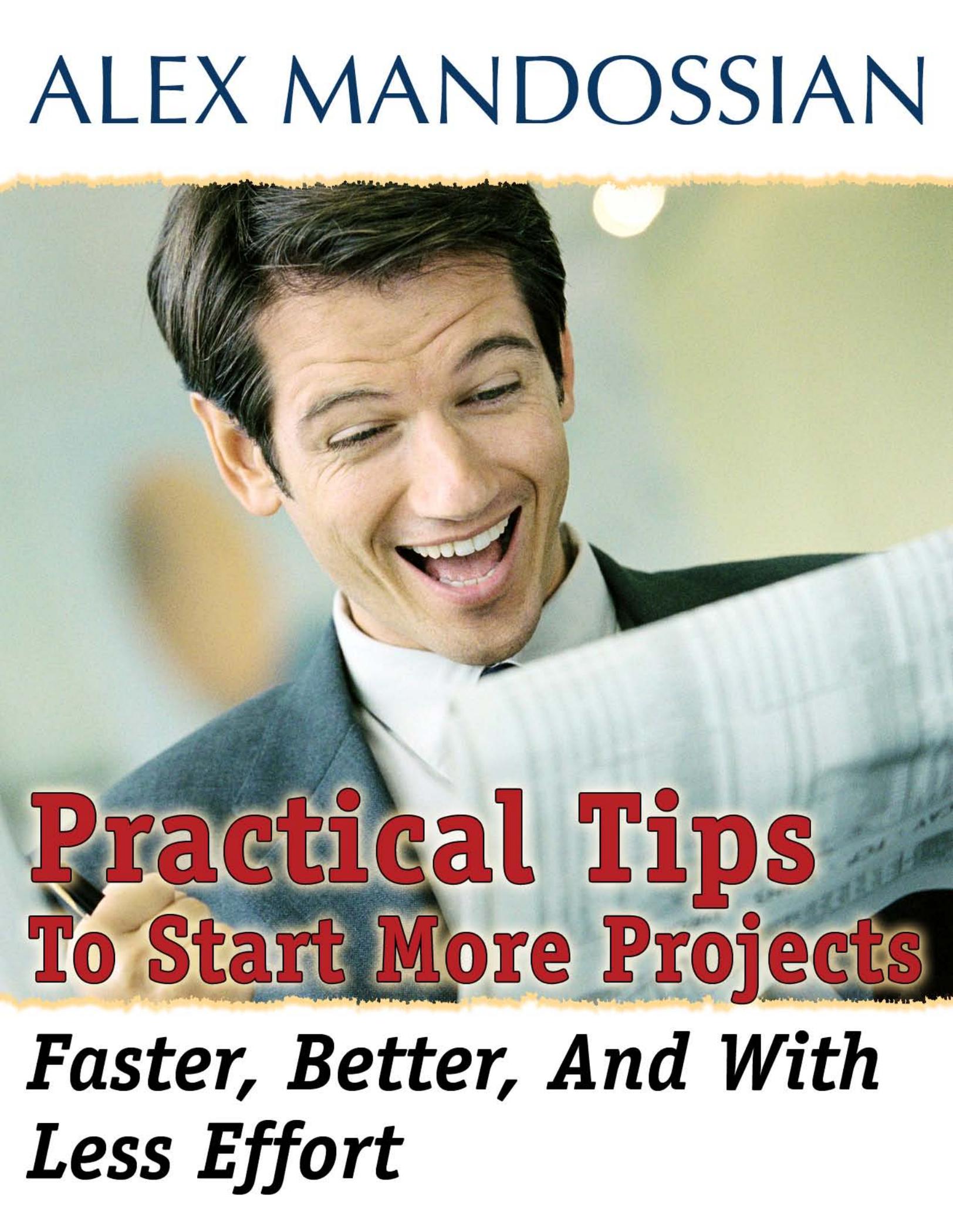


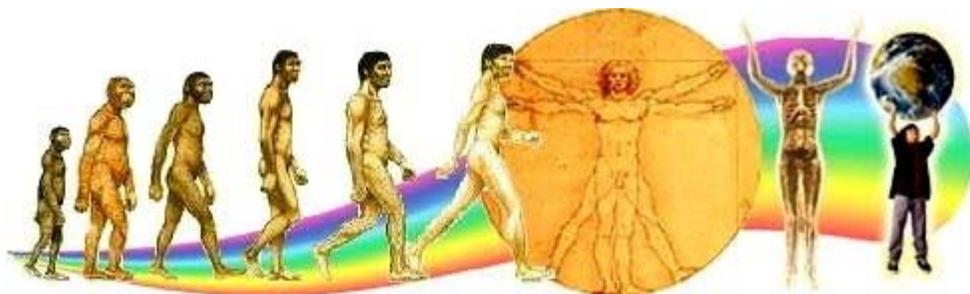
ALEX MANDOSSIAN

A man with dark hair, wearing a dark suit jacket, a white shirt, and a dark tie, is smiling broadly. He is looking down at a large, white document or blueprint that he is holding. The background is a soft-focus indoor setting with a warm light source visible in the upper right.

**Practical Tips  
To Start More Projects**

***Faster, Better, And With  
Less Effort***

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## ***Why Do Personal Development?***

Part of the nature of humans is to be constantly developing, growing and moving toward a balanced and mature way of being. Our present personality is determined by both who and what we have been and by the person we strive to become. The goal of personal development is to learn and apply that which enables us to attain emotional wellbeing, understanding and effectiveness, and to share this knowledge with others.

Personal development is the conscious evolution of human nature, and yet throughout history it has been sorely lacking! Although it is in our nature to learn and grow, we are held back by our culture, which is predominantly focused on survival needs, each of us in competition with others, and our spiritual inner nature is repressed. The animal rules. We make no room for unconditional love.

Even though the culture may have evolved with technological advancement and administrative complexity, human nature has not moved forward as it might. We are now paying the price for human selfishness and inconsideration. Going forward, the quality of our lives on this planet - even our survival - now depends on each of us taking responsibility for our personal growth.

The human being needs to awaken to the soul that inhabits each body and is our true self and source of inner knowing. Awaken through a process of self-discovery, leading to one's own, self-directed spirituality. We need to become mindfully conscious instead of ruled by the dictates of instincts, past habits and fixed beliefs. We need to throw away dogma, open our minds and reconsider. Instead of fear about our survival and competitive angst, we will then be motivated by compassionate understanding and creative love.

For those that do move forward, the next epoch - that is almost upon us as we move into 2012 - will be a celebration of human cooperation and shared love. It's our best hope for the future - and it's in our hands.

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*You need  
to learn  
about the  
way that  
human's  
behave*

This ebook will reveal how to refine and zero in on your topic — zero in on what it is that you are going to cover and how to get started. We are also going to get into a lot of other things that deal with product development.

I want to tell you why we are covering this.

People ask me if I am a public speaker, and although it is not my only job description, it is one of them. But, being a public speaker is not the whole story.

With public speakers, the story is that we are actually information publishers and information marketers. We create information that we are going to publish and market ourselves. We focus on product development.

When people hear about information product publishing and marketing, they say, “Well, that sounds real interesting. What do you think I could do?”

I say, “Tell me a little bit about yourself.”

Of course, I am a traffic conversion strategist. I teach how to convert more first-time visitors to your website into sales.

Let's go back to 1989. I started in the infomercial marketing business and direct response television. And in that business, you had to learn how to do two things.

First, you had to learn how to get the man in the house, the couch potato watching television, stop dead in his tracks from clicking channels.

And simultaneously, you had to motivate the woman of the house to dig deep into her pocketbook and pull out the credit card to call the 800 number or to mail in a check.

I was involved in infomercial products such as Ron Popeil's Ronco Food Dehydrator, the Personal Power Programs 1 and 2 from Tony Robbins — the Guthy-Renker organization put that out.

I was also involved in a lot of exercise equipment put out by NordicTrack.

While I didn't make the lion's share of those product sales, I was involved in the media buying and planning. It showed me the way human's behave — and that is the good news.

*Asking questions is really the oxygen that pumps blood into our marketing*

The technology I am sharing here is about 2,500 years old — it's Socratic.

Socrates walked the streets of Athens with his sandals, and he didn't write much. Most of what was written about him was by Plato, his best pupil, in *The Apology*.

Socrates asked questions — that is where we get the Socratic Method. That is one of the technologies that we use to find out what is our purpose — what is our topic of expertise.

Asking questions is really the oxygen that pumps blood into our marketing. We are going to cover that on a step-by-step basis.

My marketing started with television infomercials and it eventually went into direct marketing in all the different modalities, such as radio.

I did the Home Shopping Network. This was a little different because that was a destination channel. QVC is the same thing — it is a destination channel — like an online catalog.

Speaking of catalogs, I did those also. There were about 14 or 15 catalogs we dealt with for the Sharper Image, mostly consumer products and dealing with consumers.

It was a very good learning ground for me in a university of hard knocks of skinning my knees and finding out what makes people do what they do.

We had to figure out how to get a person to extract money out of their wallet for something that has some redeemable value for them?

Eventually, I went into writing copy for direct mail campaigns, and ultimately retail sales.

And then I had an epiphany. Around the year 2000, I thought to myself, "It costs about \$200,000 to create an infomercial, and it costs about \$1,000 to create a good website — and that's if you hire it out.

It costs \$20,000 to \$30,000 — even \$60,000 to buy some cable time for 28 minutes and 30 seconds for an infomercial. It is absolutely free to have someone sit on my website all day. But, both mediums of marketing are very similar.

*It's very  
difficult to  
learn a  
new area  
of expertise  
and do the  
marketing  
on top of it*

You use the eyes. You use the ears. You use tactile kinesthetics — the fingers with the mouse, or with the channel changer for the television. So, they are very similar.

The same skills were involved to motivate, persuade and influence someone to dig into their pocketbook and order what we were selling.

And so, we are not going to talk about hobbies here; you can read about hobbies. This is about business and how to get started.

If it does not make money, it is not a direct response-worthy hobby. We are focusing on money.

That is going to be one of my pre-suppositions. The other area is going to be areas of expertise you already have.

It's very difficult to learn a new area of expertise and do the marketing on top of it. Chances are you are learning marketing, product production, and how to get started.

If you are going to learn a whole new area of expertise or new discipline, then you have a double whammy and that can cause you to be totally overwhelmed.

Another area I want to cover — because this is the biggest sin that most people make, is sipping through a fire hydrant versus sipping through a drinking fountain.

We want to start slowly and build momentum. Do not start fast because, again, that can cause an overwhelming state.

That is what I learned in the infomercial business. In direct response marketing if you started too fast, you lost your shirt. Many of my friends went out of business.

I would test ten things and spend a little bit of money. One or two of those ten products — or things that we tested — would work.

Many of my colleagues went out of business because they put all their resources into one thing. And if that one thing failed, then they failed as well.

I know one person who still has not gotten out of the abyss from ten years ago when he went broke.

*People  
have an  
interest in  
making  
their life  
better*

So, my background is really direct response marketing and my values are home and family values.

I am married and have two kids in diapers, I have one employee and I work from home.

Getting started is very important to me because if I don't get started on a lot of different areas — in different projects — then I do not get to eat and neither does my family.

I am dubbed as a traffic conversion strategist. What is traffic conversion anyway?

Conversion is nothing more than turning a suspect into a prospect, a prospect to a customer, a customer into an evangelist who is a raving fan.

How would you like taking time off in the middle of the day to be with your family or spend a month away from home and do your work at the beach?

People have an interest in making their life better, but the thing that holds every single one of them back is maybe a lack of faith, or just how do they get started.

I see the people that are reading this ebook falling into two categories.

Number one, you do not have any clue what you are going to talk about or what your area of expertise is.

Number two, you may already have it down, but it is not completely refined.

Is getting started different for those two categories of people? No, the answer is it is absolutely the same.

The key problem, the core problem for everyone — me included — is getting started whether you are really good at something, or you are not good at something and you are just learning it. Getting started is definitely the most difficult part.

There is resistance — you have all these forces that are resisting you.

When a rocket ship takes off, it expends 85% of its fuel, its energy, just leaving the atmosphere. It only requires 15% of that fuel to go from the atmosphere, land on the moon and come back down again.

To  
procrastinate  
is just one  
iteration of  
resistance

The atmosphere is about 1/10,000 of the distance because it is starting slowly. Everyone has seen a rocket ship take off, can you visualize it? Picture it right now.

When it is just taking off and it is just starting to build momentum. It starts slowly; it does not start at 4,000 miles an hour.

It starts building momentum and as the resistance gets less and less, as the air gets thinner and thinner, it becomes easier and easier.

All of a sudden, you couldn't stop it if you tried because it is going in that direction.

Some people call this greed — like when business is really good, greed is propelling them. I disagree; I do not think it is greed. I think it is momentum.

So, I want everyone to pick up a book, if you have not already gotten it. If you have heard me speak before, you have heard me mention this.

If you have not gotten started reading this book, please do because it is probably the most important book you will ever read about getting started.

The person who wrote the book talks about the power of resistance — resistance, not procrastination.

Procrastination is just one iteration of resistance. Sometimes self-image is another iteration. A bad self-image is an iteration of resistance. Fear of failure, another iteration of resistance. There are all these expressions of resistance.

The name of the book is called *The War of Art*. It is not *The Art of War* by Sun Tzu; it is called *The War of Art*.

It is a non-fiction book written by Stephen Pressfield. He also wrote *The Legend of Bagger Vance*, which was a movie starring Matt Damon.

I believe this was Stephen's first non-fiction book, and it is brilliant.

He says that writing is easy, and to me writing can be doing anything. Developing a product is easy. Developing a course is easy. Coming up with a new service idea or a new product idea is easy. All that stuff is easy.

*Creative avoidance is taking me through a tailspin in a different direction from what my goal is*

What he feels is difficult is sitting down to write or sitting down to think. It's getting started — that is what is difficult. Again, think of the rocket ship. It is easy to propel an object in to space with zero gravity. It is hard to get up to space.

I sincerely recommend that book to anyone reading this.

For Donald Trump, Warren Buffet and Alex Mandossian, getting started is difficult. It always has been. So, let's not be in denial about how hard it is to get started.

The first thing I like to do is just start writing down all the challenges that are going to get in the way of me getting started — all the areas of resistance. Does that make sense? If I write them down sometimes recognizing them is curative.

That is an assignment I would give everyone reading this. What are the barriers to getting started? What are all the distractions that get in the way?

Here's one — email. Do we not spend more time erasing spam and checking what messages mean something then actually reading messages?

Doesn't email get in the way of our everyday life and just trying to function? Aren't those interruptions? Isn't it interruptional resistance of some form?

So, when you look at resistance, I look at email. In the network economy, email is a huge problem. We spend more time deleting messages than we do reading and responding.

Another one is snail mail. That to me is creative avoidance. If I have something to do like write, if I open up mail and I am looking at a bill my heart sinks. "What do you mean that trip costs this much?"

I forgot about that. I forgot that spa treatment over at Las Vegas. I forgot that trip or I forgot I told Aimee, "Oh yeah, no problem, you can have four massages this weekend" until the bill comes back at \$560 dollars — right?

That is to me creative avoidance because it is taking me through a tailspin in a different direction from what my goal is.

Another thing is a child. Better yet, a pet. I know people who own cats and dogs who cannot do any work because they are constantly purring and wanting to play with them. So, a pet can be an interruption.

*You need to take one prime time hour a day and decide that you are going to make the most of it*

What about a spouse? A spouse is an interruption. An employee, a boss, these are all interruptions.

Nothing can be done about some of these, but others you can do something about.

There are certain prime time hours in the day where everyone in my family knows that unless there is a dire emergency, they do not open my door.

Specifically for me, there are four prime time hours in the day, and that is very difficult. For everyone reading this, you could just pick one hour in the day. I would make it your first hour.

And do not check email — that is resistance. Do not check snail mail — that is resistance. Do not listen to a voice mail message. Okay, add that to the list — voice mail.

Do not listen to a voice mail message because that is another form of resistance.

You need to take one prime time hour a day and decide that you are going to make the most of it.

I take it to the next level and only focus on revenue generating activity — to actually sit down and write, or get started (writing and getting started are the same thing for me).

During this time I feel I have overcome gravity and have left the atmosphere. It will not take as much fuel to move. Does that make sense?

This is the prescription or the diagnosis I have. Right now — at this moment — start writing a few things down — not later, not thinking about it. Do it right now so that you see a list and it is easier to add to a list.

When you look at a blank sheet of paper, it is so hard to get started.

Instead, write down three or four things and it becomes easier to put three or four more things, and all of a sudden you have seven, eight, even nine things.

So — write it down.

Email, snail mail, voice mail, spouse, child, pet, Alex. These are all areas of resistance.

Write it down so you can diagnose it and say, “Aha! I see the barrier.” Okay?

*We can  
manipulate  
ourselves  
in a  
positive  
way so  
that we  
overcome  
resistance*

All you have to do is start lifting these barriers and say, “No.” No to procrastination, no to creative avoidance, no to snail mail or email.

You have to decide that you are not going to open that email box. This is your prime time. You are not going to go to the mail box and get yesterday’s mail.

You are not going to answer the door for the UPS man. He or she is going to interrupt you.

You are not even going to check voice mail right now because that is a creative way to avoid getting started.

So, write down all the elements of resistance that are in your life. Start off with three or four right now. Again, just write them down so you can at least get started.

Once you find what the problem is to getting started, then the solution is a lot easier because it is curative.

They have left the atmosphere, and it is a lot easier to build the momentum because you know what the problem is.

I know someone that actually has a Microsoft Word document on his desktop that says “Money Generating Activities.” That is the first document he opens up when he turns his computer on in the morning.

If there is something I want to do that is not on the list, it does not get done. The first thing that he does is work on an item on the list.

We can manipulate ourselves in a positive way so that we overcome resistance.

The scrolling marquee on my screensavers says, “Where is my next source of revenue coming from?” It is a question and it just scrolls.

So, anytime I have dead time, I see it and I am constantly reminded. You could have anything there, but that saying is what motivates me.

What project do I need to start next? That could be another little dialogue you could write to yourself.

You could make your marquee say anything. It is in your screensaver, it comes with all computers. Just have it scroll whatever you want.

Make it a positive message to eliminate resistance.

*If all you did was shatter and eliminate resistance in your life, you would get so much more done*

If all you did was shatter and eliminate resistance in your life, you would get so much more done.

So, the first thing is identifying the problem — how many layers of resistance do you have? It's just like Maxwell Smart going through all those doors until he gets to the phone booth.

How many doors do you have to open up before you start, before you can get started?

And that is where I begin. I begin by identifying where am I going to be resistant in these areas.

Sometimes it has to do with self-image. If you have a self-image problem about a certain task — for instance, not being a numbers person.

Let's say you are weak with numbers. Then you are going to have resistance to balancing your checkbook.

That may not be important for a particular project, but for the overall business it's going to be.

What can we do if we know we have resistance for something because we are not good at it? That's easy — you hire it out.

You have someone else do it because if you are generating enough revenue, you do not want to do things that are going to get in the way of generating revenue for yourself.

I allow others to make money at what they are good at, and it is good for both of us. They become vendors of mine, outsource vendors, to do those things that I am going to be most resistant about.

For me, it is writing and signing checks and depositing them. I just do not have time to go to the bank and deal with this, so I have someone else do that for me.

Step number one in the getting started formula is identifying the elements of resistance and figuring out how to shatter them.

Just draw a Point A and a Point B, draw a line between the two dots, and put a bunch of little hash marks in between.

*If you are wired that way, prime time hours after business hours are best*

Each hash mark represents one element of resistance that you have to pierce through to get to Point B. That is a good visual to use to take this to the next level.

Before we go on, you may be wondering about my prime time hour. Actually, I have quite a few of them. Different hours work for different people.

It depends on lifestyle. I wake up at 5:30 a.m., and my family is asleep at that time. I like to use prime time when my family is asleep because I like to spend time with them.

I want them to recognize me when I'm 60. So, my prime time is between six and eight. I have two prime time hours back to back.

I even have a countdown timer that I put right in front of me. It counts down to 55 minutes. When it goes off, I take a five-minute break and I go another hour.

By that time, my family wakes up. I have a little breakfast with them and then my day goes into non-prime time.

This means it doesn't necessarily have to be revenue generation. I can look at bills, I can do other stuff.

That is how it works for me. I have two more prime time hours in the afternoon.

Some people are night owls and their prime time needs to be after everyone is asleep. Guess what — that actually makes it a lot easier. I do recommend it if that is the way you are wired.

You won't have as many people looking for you because it is not during daytime hours. Someone from Australia might try, but not here in the U.S.

Many of my friend's prime time is after 10 p.m. They find it very easy to get stuff done, much easier than during the day.

*I do  
recommend  
at least  
one prime  
time hour  
during the  
day just to  
get you  
disciplined  
to  
overcome  
resistance*

I do recommend at least one prime time hour during the day just to get you disciplined to overcome resistance.

Let's move on. People ask how I focus in on what is the right topic? What should they be talking or writing about?

Well, just like I said, all the energy and all the fuel is expended getting off the ground for a rocket ship, all the energy is expended moving and getting rid of resistance.

Once that is done, getting started is easy and here is all you have to ask yourself.

Number one, "What am I really good at?"

Are you good at numbers? Are you good at teaching? What are you really, really good at?

Are you good at carpentry? Do you have a certain affinity for carving wooden bears? Are you good at childcare? Are you good at writing?

Think about it — what are you really good at?

Are you good at people management, being a manager? Write those things down. Not what do you do right now, but what are you really good at? Again, what do you think you are really good at?

Okay, that is step one.

Step two is really important, and this comes back to the Socratic Method, the technology that is over 2,500 years old.

You ask a friend or a colleague, "Hey John, what do you think I am really good at? What do you think I am really, really good at?"

Make the question open-ended and do not try to get them corralled into a certain direction. "I am really good at teaching am I not?" No — not like that. That is not what I want you to do because it is not fair.

What you are doing is not giving them an objective choice. Instead, you are giving them a subjective direction.

*Ask at least a dozen people what they think you are good at*

Ask them, “Hey, what do you think I am good at” just out of the blue. They say, “Aw come on, what kind of a conversation is that?” You say, “Come on, I really want to know. What do you think I am good at?”

Ask your mother, ask your dad, if they are still alive. Ask a sibling, ask a sister or brother, ask a stepchild, ask your child, ask a colleague, ask a boss, ask at least one dozen people.

Ask twelve people “What am I good at? What do you feel I am good at?”

Then, start writing that down.

Now, you have one column — what you think you are good at, and there should be at least half a dozen things there.

And, in another column, you have what others think you are good at. Find out the intersections. Find out where there is an overlap.

Maybe it is teaching, maybe it is writing, maybe it is people skills, maybe it is conflict resolution, maybe it is number crunching.

Maybe it is wedding planning or maybe it is event planning. My wife, Aimee, is really good at planning an event. She gave me an amazing 40th birthday party.

She is good at it — from the invitation all the way to the final product.

We did not make any money from it. I made out like a bandit present-wise, and I actually did get my thank you notes out.

Aimee is really, really good at event planning, and I would say that she is good at that. And if she says she is good at that, then that is an overlap.

So, you have one column — what I think I am good at — and another column — what others think I am good at.

If you do not know how to ask, start learning. You are robbing yourself of so much nectar out of life if you cannot ask others certain things. They’re going to give you an objective point of view.

So, you take the subjective — which is you (Column A) — with the objective, (Column B), and overlap them so you can see which are identical.

Then, you take it to the third filter. Let's say you have two or three that overlap. You then ask yourself, "Okay, this is what I think I am good at and this is what others think I am good at.

*The  
passion is  
what is  
going to  
eliminate  
the  
resistance*

There are about three things here that overlap. What am I most passionate about of those three?

It is so so important to ask yourself that last question. I will tell you why — because if you are going to be that rocket ship and are going to expend all that emotional fuel just to get started, you had better be passionate about it.

That is going to fuel you to move forward. If you are not passionate, if you are really good at numbers but you hate it, if you are really good at carpentry but you hate it, you want to get out of the business, right?

Then, you cannot write that down. But, if you are really good at carpentry and you are also good at teaching, then maybe you can teach carpenters how to become better carpenters.

The passion is what is going to eliminate the resistance, and it always comes back to resistance.

How am I going to eliminate resistance? So, that is the third filter.

Here is filter number four and it's very important — this is of the second step. Remember step one was diagnosing resistance, step two are these four different filters.

Number one, subjectively, what am I good at? Write it down.

Number two, what do others think I am good at? Ask them. Get a dozen people and ask them. Why not ask two dozen, and have fun with it. It may take a week or two.

It is interesting because many times they will tell you something different than what you really thought. It will blow you away.

I have done this so many times and I personally feel my greatest attribute is I am resourceful. I am like a McGyver with marketing That is what I think.

But, the number one feedback I got from others was the same word over and over and over again — creativity.

That is what they saw in me. So, creative marketing, creative conversion, I went in that direction.

*Determine  
what you  
are good at  
and find  
out what  
others  
think you  
are good at*

People know that I am creative. You do not necessarily have to agree, but somehow, if other people are perceiving that, then chances are your target market is going to perceive it also.

Your students are going to perceive it. That is why you have to ask them and funnel them through that filter.

The third filter is what are you passionate about that you think you are good at and others think you are good at?

Pick one or two things that you are really passionate about, and hopefully just one. And, once you have that one thing, the final filter in step two is figure out how you can you make money from it.

As I said in the beginning, I am not talking about a hobby.

How can I deduct expenses when I am going out to dinner talking about this thing and the IRS knows that it is going to be for the intent to make a profit? If I carve wooden bears and I resell them — that is not a hobby. I have intent to make a profit.

In fact, I have a client in Santa Cruz who does that. If I teach carpenters how to become better carpenters and how to get jobs with their estimates, then I become a coach, do I not? Then, how do I make money doing that?

I can have teleclasses, I can write special reports. I can have eCourses, I can have a website — “theonlinecarpenter.com.” It is endless.

But, you have to write all the different ideas of something you are passionate about, that others think you are good at, and you know you are good at.

How are the different ways you are going to make money from it? Here is the visual.

So, you run it through the first filter — what you are good at. You run it through the second filter — what others think you are good at.

*Remember,  
the key is  
building  
momentum*

You pick a few of them. Then, you pick the one thing that you are really passionate about, and you put it in the middle of a piece of paper, and you circle it.

That is your hub. And then, all these spokes that run to it, like in a wheel on a bicycle, those are your different money making ways that you are going to generate revenue from what you are passionate about, what you are good at, and what others think you are good at.

Let's take for example someone who coaches carpenters to build their business. Teleseminars can be one spoke, ecourse can be another spoke, a book can be another spoke, a DVD can be another spoke. Bob Vila did that, right?

Let's say reselling tools — that could be another spoke. Some type of affiliate program — that could be another spoke.

What if you taught other carpenters to teach other carpenters in their area to do better? Well now, you can be a coaches' coach.

They need things like AudioGenerator, or 1ShoppingCart because you are going to teach them to be a businessperson online and offline.

All these spokes end up being the revenue generators for your passion that is filtered through what other people think you are good at and what you think you are good at — there you have your topic of expertise.

Now forgive me, I have never heard anyone depict it this way. Yet, I have never seen anything easier than when it is depicted this way.

This is something that I am really good at. But, for somebody that is totally getting started, they may not have anything to build on — you may be starting from scratch. Remember, the key is building momentum.

It is as easy as answering the question "What do I think I am good at?" If the answer comes up as nothing, well, what if you were good at something? What would that be? Nothing? Something? I am not good at anything; I have failed at everything I have ever tried.

Well, let's pretend that you were watching a movie of you, and in that movie, you were good at something.

What would that something be? Nothing. It is absolutely nothing. Now, I have had clients like this. They happen to be multi-millionaires, too.

I mean it is incredible — all walks of life.

*The more  
you do, the  
easier it is  
to get  
started*

Then, the next thing I say is, “Okay, I can appreciate that. Do you have any friends?” They reply, “I do, I have a lot of friends.”

“Great, what if you ask them what they think you are good at?” So, you flip it. If you cannot come up with anything that’s great; maybe the rocket ship has too much gravity.

So, go outside and thin the air a little bit. Take out some gravity and go and ask other people “Hey, what do you think I am good at?”

You can flip it. If you are getting resistance and you cannot think it through yourself, go outside.

Then, from what they are telling you, say, “Well, I think I am good at this, I think I am good at that.” Then, pick your passion and then pick your areas of revenue, your spokes of revenue.

That is what I would do if you really, really had resistance. It is not that difficult. In fact, the only reason I may be good at it is because I do it a lot. And the only reason I do it a lot is for self-therapy. I know the more I do the easier it is to get started.

The more you get started at different things, the easier it is. Think about Armand Morin. How many new products does he come out with every single month?

It is easy for him to get started because his whole identity is about getting started. That is how he has identified himself. That is his core competency. So, yes, it is that easy to find your hub.

If you just cannot think of what you are good at, then go outside, ask others and think about what you are good at based on that list. It will give you some ideas.

And then, based on that, think about what you are most passionate about. If you cannot think of something passionate or if that is too strong a word, what do you want to do?

*You need  
to spy on  
other  
people in  
and out of  
your  
industry*

Then, of that one or two things you want to do, make that your hub and what are the different revenue generating opportunities you have. That is the easiest thing because those things always stay the same.

Teleseminar, eCourse, physical book, one-on-one consultation, coaching. It goes on and on and on, and in any shape or form. I can list two dozen of them right now.

So, that is step number two.

Again, step number one is resistance — that is diagnosing the problem.

Step number two is finding the hub of what you think you are good at, what other people think you are good at, and then finding the overlap, knowing what you are passionate about.

Then, you find the revenue generators, and you have this little hub with spokes coming in.

After step two, you need to spy.

With the internet, you can spy on other people, either in your industry that you've chosen, or outside of your industry. You see what they are doing.

The way you can spy on somebody and find out how they got started is to ask them. "How did you get started?"

If you ever wanted to buy a business, the first thing you want to ask them after the initial niceties is, "Tell me the story about this business. How did you get started?" Then, you sit back, shut up and you listen.

About 45 minutes later, you will almost have a best friend on the other side of the table because you are one of the few people who have listened to the story. There is always a story.

Let's say someone comes up to me and says, "Alex, you know everything about traffic conversion. How do you start with a new client?" I am going to tell everyone how I got started.

Right now, I am going to tell you exactly and see if this means something to you.

The way I convert more traffic is not to focus on the 2% of the people who are actually buying from the website.

If your website is really converting well, if your direct mail piece is really converting well, two out of one hundred people are going to say yes.

*Always  
begin with  
the end in  
mind*

I do not even focus on the 10% of the “shy yeses” who opt-in, or who mail in a coupon saying “Yes, I have a shy interest in this. Send me more information,” I do not focus on those.

I focus on the 98% who do not buy.

I always begin with the end in mind — with the largest group of people who can give me the most research data.

I charge \$9,800 dollars for an audit, and here is how I do it. I say, “You want to compete with me? Here is exactly what you should do.”

You have them put up an exit pop-up and you have them, in their voice, use AudioGenerator and the ASK Database™.

You have them put it up on their website and as people are leaving the web site, you say, “Wait. Before you go, what is the single biggest reason you decided to leave without giving us a fair try? Please type in your answer below. We will be most grateful.”

You do not even have to give them an ethical bribe of any kind.

When you find out why they are leaving, then you can go back to your web page, you can go back to your sales process, you can go back to all the spokes leading to your hub and revise that because the majority of people are telling you why they will not buy, or why they will not even give you a try.

If you were to spy on me, and if you were to look at me and what I did, that is exactly the way I would start.

What does an attorney do? What does he do when he is structuring entities for people? He wants to know what assets they have. He wants to get the information.

What is your wife’s full name, what is your full name, do you have any kids? How much of it do you want to hide? How aggressive are you?

## *Ask people how they started in your industry*

They take a diagnosis. When you go into a doctor, what does he do? He or she asks you questions. When is the last time you had a headache? Are you allergic to any medications?

You are taking a diagnosis. That is how most people get started in any industry. You have to take a diagnosis as well. You took a diagnosis to find out what you are good at for your topic.

You asked other people — that is taking a diagnosis. You took a diagnosis finding your areas of resistance. So, take a diagnosis industry-wide to see how other people got started.

If Federal Express had someone competing with them, you would have to go to the beginning and figure out how they started.

You can't look at what they are doing now. You cannot figure out how to re-engineer that. You have to go from the beginning. What happened in the beginning? What were the challenges they had?

I have news for everyone, if you are doing \$100,000 a year in a business your problems are way different than if you are doing \$1,000,000.

If you are doing \$1,000,000, your problems are way different than if you are doing \$5,000,000.

And, if you are doing \$5,000,000, they are completely different than \$10,000,000.

So, the problems that I may have if I am doing \$5,000,000 a year are completely different than someone who is doing \$100,000 or \$500,000 a year.

And those are completely different than someone just starting out doing \$20,000, \$30,000, or \$40,000 a year.

Go and look at the people, or ask people how they started in your industry. Spy on them and how they got started so that you have the recipe of what goes in the cake so that when you have the final product, it is going to taste exactly the same.

Here is a caveat. If you do not have any competitors, do not get in that industry because you do not have an industry. You cannot create demand. Look what happened to the Apple Newton.

You have to have competitors because that means there is a target market.

The third step is, after you have your topic of expertise, spy on people.

*If you do  
not have  
competitor,  
you are not  
in business*

I just got off a conference call with one of my students. He is in event marketing. I told him to buy his competitor's product. Buy them — find out what their sales process is.

"I do not have any competitors." Well then, change your business model; you have to have competitors.

If you do not have competitors, you are not in business. How do you find competitors? You can go online.

Let's say that you narrowed down what you and others think you are good at to three to four different things and you say "Hey, I am passionate about all these. I like them." I say to spy on all of them.

I have heard other people say you really have to focus on one thing at a time, do not try to do all three or four of them — focus on one thing. So, which one do I decide that I want to start spying on people?

Well, the nice thing is that you can spy on a few things, and then the spying itself will pare it down to one thing that you are ultimately going to focus on.

For spying, I use Good Keywords. If you go to <http://www.GoodKeywords.com> it uses the Overture search engine tool. I keep it on my desktop.

For example, if you just type in the word "recipe," you will get over a million searches on the word recipe.

But, whoever thought that "low carb recipe" had so many hundreds of thousands of searches.

Let's say you are a chef, and you like to knock around the idea of being online and writing a recipe book.

The first thing I would do is create an ethical bribe knowing that there is this huge target market for low carb recipes.

You could write a little special report — “21 Delicious, Mouth-watering, Succulent Low Carb Recipes You Can Make at Home in Less Than 20 Minutes for Under \$20” and give it away for free.

It will build a database from that traffic. Then, you will have a target audience.

You will then have prospects and potential customers who will ultimately, hopefully buy something from you, either in the form of a teleconference, a book, an eCourse, or cooking material because you have identified your target market.

Good keywords at <http://www.GoodKeywords.com> is using the Overture search engine tool to find how many searches there are.

If you find that there are a lot of searches, go to Overture, type in the keyword, and find out what websites pop up.

What a great way to reverse-engineer a sales process and to start buying competitor’s things to see if this is the business you want to be in.

Many kids are growing up say, “I want to be a doctor.” Do they really want to be a doctor? I have seen interns almost suicidal because of the hours they had to work.

A doctor or a fireman has its appeal, but if you really get into it, do you really, really, really want to be a doctor or a fireman?

So, the only way to find out is to dig deep and drill really, really deep, find out what is it that these people do, and buy their product. See if this is the business you want to be in or are you romanticizing about this business?

If it is the business you want to be in, congratulations. You have a recipe.

By the way, when you really get big, spy on yourself. Then, you call up your customers and act as you are your own competitor. You say, “I would like to sell you something.” If they say okay, then you say, “Well, how come?” and they will tell you.

You cannot ask your customers why they are going to leave you because they will lie to you. But, you can ask your ex-customers why they left.

When I used to mow lawns, there was a Mrs. Williams down the street. I used to get a neighbor to ask her and other people on the block, “Can I mow your lawn?”

*You need  
to find out  
if this is  
really the  
business  
you want  
to be in*

## *Spy on yourself*

One time, Mrs. Williams said yes to that person. I was shocked; I was devastated. I wondered “Why did she say yes?”

So, my neighbor went back and asked her. She said, “Well, Alex is not edging the lawn as well anymore, he is getting sloppy. I guess he is playing baseball, he is not edging the lawn.” So, guess who had the most handsomely edged lawn the next week?

This happened because I spied on myself. You can spy on others, and you can spy on yourself — that is Step Three.

Find your resistance, find your hub, which is something that you are good at, others say you are good at, you are passionate at and can make money, and then start spying in that area.

This process — the getting started part — can take two weeks. It can take a day, it can take three months.

I would rather it take longer and you go in the right direction, then have a false start. Nothing takes more wind out of sails than getting punched in the stomach.

If you sing the wrong note, singing louder never helps. So, ideally, you want to make sure you are going in the right direction. Spying will help you find that direction because it is a reality check.

Again, Good Keywords is an application that you would install on your computer and it is at <http://www.GoodKeywords.com>. It is a free download and a tool that you do not have to pay for.

The second one was Overture and that is <http://www.Overture.com>. Then, you click on a button or a link and it says Advertiser’s Center.

If you go that route, then you will always be able to find it. Otherwise, you could get lost very easily.

Once you get into the Advertiser’s Center, there are two things that I always look at. One is the Search Term Suggestion Tool; it does a little pop-up.

The other one was the View Bids Tool. First of all, see how many searches were done. I did research on some of these things before writing this. I did a search on marketing. Marketing came up with a whole bunch of searches.

*Nothing is  
more  
irritating to  
me than  
indecision  
because it is  
weak*

A little earlier, I talked about low carb recipes.

The thing was when you look at the View Bids Tool, you will see that people are bidding a lot higher on low carb recipe than they are recipe. The reason is they are targeting a problem. People want to lose weight and that is so popular right now.

I have typed in online games. Online games has a huge number of searches — way more than marketing — but the bids were really, really low.

That tells me I probably cannot make as much money from it, and that was the number four in the filter.

So, what do we do after Step Three, and we have just a little bit of time?

Remember, getting started is the theme of this ebook. It is not “How do I make it? How do I build an empire?”

No, it is getting started. We have just covered the three biggest steps to getting started.

The final step is after you have already left the atmosphere, do it — just do it.

Pick it, decide, and go for it.

I believe Julius Caesar burned all the ships behind him when he landed in England. I know Cortez did it when he landed in South America or in the Central America area. They burned the ships behind them because they knew that they had decided.

Now, the word decision means to cut off. “Cision” means cut, “de” means off, to cut off. Incision — to cut in right, making an incision. That is not what this is.

This is to cut off another set of possibilities. So, once you decide, don’t be fluff, don’t be indecisive. Nothing is more irritating to me than indecision because it is weak.

Once you have gone through all of this and you know what your resistance is, you know what your hub is, you have spied, you have spent some tax-deductible dollars on your competitor’s products, and you may even be in the coaching program just to see the way they do business.

You may even be working as a volunteer for free as a protégé.

## *There are creative ways to do business*

They want to learn the business so they work for free and in turn I get stuff for free.

My protégé's get to attend an \$1800 dollar conference. They are giving me \$1800 dollars of credit in recording, editing and things like that.

I have a lot of people who do that with me. That way, I do not have to burn taxable dollars.

What I can do is trade it, and my tax liabilities are not as great. I have a better deal and so do they. I do not have to work so hard so that we can give money to the government, money to them, and then try to see what is left over for us.

There are creative ways to do business.

You have decided on your topic because others have said you are good at it, you know you are good at it, you are passionate about it and, you know it can make money.

You have decided on all of the spokes that are going to generate revenue for you whether it is a teleseminar, a book, or an ecourse.

Once you have decided that you are going to overcome the resistance and get rid of that out of your life, once you have decided to spy and finally know what is your topic of expertise, and make the decision complete and do what Nike has made a fortune on, just do it.

If you have just asked to get to a place where you can just do it, then make sure you do it and make a commitment to yourself for a time period to just do it.

One of the best ways to get started is do this with a buddy — get started with a buddy.

Once a week, you call each other. For one fifteen minute period he or she talks to you, another fifteen minute period in the half hour, you just talk.

They talk to you, you talk to them, and you take turns. All you do is commiserate about all the challenges and all the successes that you are facing with getting started.

Getting started is a topic by itself. That is why it is the number one topic with any type of public speaking venue or how-to course.

How do I get started? How do I get off the ground?

*Overcome  
resistance,  
find your  
hub, do  
your  
spying and  
then  
commit  
and do it*

So, the fourth step is to do it. It is to get started. It is to write the first letter to the first word to the first sentence to the first paragraph in that direct mail piece, on that website, on that postcard.

To record the first word for your audio message that you are going send via e-mail or on your voice mail. It is just doing that.

And once you put these just-do-its together, you build momentum and then, you are out of the atmosphere.

All of a sudden you do not have to expend as much fuel and you find that you have less resistance because you are no longer subject to gravity like the rocket ship.

It is easier for you to find other hubs because one hub leads to the next. That is why the rich get richer.

Think about the power of compounded interest. How much easier is it to make \$2 million when you have already made \$1 million? It is easy — just through compounded interest.

But, is it easy to make the first million? No way, it is hard. You have to go from \$50,000 to \$100,000, \$100,000 to \$200,000, \$200,000 to \$400,000, \$400,000 to \$800,000. That takes a long time just through the power of compounded interest.

Just as you become subject to less and less gravity as momentum builds, it becomes easier and easier to build confidence and to find new hubs.

Be part of the just getting started crew of building momentum because you are good at just doing it after you have gone through those three previous steps — overcoming resistance, finding your hub, doing your spying and then commit and do it.

Then, once you do those four things, getting started is almost a laughable problem, you can laugh at it.

It will no longer get in your way, in not only making money, but doing something that you have always dreamed about.

The key is getting started, how you can make money from what you find out, and who is buying it. The final thing, which I think is absolutely imperative and I find that a lot of people struggle with that, is just do it.

Chances are a lot of people that read this information may not do anything with it, which is sad.

I want to tell you about a study of powerful people.

*Blind  
encourage-  
ment is a  
factor in  
most  
highly  
successful  
people's  
lives*

There was a well-known study that was done about all these really successful, super achiever people. They studied many different things and they could only find one thing across the board that was the same in all of them.

The people studied were Stephen Spielberg, Tiger Woods, Michael Jordan, Warren Buffet, Donald Trump and more. They did this study of all of these top achievers, these top producers.

They chose top producers whether they are top P.R. mavens or they are top money producers. They are top producers in their field, whatever that may be.

There were, I don't know, a couple hundred of them. They put them row by row by row, and the list went from north and south in rows. If you can visualize a spreadsheet, that is what it was.

Imagine these columns, and in these columns there were the reasons or the factors for their success. So, a factor of a broken home — no, that was not a pattern that was consistent.

A factor of a family-based childhood and their families stayed together — no, some were from broken homes, some had families.

The family came from educational background — no. Immigrant — no — not all of them were immigrants.

They had a high school education at least — no. There were high school dropouts — no. They did not have these things in common.

They went through over 180 variables until, I think, it was the 183<sup>rd</sup> or 184<sup>th</sup> variable until they hit it.

The one thing that all of these people had between the ages of four and seven was a father figure, mother figure, step parent, uncle, or aunt who had blindly encouraged them. They had blind encouragement of some kind.

## *Just doing it is the key to success*

What is blind encouragement? I will give you an example. You have a three year old, you have a four year old, or you have a five year old.

Gabriel, my son, is coming to that age. Gabriel comes up to me and I say, "Hey Gabe, what do you want to do when you grow up?"

He says, "I want to be Spiderman." Now, a parent who is not blindly encouraging would say "That's silly. Why would you want to be a Spiderman?"

We do not have any ill intent, but that is what someone who is not blindly encouraging would say.

While someone who is blindly encouraging would say something like this, "You know Gabe, I think you would make a fantastic Spiderman. In fact, you could be a great Batman or any kind of man you would ever want to be, any superhero because, you know what, you have what it takes."

I am going over the top, but that is what blind encouragement is. All of these people had at least one person in their lives that encouraged them blindly. I know I had it.

It was not either of my parents, but it was someone else in my life. It was my grandmother who lived next door.

I had that level of confidence between the ages of four and seven, and that is very interesting to me.

So, that is very important to me as a parent because I have two kids approaching those ages. Is it going to hurt me to tell them they can do anything well? When they are eighteen and they say they want to be a playwright, then I can give my opinion.

But when they are the ages between four and seven, I am going to be blindly encouraging, especially now that I know the study.

Your final step is just do it — some people will do it, some people will not. I believe just doing it is the key to success .

That is the key. Is there one thing that they have in common? The answer is "Yes" based on my experience. And that one thing is they do not ask anyone else's opinion at that point. They do it.

*Yours is  
the only  
opinion  
that counts  
at this  
point*

You do not need to ask someone else's opinion at that point because you have already done all the research.

What do you want another opinion for? Do not ask anyone else's opinion — move forward.

Do you think Cortez or Julius Caesar asked anyone else's opinion? Do you think Tiger Wood's asks anyone's opinion or does he make his own opinion?

When you have all the resistance taken care of, when you have your hub, when you have spied, you have an opinion.

At this point, the only opinion that counts is yours. They do not ask anyone else's opinion because that now becomes subjective to what you need to do.

What you need is your opinion, and your opinion is all you need to start. That is the only opinion that matters.

Otherwise, you are facing the fear of embarrassment, the fear of failure, the fear of low self-esteem if something does not turn out properly.

The fear of, "Okay, here we go again. I started the eighth thing and this one did not make money either."

I was in network marketing and in five businesses. I tried my own business and it did not work. It is asking other people's opinion.

Think of the top producers that you know — when they are really starting out, do they ask anyone else's opinion?

Do I ask for an opinion when I really want to do a website audit?

Does Armand Morin ask anyone's opinion when he is coming up with a new product after he has gotten rid of his resistance? No! He knows his hub; he has spied; and he knows exactly where to start.

No opinion is asked for.

Does John Childers ask anyone else's opinion after he has overcome resistance, after he has found his hub — million-dollar speaker training — and after he has spied on other public speakers? Why does he do so well?

It's because he has his own opinion.

If you want to start, then stop looking outside. Turn inward and make sure that you know that yours is the only opinion that counts, give yourself blind encouragement and move on.

*If you  
want to  
start, then  
stop  
looking  
outside*

What do you have to lose? Give yourself a deadline — three months, six months, a year — and not two days, right?

Give yourself a break, and then make your opinion the only one that counts. Blindly encourage yourself to get started because, I will tell you what, the worst that can happen is like what happened with Thomas Edison. Almost 10,000 times, he learned how not to invent the light bulb. That is what he learned.

So, the worst that could happen is you learn, find out, and discover what not to do in that area.

When that happens, you now have one more thing that you know you have spied on because you have empirically done it yourself. You are not going to do again because it did not work.

That is the worst thing that can happen, and I will tell you, I will take that over not activating myself any day.

Remember, the one thing that people will have in common — the just do it type — is they do not ask for outside opinion when they get to that point. Theirs is the only opinion that counts, and that is what propels them to move forward.

So take this information and let it propel you.