maiden name, Tuell. Their company at the time was called Tuell Time Trainer and they had built up a good following of people who loved what Kaelin taught.

I talked to them about this concept of getting people to self-identify with your movement, and they realized that, because of how they had named their company, it was very difficult for others to buy into it. Because her brand was HER maiden name, her customers could never identify with it. So while they followed her as a charismatic leader, she wasn’t creating a movement. There was no cult-ure. I pointed that out at one of our meetings, and they knew that to get to the next level in their business, they would need to make a change.

As they were flying home from the meeting, Kaelin had an idea. She thought *Lady Boss Weight Loss. That’s what it’s going to be! Then they will say, “I am a Lady Boss.”*

By the time they had landed, they had changed their messaging. They quickly launched the cult-ure, and within three months they saw their

customer churn drop by 10% (which for them was equal to hundreds of thousands of dollars a year). On top of that, their TRUE fans—the ones who will purchase anything and everything they produce—now identify themselves as Lady Bosses and continue to grow by hundreds of new people every day.

Recently I've been working on a new supplement business, and I was trying to figure out what I could put on our packaging that would get our new customers to identify with our product and movement we are starting to create. The new product is an energy supplement called Ignite. I knew it would be hard to figure out who our supplement was for, because there are literally thousands of energy supplements.

So I started asking myself, "Who is this for? Everyone?" No, I needed to find my niche within the energy submarket. The problem with most energy drinks is that they're for everyone, which makes it really hard to compete. I know others target pre-workouts in the fitness submarket, but that's not who we were targeting either.

I knew that if we were going to have success, we needed to call out our people and get them to come to us. So I started to think, "Who are our people?" When we created the supplement, I thought it was going to be for entrepreneurs, so should we call it "Ignite: Energy for Entrepreneurs"? But then I realized that it wasn't just entrepreneurs. In fact, everyone who was pulling all-nighters when we were trying to launch ClickFunnels was using it, so it was also for coders.

And then, almost like a bolt of lightning, I had the inspiration. I remembered an old Apple commercial where Steve Jobs recited this quote:

Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones

who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.

After finding that quote, I knew who our energy drink was for. Now we call it "Ignite: Energy For Those Who See Things Differently." People say, "Yes, that's me! I see things differently. I'm a rebel, an entrepreneur, a coder...someone who is trying to change the world." So that is how I create something that people can identify with.

To get people to identify with your movement, come up with something simple that you can put on a t-shirt your members could wear that would make them identify with your movement. Think "I'm a _____" or "I _____."

I'm a Funnel Hacker.

I'm a Lady Boss.

I build funnels.

I see things differently.

I'm a biohacker.

What would your tribe wear proudly on their chests?

4. Create your own Title of Liberty. In the ancient Americas, a military commander named Captain Moroni led an army into a war they couldn't win. Some of his troops started to lose faith in their mission, and some even left to join the enemy forces. The captain needed to do something quickly to save his army and his people. The story goes that he took his coat and tore it into a makeshift flag. And he wrote on it, "In memory of our God, our religion, and freedom, and our peace, our

wives and our children.” Then he put that flag on the end of a pole and called it the Title of Liberty.

When people saw it, they rallied around their leader Moroni, and in a scene that I can only imagine was similar to Mel Gibson’s famous freedom speech from the movie *Braveheart*, they renewed their faith in the cause and went on to win the war.



Your cult-ure needs a Title of Liberty. Something they can look at when they’re feeling doubtful—a rallying call. Something that will help them know who YOU are, remind them who THEY are, and refocus them on where you are going together.

There are different ways to create a Title of Liberty for your group.

Title of Liberty #1: The Mini Manifesto I got the idea for this one after I saw some of the cool things that Brandon and Kaelin Poulin were doing inside their cult-ure. They had all their women save this as the background image on their phone, so every time they turn it on (dozens of times a day), they are reminded what it means to be a Lady Boss.

www.getwsodo.com

12:00

Monday, January 1

Lady Boss

**NEVER GIVES UP.
GIVES NO EXCUSES.
PUSHES THROUGH.
SPREADS SPARKLE.
GETS IT DONE.
TAKES ACTION.
IS CONFIDENT.
LOVES HERSELF.
KICKS BUTT.
STAYS FOCUSED.
IS UNSTOPPABLE.**

It didn't take long after I saw that to create a mini manifesto for my Funnel Hackers and get them saving it as the background on their phones. Here's what we created:



We took the phrase we created to help them identify with our group, then plugged in our core values to remind them what it means to be part of our tribe.

Title of Liberty #2: The Manifesto Do you remember the scene in *Jerry Maguire* where he stays up all night because he's inspired about how things should be, and he writes a mission statement that he calls "The Things We Think and Do Not Say"? He talks about what's wrong in their business and how things could, and should, be.

When I created our Funnel Hacker manifesto, I thought through a similar process. What was wrong in our industry. What were the things I hated about business that I felt weren't right for actual customers. A lot of it had to do with venture capitalists and how they destroy entrepreneurs and the culture of those tribes. I wanted to create a divide between entrepreneurial startups and VC-backed startups, something that my tribe would resonate with. It took our core values from our mini manifesto and made them bolder, something people would stand behind.

We then had our members print this out and frame it next to their computers, or make it their desktop background. That way, they'd never forget what we stand for. Here is our manifesto:

Title of Liberty #3: Video Title Sequence (More Advanced) All TV shows start with a title sequence that people hear over and over again. Think about the show *Friends* and almost instantly you'll be singing "I'll Be There For You" by the Rembrandts. What song do you think about when I mention the show *Seinfeld* or *The Simpsons*? These songs are burned into our minds and immediately take us back to the feelings we have associated with those shows.

I wanted to create something similar for the videos we created for our Funnel Hacker community, so we created a video that became our rallying call. When my culture hears it, they are very clear on who we are, why they should be involved, and where we are going. People who resonate with it will join our cause; those who don't will be pushed away.

www.getwsodo.com

FUNNEL HACKER MANIFESTO

● ● ●

A FUNNEL HACKER IS A **NEW BREED OF ENTREPRENEUR.**
SMARTER, LEANER, FASTER, AND FREE

FUNNEL HACKERS WAGE GUERRILLA WAR AGAINST THE
BIG BRANDS...
AND WIN.

FUNNEL HACKERS START **WITHOUT A SAFETY NET.**
"VENTURE CAPITAL" IS A FOUR LETTER WORD AND
"**BOOTSTRAP**" IS THEIR MIDDLE NAME.

FUNNEL HACKERS *NEVER GO PUBLIC*, BECAUSE
THEIR PRODUCTS **SERVE THE PUBLIC**
NOT A BOARD OF DIRECTORS.

FUNNEL HACKERS *NEVER ASK FOR PERMISSION*
AND ARE **NEVER SHACKLED TO**
INVESTORS

A FUNNEL HACKER **CREATES VALUE** AND PUTS
ETHICS BEFORE CONVERSIONS.

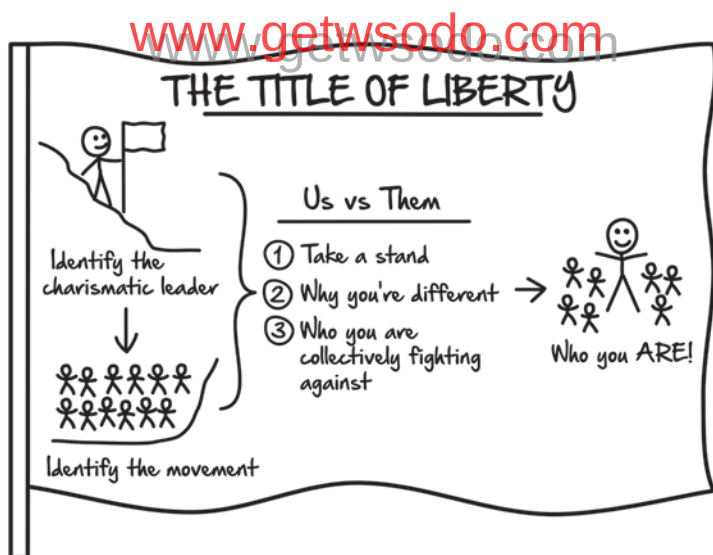
IF YOU ASK THE MBA'S OR LOOK AT YOUR COLLEGE TEXT BOOKS, THEY'LL
TELL YOU THAT **WHAT FUNNEL HACKERS ARE DOING IS IMPOSSIBLE...**
YET IT'S HAPPENING EVERY SINGLE DAY.

FUNNEL HACKERS
DEFINE THEIR OWN DESTINY.
CREATE THEIR OWN LUCK.
BUILD THEIR OWN EMPIRES.
CHANGE THE WORLD.

FUNNEL HACKERS ARE MOTIVATED KNOWING THAT THEY ARE
JUST ONE FUNNEL AWAY.

I AM A FUNNEL HACKER

I've broken down the elements of my video into a script you can follow to create your own. You can see the video at www.FunnelHacker.tv. Here's how the script goes.



Identify the charismatic leader. Who are you?

My name is Russell Brunson.

Identify the movement.

I'm part of a group of underground entrepreneurs you've probably never heard of.

US vs. THEM

- **Take a stand.**

We don't rely on cash from venture capitalists to get started, and we don't even have goals to go public either. In fact, our motivation is the exact opposite. We have products and services and things that we KNOW can change people's lives.

- **Why are you different?**

Because we're fighting against the big brands, people with literally unlimited budgets, we have to do things differently. We have to do things smarter. We don't have financial safety nets. Every test we take is with our own money. We have to be

profitable from day number one. So how do we do that? How is that even possible?

- **Who or what are you collectively fighting against?**

If you asked the MBAs or look in the college textbooks, they'd tell you that what we're doing is impossible. Yet it's happening. Every single day. It's happening through the art and science that we call Funnel Hacking.

- **Who you ARE!**

We are Funnel Hackers, and these are our stories!

Do you see how powerful that is? The video isn't long—only a minute and 10 seconds. But it clearly defines who we are and what our cause is all about. People who resonate with that message are going to say, “HECK, yeah!” and then join us. Those who don't get it will just move on. It's natural selection for the true believers.

Those are the four core things we use to create our future-based cause.

Where can they place their hope and faith?

Help them break their 4-minute mile.

Let them self-identify.

Create a Title of Liberty.

It will cast a vision, create hope, and give people the faith they need to move forward and make change. Now that you've got a charismatic leader and a future-based cause, it's time for the third piece of your vehicle for change—the new opportunity.

SECRET #3

THE NEW OPPORTUNITY



New Opportunity (The Vehicle Of Change)

The last piece of the puzzle you need to create your movement is something I call the New Opportunity, or the vehicle for change that you are offering to people. This is by far the most important, yet least understood, part of the process. The difference between having some modest success and changing the world comes down to understanding and implementing the new opportunity.

When you study the successful mass movements of the past, you'll notice that each of the leaders offered their followers a new opportunity. Christ didn't give his followers a better way to follow Moses' law, he offered them a NEW law, a new covenant where salvation didn't come from animal sacrifices and following the letter of the law, but instead came from a broken heart and a contrite spirit. Hitler didn't offer the Germans a way to make Germany better or to pay off their war reparations faster. He told them Germany wasn't responsible for the first world war, and that he wanted to tear up the Treaty of Versailles and make Germany strong again.

In 2001, Steve Jobs stood in front of the world and told everyone he wanted to revolutionize the music industry. Then he pointed out all the "improvement" offers that promised to get us more of the same. You could buy a CD and get 10–15 songs. You could buy an MP3 player and get about 150 songs, or use a heavy hard drive that held about 1,000 songs. Each product improved the one before it, gave people more songs on one device.

Jobs wanted to create a new opportunity where someone could bring their entire music library—ALL their CDs and digital music—everywhere they went. And he wanted people to carry it inside their pockets. That's when he pulled the first iPod out of his pocket, showed everyone the new opportunity he created, and transformed the music industry forever.

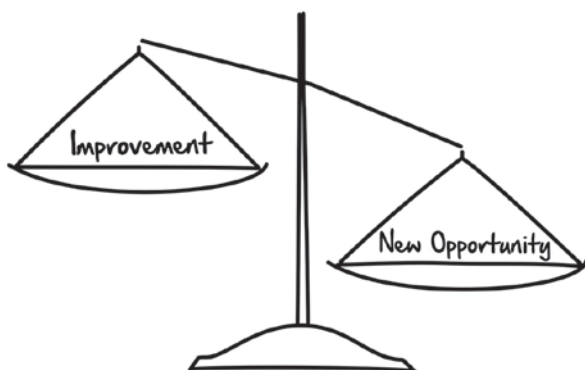
He did it again when he made the announcement for the iPhone, and again when he changed how computers would work forever with the iPad. This pattern can be seen over and over again in business, religion, sports—anywhere there's real innovation in an industry.

In *The True Believer*, Eric Hoffer says, "The practical organization offers opportunities for self-advancement...a mass movement...appeals not to those intent on bolstering and advancing a cherished self, but to those who crave to be rid of an unwanted self."

Our goal is not to fix what's not working. Our goal is to REPLACE what's not working with something better.

Most often, when people start thinking about the product or the service they want to offer, they start by looking around at what is already out there, and then they try to “build a better mousetrap”. When you do that, you are not offering them a new opportunity, you are offering them what we call an “improvement” offer.

WHAT THEY REALLY WANT



WHY PEOPLE DON'T WANT IMPROVEMENT OFFERS

Improvement offers are much harder to sell for a lot of reasons. Here are a few of the main reasons people tend to avoid improvement offers at all costs.

1. **Improvement is Hard** Most people have tried to improve in the past, and for some reason it didn't work. They've tried to lose weight. They've tried to make money. They've tried to make their relationships better. But if they're coming to you, then whatever they tried in the past didn't work for some reason. They know the difficulties they've had to go through in the past, and there is pain associated with that.

With a new opportunity, they don't know what the process will be, so they don't have to go through the known pain to get the result. Another amazing quote from *The True Believer*: "They must be wholly ignorant of the difficulties involved in their vast undertaking. Experience is a handicap."

2. **Desire vs. Ambition** All people have desire, but very few have ambition. My guess is that less than 2% of the population is actually ambitious. Improvement offers are selling to over-achieving ambitious people. If you do sell an improvement offer, you are automatically excluding 98% of the world. You will be fighting an uphill battle. A new opportunity, on the other hand, plays on people's desires for the change they want in their lives.
3. **Memories of Poor Past Decisions** If your followers are in need of improvement, they must first admit failure. In order for them to say yes to your offer, they have to admit that the choices they made in the past were wrong. No one wants to admit when they're wrong, yet an improvement offer forces them to admit they've failed. Remember the *One Sentence Persuasion Course* from earlier in the book? We want to JUSTIFY their past failures. A new opportunity does that.
4. **Commodity Pricing** When you are selling improvement, you are selling against dozens or hundreds of other improvement offers out there. You are stuck in the middle of a very red ocean, competing with everyone else selling similar options. This competition turns what you do into a commodity and pushes the pricing down. It quickly becomes a race to the bottom in terms of pricing.

Dan Kennedy once told me, "If you can't be the #1 lowest price leader in your market, there is no strategic advantage in being the #2

lowest price leader. In other words, if you can't be the cheapest, then you need to become the most expensive. And you can't do that when you are fighting inside of this red ocean. When you present a new opportunity, you are creating a blue ocean, and all price resistance goes out the window.

But the BIGGEST reason people don't want improvement offers is so important that I wanted to write a separate section about it. The #1 reason people don't want improvement, and the reason they will or won't join your cult-ure is STATUS.

STATUS: THE ONLY THING THAT CAUSES PEOPLE TO MOVE (OR NOT MOVE)

A few years ago, my friend Perry Belcher explained this concept to me. Once I understood it, I immediately changed how I interacted with everyone. He told me that status is the only thing that causes people to move toward you or not move at all. That's it. STATUS is the magic word in this business. When someone is presented with an opportunity, their subconscious mind is working on the answer to this question:

**Is this thing I'm considering going
to increase my status or decrease it?**

STATUS



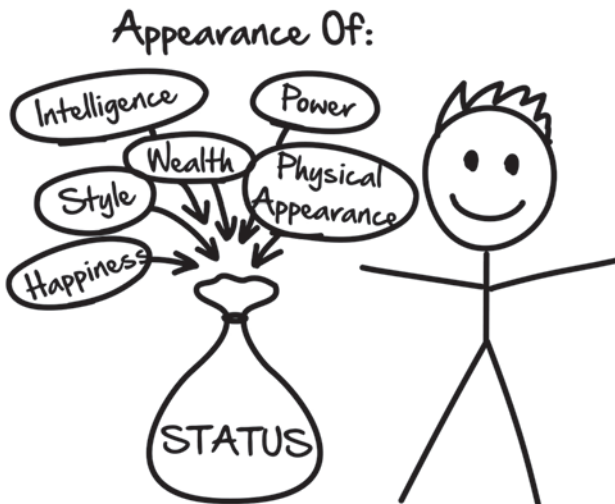
Status as I'm defining it here has nothing to do with how other people perceive you, but rather with how you perceive yourself.

Almost every choice in your life has revolved around status—whether you know it or not. For example, what school did you go to? You (or your parents) picked a school because you thought it would elevate your status. Who did you date? Who did you break up with? Who did you marry? You pick those people based on who you thought would elevate your status. What school do your kids go to? What books do you read? What car do you drive? What car do you not drive?

All these things are tied into status. Almost EVERY decision you've ever made was based on this one subconscious question:

**Is this thing I'm considering going
to increase my status or decrease it?**

STATUS INCREASE

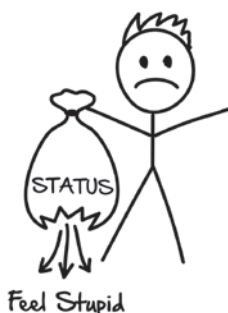


When we're looking at any opportunity, we have to decide if it will make us appear smarter, happier, more stylish, more wealthy, more powerful, or more attractive. All these things will increase status. If a potential customer can say, "Yes, this will increase my status." they will move toward it.

What stops people from taking that new opportunity? Fear of decreased status. The sale-killing thought is "What if I try this and it decreases my status? I will feel stupid." There's this balancing act going on in our brains all the time. We're balancing hope of increased status against fear of decreased status. If you're selling a weight loss solution, and someone has tried and failed on 27 different diets, that fear is going to be pretty high. You're going to have to work pretty hard to get the sale.

If your brain thinks that taking an action will reverse your status, then you won't do it—UNLESS it finds hope that by temporarily decreasing your status, you could increase it in the future. Your brain is always asking, "Will it be temporary and, if so, will the future gain in status eventually be higher?"

STATUS DECREASE



When people first find you and your offers, it's probably not the first time they've tried to solve their problems. They've tried to lose weight.

They've tried to make money. They've tried to do whatever your thing is. That's the big fear. I know if I invest \$1,000 or \$10,000 or \$100,000 with this expert and it doesn't work, I'm going to look stupid. My wife or my kids or my friends are going to see that, and they're going to think I'm an idiot.

When someone invests in my \$25,000 Inner Circle program, that money is leaving them, which causes an immediate decrease in status. But my members know that by taking that temporary decrease in status, the end result of being in the Inner Circle will be an increased status from what they learn and accomplish.

People are going to weigh the likelihood of success and elevated status against the risk of failure and the cost of that failure. Your job as the expert is to load up the elevated status side of the scale and decrease the risk of failure. You can do that by creating an amazing product and minimizing risk with things like money-back guarantees, risk reversals, and done-for-you options. The key to making a sale is 100% tied to this concept of status.

When people look at your new opportunity, that is the only real question they are trying to figure out. I like to think through what their perceived status is, and then try to make sure I add as many things

PERCEIVED STATUS

NEW OPPORTUNITY

STATUS INCREASE

- ① _____
- ② _____
- ③ _____
- ④ _____
- ⑤ _____



STATUS DECREASE

- ① _____
- ② _____
- ③ _____
- ④ _____
- ⑤ _____

possible that would make them increase their status, and then take away as many things from my offer that would decrease status. And so you can probably see why that is the BIGGEST reason why we don't sell improvement offers. For someone to say yes to that, they have to admit to poor past decisions and create a huge decrease in status. Then you are forced to fight an uphill battle that few people ever win.

So which factors elevate status? Well, it's different for everyone, but here are a few that are pretty universal.

- Appearance of intelligence (anything that makes them look smarter)
- Appearance of wealth, power, or happiness
- Physical appearance (weight loss, makeup, supplements, etc.)
- Style (think Mac vs. PC)

Now you might be thinking, "I'm not affected by status considerations. I like to drive a reasonable car and live in a modest home." If so, I'd like to pose a question. Why? Why do you like driving a car you feel is reasonably priced? Does it have anything to do with the fact that if you drove a Ferrari home one day, you're afraid that your friends, family, or neighbors would judge you? If they did judge you, how would that affect your status?

Status works on both ends of the spectrum. It's what makes some people fight for earthly possessions, and it's also what keeps others from desiring them at all. As much as we may hate to admit it, we are all slaves to what we believe other people will think about us.

WHY PEOPLE CRAVE NEW OPPORTUNITIES

So now you know why improvement offers don't work. Here are a few reasons why new opportunities DO work.

1. **New discovery** When people discover your new opportunity for the first time, they're going to want to share it because sharing something new gives them an immediate increase in status. Just think about when videos on YouTube or Facebook go viral. What's happening behind the scenes? I've worked with teams who create viral videos for a living, and they've found that videos go viral when they are cool and new because others want to be the first to show them to their friends. Discovery immediately increases perceived status.
2. **No pain of disconnect** Because they don't have to admit they made bad decisions in the past, there is no longer a huge pain of disconnect from what they are currently doing. They can just move on to something brand new. No pain of disconnect = no decrease in status. Improvement offers sell THROUGH the pain, where new opportunities sell AWAY from the pain.
3. **Dream replacement** One reason many people struggle to make the changes they want and need in their lives is the fear of failure. If they try to change and it doesn't work for them, then their dreams are dead. So they will give up potential success for fear of losing their dreams. We know that "without a vision, the people perish". When you make a new opportunity, you're giving them a new dream to move toward.
4. **Greener pastures** We've all heard a million times that "the grass is always greener on the other side of the fence", right? Instead of trying to convince people that their grass is green or offering to fix their grass, allow them to follow you to the other side of the fence. That's where they want to be anyway. Stop trying to make existing things that aren't working better, and focus on fresh, exciting, NEW ideas that will inspire people to follow you!

I hope by now you appreciate how important it is to create a mass movement for your cult-ure. When you have a charismatic leader, a future-based cause, and a new opportunity, you have the perfect environment for REAL change. Once you have that environment, you can get people to follow you and pay you so you can move them forward and change their lives for the better.

But most people get stuck here. HOW do you actually create the new opportunity? And if you are already selling something else, how do you reposition it to become that new opportunity for your movement?

CREATING THE NEW OPPORTUNITY, THEIR VEHICLE FOR CHANGE

While there are lots of ways to structure improvement offers, there are only two ways to position a new opportunity, either as an Opportunity Switch or an Opportunity Stack.

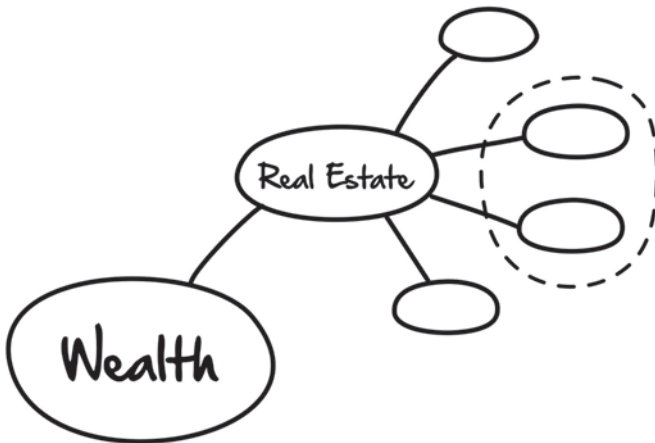


Opportunity Switching Each of our prospects has a desire for some result, and they have been trying to get that result through some vehicle. Maybe they are trying to lose weight, and the vehicle they have currently

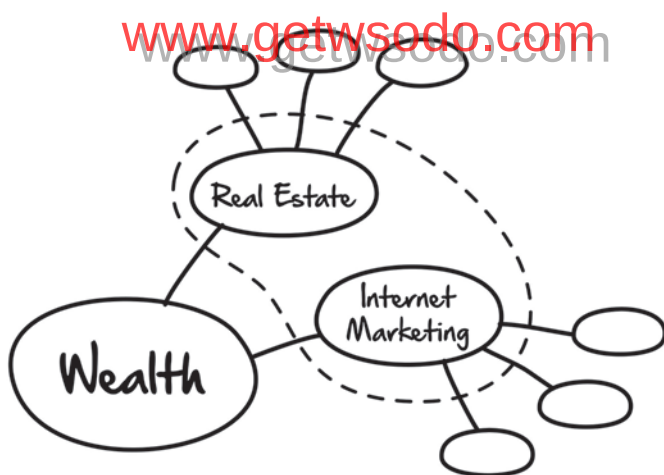
chosen to lose weight is the Atkins diet. So my opportunity switch is to take them out of the vehicle they're currently using and put them into a new one. So in this example I could switch them from Atkins to something new, like the Paleo diet. If the Paleo diet has become a red ocean with lots of people teaching it, then it is no longer a new opportunity, and I need to create my own sub-niche like we discussed in Secret #1.

In the real estate market, they might be flipping houses or doing short sales. To create a new opportunity, I'm going to switch them out of those vehicles and into the new vehicle I created, which might be something like selling houses on eBay. Opportunity switching takes them out of the pain they're currently in and gives them hope for a new future through a new vehicle.

Sometimes the opportunity switch happens when they are moving from one niche to the new one that you created in Secret #1.

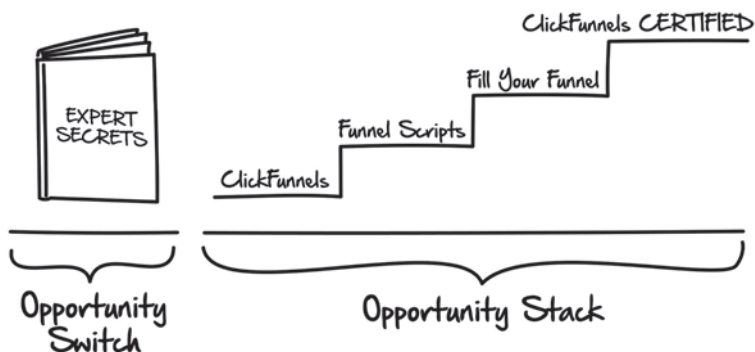


Other times it's actually switching them from one submarket to another. For example, maybe they are moving from making an income in real estate, to making their income through internet marketing.



Usually the first thing I sell to someone when they enter into my culture is some type of opportunity switch. Sometimes the new opportunity is offered through a webinar, other times it's through a book or a video. It matters less what product they are buying; it's more important to understand that they are leaving behind whatever old beliefs they had about how to achieve their desired results and putting their hope and faith into this new opportunity.

Opportunity Stacking After someone has made the switch into your new opportunity, then all future sales to that prospect are typically an opportunity stack, not an improvement offer. I don't want to switch



my prospects from opportunity to opportunity because it will cause confusion and break trust. But I can offer them an opportunity stack within the new opportunity that they have just joined.

If you've read *DotComSecrets*, you probably recognize the value ladder in the picture above. You'll notice that the first thing I offer people is this book, because it is an opportunity switch. I am trying to switch the career paths that you've been following up to this point (your current job, school, real estate, stock markets, or other ways to generate wealth). My goal is to help you see this new opportunity of becoming an expert and having a mass following who will pay you for your advice, and if I do my job right, you will make that switch into a career as an expert.

After you've decided to make that opportunity switch, then I will look for the other new opportunities within this opportunity that I can offer that will help to serve you at a higher level. You can see from the image that I will likely make you offers for things like ClickFunnels, Funnel Scripts, Fill Your Funnel, or my certification program. Each of these are new tools and opportunities within the expert business that will help you more easily get the results you desire within this new career.

I also want to point out that an offer can be positioned as BOTH an opportunity switch and a stack. It all depends on where a prospect enters your world. Some people never hear about this book, but they do find out about ClickFunnels or my certification program. When that's the case, that offer becomes the opportunity switch.

For example, when we launched ClickFunnels, we positioned it to speak to both types of prospects. For those who didn't know about funnels, I'd say, "If you've been struggling to sell your products online, you need to switch from your traditional website to a funnel" and then we'd offer them ClickFunnels. And for those who already had successful websites, I'd say, "You need to start using funnels so you can make money from paid advertising as well."

I did a similar thing when we launched our ClickFunnels certification program. We positioned it as an opportunity switch whenever we sold it to people who had any other type of job. We showed them how this was the highest paying part-time job in the world. And for those who were already using ClickFunnels or who were already consultants, we showed them how becoming certified would allow them to offer a new service to their clients. (When we get to Section Three on conversion, you'll see exactly how we speak to both audiences when we create our sales presentations.)

Now that you know why your offer needs to be a new opportunity, let's dive into how you can create that offer correctly from the ground up.

SECRET #4

THE OPPORTUNITY SWITCH

So far, we've discussed the strategy for building a strong foundation so you can become a leader people will follow. You've chosen a niche you want to create. Notice that I didn't say "pick a niche". It's essential for you to create a NEW niche, a NEW opportunity for your people.

And you know a little about what you want to share. But so far you don't have anything to sell. The relationship between you and your audience isn't created until they pay you. If a tree falls in the forest and there's no one around to hear it—does it make a sound? I'd say no. Similarly, you aren't an expert until someone pays you for your expertise.

So where do you start? How do you create that new opportunity? Well the hardest way, where most people seem to start, is by writing a book. When you think about experts, that's usually what you think of first, right? They must be authors.

But there are a couple of problems with that approach. First off, it takes so much longer to write a book than you could ever imagine. (This one took me almost 18 months!) Second, I truly believe that you have to EARN a book. If I had written this book or *DotComSecrets* when I first

had the idea over 10 years ago. It wouldn't have been any good. I needed to work with people for years in order to perfect my message. Only then was I ready to write a truly helpful book.

In the beginning stages of your expert career, you won't be good—and that's okay. As my good friend, Garret White, once said:

No matter what you do, in the beginning it's going to suck, because you suck. But you'll get better, and you'll suck less. And as you keep doing this, eventually you'll suck so little...you'll actually be good.

But you can't get good unless you start NOW. They say that the best time to plant a tree was 20 years ago, but the 2nd best time is right now. So let's get started.

The first step is to find a beta group to work with. This is your test group. You're going to serve them and get results for them, and you're going to work for free. I'll explain more about that in a minute, but first it's important to think through two things.

1. What is the RESULT you want for your people?
2. What is the VEHICLE or process you are going to take them through to get that result?

Once you know those two things on a basic level, you can move forward and design the perfect vehicle that your audience will love.



STEP #1: GET EARLY RESULTS BY WORKING FOR FREE

Let me tell you a story about a kid I met a few years ago named Alec Jetsel. He was trying to get a summer job the usual way. He filled out, 20 or 30 applications to different stores, but nobody would give him a job. It felt like he was just sending them into a huge black hole. He knew he would be the best employee any company ever had, if they would just give him a chance.

Then one day he decided to take matters into his own hands and actually prove what a good worker he was. He went down to the mall and walked into his favorite clothing store. This was his dream job—a company he would love to work for, but they had never given him a chance. He walked in and saw that some of the piles of clothes were unfolded and messy. So he went up to the manager and asked, “Hey, do you mind if I fold some clothes?”

The manager replied, “Why would you want to do that?”

My friend said, “Just because it looks like you need some help, so I thought I’d help you out.”

The manager looked at him funny and said, “All right, if you really want to.”

So Alec spent a couple of hours folding clothes and sweeping up, just generally helping out. When he was done, he said, “Thanks so much,” and he left. Everyone at the store was kind of confused, but they were grateful for the helping hand.

The next day, Alec came back to the store and started folding clothes again. He spent another two or three hours helping these guys out. Then when he was done at the end of the day, he thanked everybody and started walking out. The manager stopped him and asked, “Do you want a job?”

My friend smiled and said, “Sure, I’d love one.” And they hired him on the spot.

This is a perfect example of working for free to get a result. Alec could have tried to sell himself to the manager, but instead he proved his worth first. And he got hired in less time than it would have taken to fill out an application and wade through the interview process.

Another good example of this concept is my own Inner Circle coaching program. Before I launched it, I didn't have a track record as a coach for high-achieving entrepreneurs. Plus, I wanted to charge \$25,000 a year for people to join. You could say I had a lot going against me. I could have done what most people do—put up a website and say, “Hey, my name's Russell Brunson. I'm the greatest coach in the world. You should hire me.” But I didn't do that, for a few reasons.

First, no one likes to hear you talk about yourself. It's not cool. Second, I knew that it didn't feel right. I wanted to serve some people first and prove that what I teach actually works.

If you've read *DotComSecrets*, you know that one of the first things I teach people is to figure out who their dream client is. I already had an idea about the types of entrepreneurs I wanted to work with. So I started looking around for those people, and soon I met a guy named Drew Canole, the owner of FitLife.tv. He was a super cool guy and had a successful business in a market I cared about. Here was someone I thought I could help.

Eventually, a mutual friend introduced us. I went to Drew's house and talked with him for a bit. He mentioned some of the things he was struggling with. Then I asked him, “Would you mind if I came back and just worked a day for free to see if I could help?”

“Sure. But why would you do that for free?”

“If I am able to make a big impact on your business, then I'll probably charge a lot in the future. But for now, I just want to see if I can help you.”

“What's the catch? What's in it for you?”

“There’s no catch. I think what you do is awesome, and it’d be really fun to see if the stuff I do could help you at all.”

Finally, he reluctantly said, “Sure, if you really want to, you can come out.”

I think he still thought there was some kind of ulterior motive.

About a month later, I flew out and met with their whole team. We found that their funnels were making money, but they weren’t profitable. I helped them fix their current funnels, and we built a new funnel for the upcoming launch of a supplement called Organifi.

Overall, between the day I spent in their office and the time going back and forth through email, I think I spent about a month coaching them through the whole funnel-building process for free. At the end of it, they launched their new Organifi funnel, and it absolutely blew up! They were making \$20,000 to \$30,000 a day, and it totally transformed their business. It was awesome! Last I heard, that funnel has done over \$25 million dollars in sales in less than 3 years, and it’s not slowing down.

I didn’t ask Drew for this, but in exchange for my help, he made a video for me talking about the transformation his business went through and the results we got for them. After I saw that video, I knew I was ready to launch the Inner Circle, because I had proof. I had real results for someone besides myself.

We put the video into an online funnel and launched our new coaching program. People saw Drew talking about his transformation, and almost instantly the program started to grow. We set a cap of only 100 entrepreneurs in my Inner Circle at any given time and, despite the fact that we charge \$25,000 per year to be a member, right now we have waiting lists of people fighting to get in.

The goal with this or any kind of business is not to lead with “How can I sell my product?” Instead, you want to ask, “How can I serve people?”

How can I prove my stuff works? How can I get results for somebody else?” Those results are going to sell your products and services.

It doesn't matter if you're selling physical products, digital information, or service programs. Go out there and work for free. Get some results. If what you're doing works, then capture those stories and testimonials. Use them to attract and convert your dream clients. I'm going to show you exactly how to find that first beta group shortly.

STEP #2: DESIGN THE VEHICLE (YOUR NEW OPPORTUNITY)

The next questions are where do you find people to serve, and what should you create to teach them? Allow me to walk you through the process I've been using to answer those questions for over a decade. This process gets the results that you can then build an empire on. You're going to deliver a six-week opportunity switch masterclass.

During this masterclass, you are going to teach a small group of people about your new opportunity and how it will give them the end result they desire most. Start by picking a six-week window when you can deliver your class. After more than a decade of delivering online classes, I've found that six weeks is the optimum amount of time. Any less than that, and you run the risk of people wanting refunds (especially if the class ends inside a 30-day guarantee window). Any longer than that, and people will start complaining because they feel like it's never going to end.

I know we're not selling anything yet, but this beta masterclass will become the core curriculum for the people who will be paying you soon, so it's important to set it up in the same way that others will experience it in the future.

The next step is to begin building some of the marketing materials for the class. I know that seems backward. Most people design the class first and then think about marketing, but that is a formula for

disaster. Just bear with me, and you'll soon understand why I do it this way.

Who / What Statement As a first step, I like to make a Who / What statement that quickly addresses which submarket my message is for, and what new opportunity they will be switching to. It reads like this: "I am going to teach _____ how to _____."

Who / What Statement

I'm going to teach  sub-market how to your niche

Here are two examples of what that statement could look like.

- "I am going to teach real estate investors how to make money flipping houses on eBay."
- "I am going to teach people who are trying to lose weight how to stop dieting and start drinking ketones for energy and weight loss."

The Opportunity Switch Headline Now that you know the WHO and WHAT, you need to give the class a sexy title that will attract your dream customers. I try to create a title that focuses on the result this workshop will deliver. I do that by filling in this phrase:

How to [result they desire most] Without [thing they fear most]

So for my ClickFunnels masterclass, I could create something like this:

**How to Create a 7-Figure Funnel in Less Than 30 Minutes
Without Having to Hire, or Be Held Hostage by, a Tech Guy**

Or if my niche were “flipping houses on eBay”, the title of my masterclass would be something like:

How to Make a Quick \$10k This Weekend by Flipping Your First House On eBay Without Getting a Loan From a Bank

If I created a niche for helping kids with ADHD, the title could be:

How to Naturally Destroy Your Kid’s ADHD and Help Them Get Better Grades Without Giving Up Their Favorite After-School Snacks

If I were a relationship coach:

How to Reconnect With Your Wife and Find the Passion in Your Marriage Without Having to Go Through Painful Counseling or Wasting Time Talking

If I were selling weight loss through ketosis, I’d use something like:
How to Stop Exercising and Still Lose Weight Through a Little-Known Trick That Almost Instantly Puts Your Body into Ketosis, Without Giving Up Your Favorite Carbs

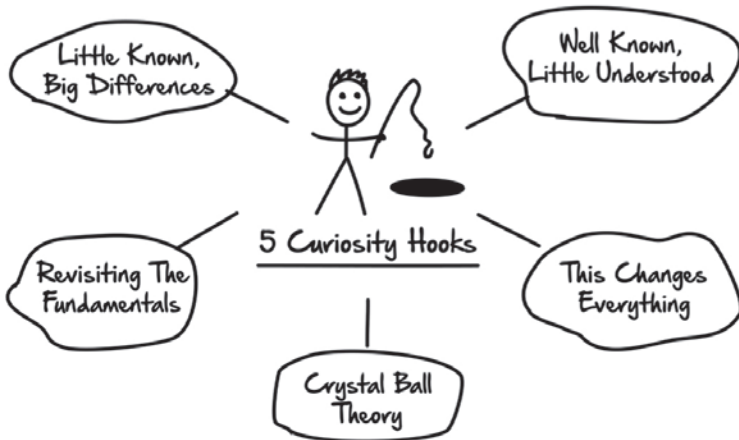
You can plug most opportunity switch masterclasses into that framework, and create quick titles that people will be interested in.

The 5 Curiosity Hooks / Getting Out of The Red Ocean Okay, you’ve written down WHO you’re going to serve and WHAT the vehicle is. Next you need to make that new opportunity as sexy and exciting as possible. You have to figure out the big idea that will draw people to you. Why would they shift from the current vehicle they’re in to yours? They will switch if you position your opportunity so people will believe—and buy.

A while back, one of my friends named Jason Fladlien taught me a concept called the five curiosity hooks. These are just different ways to

present an opportunity. It's possible that all these hooks will work for your masterclass, but you need to pick just one for now that's going to work the best for positioning you and your new opportunity.

Here are the five hooks.



Let's look at an example where the new niche is weight loss through ketosis (Health → Weight Loss → Ketosis) to illustrate how you would position it for each of the curiosity hooks.

1. Little-Known, Big Differences This hook shows people something they aren't aware of and how knowing it could make all the difference between success and failure.

There's this little-known thing called ketosis. Hardly anybody is talking about it. But when you learn it and use it, you'll see a huge difference in your energy levels and how fast you can lose weight.

2. Well Known, Little Understood Here is where you take something that everyone THINKS they know about, and show how they're actually sabotaging their success because they're missing little nuances or details.

Everyone's talking about low-carb diets, right? We all know that refined sugar and carbs are bad for us. But what almost no one understands about low-carb diets is the concept of ketosis. It's not restricting carbs that helps you lose weight, it's getting your body into ketosis. And that can happen even if you are eating carbs—as long as you're drinking ketones.

3. This Changes Everything With this hook, something new has just happened in your submarket. It's related to the problem your audience wants to solve, and letting them know that if they aren't aware of it, they're at risk of missing out big-time.

Are you trying to stick to a low-carb diet, but finding the cravings are just too much? Do you start fresh every Monday, fail, then vow to start again with the same old strategy? You need to learn about a new type of ketones that instantly puts your body into ketosis, kills your cravings, and helps you lose weight easily. This changes everything!

4. The Crystal Ball Theory This angle shows how something that's been done successfully in the past is about to be made obsolete. You're persuading them that soon this will be common knowledge, but they can get in now and have early success.

Are you tired of dieting and counting calories, but not seeing the scale budge an ounce? Research is showing that low-carb diets just aren't enough, and staying in a state of ketosis is almost impossible for average people. The diet of the future takes low-carb to the next level—you can drink ketones and instantly put your body into ketosis.

5. Revisiting the Fundamentals This hook takes the approach that things are getting way too complicated, advanced, or sophisticated for the average person. Your new opportunity, on the other hand, takes things back to basics.

www.getwsodo.com

Do you spend hours logging every morsel you eat, every second of exercise, and ounce of water you drink? Diet trends have really gotten out of control lately. It's time to go back to the basics. With the ketosis diet, you only have to do two things. Drink your ketone drink in the morning and again at night, keep your carbs below 20g per day, and you're good to go.

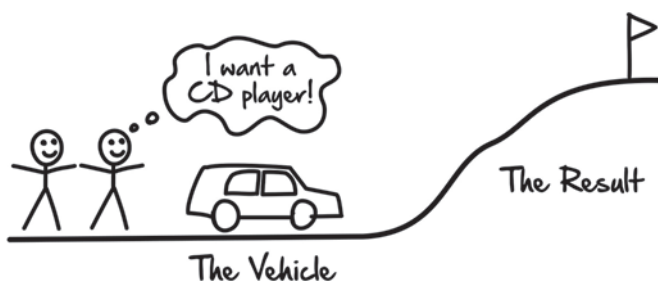
Those are the five curiosity hooks. You'll probably notice that each one is speaking AGAINST a current red-ocean tactic that currently exists in the marketplace. By changing your positioning, you'll pull your opportunity out of a red ocean and plunk it down into a blue ocean. All you need to do is figure out which of the curiosity hooks makes the most sense for you, and that will become the hook for your masterclass.

Let's Review Take a few minutes and write down your own statements based on the descriptions above. When you're finished, you should have something like this:

- **Who / What Statement:** I am going to teach people who are trying to lose weight how to stop dieting and start drinking ketones for energy and weight loss.
- **The Opportunity Switch Headline:** How to Stop Exercising and Still Lose Weight Through a Little-Known Trick That Almost Instantly Puts Your Body into Ketosis, Without Giving Up Your Favorite Carbs
- **Curiosity Hook:** There's this little-known thing called ketosis. Hardly anybody is talking about it. But when you learn it and use it, you'll see a huge difference in your energy levels and how fast you can lose weight.

STEP #3: GIVE THEM WHAT THEY WANT (THE ASK CAMPAIGN)

At this point, it's important to remember that people don't buy what they need, they buy what they want. All too often we create a new opportunity giving people exactly what they need, a vehicle that is capable of getting them to their end result. But when they get into the vehicle, they don't see what they actually WANTED, like air conditioning, leather seats, radio options, etc. Because of that, they will leave before they ever give you a chance to take them to the result they really desire.



So in addition to providing them with their new opportunity, you also need to find out exactly what they want inside of that vehicle. If you do this correctly, they'll feel like they've found their new home.

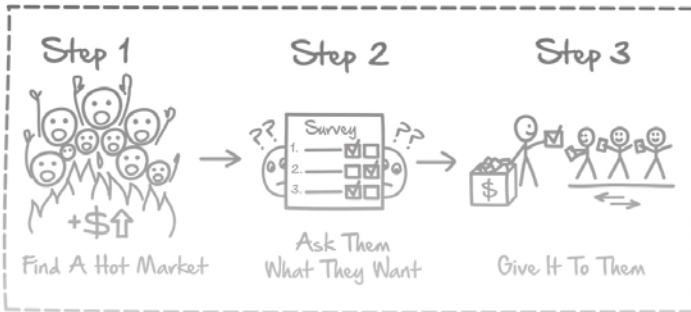
You accomplish this by running a simple one-question survey we call an "Ask Campaign". The Ask Campaign is based on a simple three-step formula that I learned from two of my early mentors, Frank Kern and Ed Dale. This technique is SO simple, but don't skip it because of its simplicity. It's one of the most important steps.

1. **Find a hot market.**
2. **Ask them what they want.**
3. **Give it to them.**

That's it. Simple, right?

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Because we're the experts in our respective niches, it's easy to assume we know what people want. And while sometimes we may be right,

I'M SORRY!!!

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