

Unedited Transcript – The Summer of Certainty  
21 Time-Tested Steps for “Simply Certain” Online Success



Jeff H: Welcome everyone to the Summer of Certainty: 21 Time-tested Strategies To Make Your Online Success Simply Certain. I appreciate your investment of \$7 in this webinar, the cost of a double mocha latte grande venti huge mocha caffeine, kind of thing they call coffee, and you invested in yourself, good idea.

All right, broadcasting live from our virtual studios here in North of Atlanta, Georgia, and what we're going to do today is provide you with the blueprint for success online. First, we're going to look at why so many people get frustrated, so many get confused, and it's really quite simple why. Then we're going to provide you with a simple and powerful map in 21 steps out of that confusion towards a certain success. Then we're going to invite you into a way where we do that in much more depth on a weekly basis. All right, let's move forward here, girls and boys.

All right, we got a couple of sponsors for this show. First would be the Results Now Insider's Circle. Many of my insiders are on this show, they're here for a couple of reasons. One, it's a refresher for them. Tim says, "Yay for us." Two, they're hoping I explain something differently and they get some good tips. Three, as I heard the chatter going on or saw the chatter going on over in our Facebook group, some folks are hoping when I do my poll that I have a goofy answer at the end and they all want to hit that. Love you guys, glad you're here. Hopefully you'll cheer everyone on when we do the invitation in a little while and say, "You got to go do this." That's your cost to being here, guys. All I had to say, they're will be an offer at the end of this, if and only if I deliver on all these promises I'm making to you, and I'll check that out with you. Then Lighthouse Family Retreat is our charity sponsor, always have one because I always like to give back, it's the way I was raised and I'm just so blessed, I love to do it.

Caleb, my youngest son and I, are going down in just a few weeks to this place. This organization works with families with children living through cancer. What they do is they take them away for a retreat for a week where they just get to be a family and they just get to heal. What the volunteers do [inaudible

00:02:53] will be assigned a family, and our job is to take care of that family for a week. Fed them, clean for them, take care of them, do everything they need, cook for them, and with the organization entertain them and do kind of cool stuff as well.

I just popped up the website for them because I wanted to read you one quote on here. This is why we're doing it. This is by a guy names Phil Henderson, a dad from the retreat.

"Chemotherapy, surgery, prayer and faith healed our son. Lighthouse helped heal our family." That's why Caleb and I are doing that, and a portion of everything from my webinars goes to that charity organization. Later on folks, seriously when you invest in yourself, it's really kind of a cool thing. You're not just invested in yourself, you're invested in other helping families, which I think is a cool thing to do.

With that said, let's move forward. Now, here's where the insiders can have fun with the poll because we're going to do a little poll here. I guess we're not. You know what, all right, you can create a poll on the fly and I didn't put that one in there so I'm going to have to do it now, okay? Fortunately they all are here already from when I did them before, so this is the first time I've ever created one on the fly, and we'll do it now. Okay, there we go. Save. Donald's saying I'm awesome for doing the family Lighthouse stuff. I don't know about that, all I know for sure is I'm just blessed, Donald, and I want to give back.

Now we all learned something. I never had to do that before. We all just learned that you can in fact create a poll right there on the fly on the webinar, because here I'm going to launch the poll. Boom, there it is. Have you already invested in the Results Now Inner Circle? Select one of the following. I love it, no not yet, haven't heard about it yet, or the fun one, I come to webinars just to listen, I don't want success. God, I can see all my insiders voting like crazy on that one. You guys are funny. Wow, we're just about at fifty fifty. No Beth, that's not live video secrets, this is my Insider's Circle, results from that Insider's Circle of which you ought to be a part of. I think you'd do well.

Let's close the poll, and I'll share the results. It's only have and half. Half of you are insiders here for a refresher, 10% no not yet, 10% okay and some of you guys are goofing off on me, having fun. That's fine. Half of you are not there yet, so where I went to school, 50 from 50 is 50, so let's get past my poll closing disability and hide the results, which makes us wonder where out PowerPoint went. There it is. Okay.

That means half of you are not a part of us, so this will be some new information for many people. I love it. Now, this is for everyone, in order to help me structure this and tailor this even more for you, what's your biggest challenge, folks? What's your biggest question about creating massive online success? Hit me with whatever it may be there in the chat. Pop that in there and I'll do my best to include that in our show.

Margaret says she got [inaudible 00:06:52] extra cranky bunch. You're all right. Staying on task, step by step to success. That's a good one, Tim. Leveraging energy and time says Margaret. Beth. What to sell, if it's a presence to provide info. There you go, yeah. With dialysis gal, Beth, there's so much you can do. I worked with clients back when I was a therapist, they're on dialysis, and you are too so okay, you know. My goodness, you can do so much from that just your own experience from helping people, so cool.

All right. Anyone else want to pop in here? Lack of accountability, yeah. Do you know I have an accountability partner? Now I have a lot of colleagues that brainstorm and we do hold each other accountable, but I have an official accountability partner with an official weekly call every Friday morning at 9am. It turns out it's one of my former student's done really really well, Felicia Slattery. She and I get on the phone every Friday morning and brainstorm and hold each other accountable, so get yourself one. You know what? Those of you in the Insider's Circle, I bet you could grab one in there, right?

Here we go, thank you for that. Here's what we're going to

cover today. The number one reason most online entrepreneurs get confused, frustrated, and give up. Anybody out there ever been confused or frustrated? Can I get a yay or nay in the Q,A? Confused or frustrated, thank you for all those big yeses. Ever felt like [inaudible 00:08:40] Oh yeah. Ever give it up and picked it back up again?

Took me two times to learn how to operate a [shopping cart 00:08:57] the first time I bought one. I got out of it, I stopped payments on it, and then went back and said, "Okay, I'm going to figure this booger out," and did. It helped a whole lot. Then we're going to move on to the 21 time tested strategies for online success step by step, and I will go over each one with you.

I did an interesting thing in preparation for this training, because I talk about this all the time- Would I like a buggy? Thanks, Beth- and have a book coming up all about it too and so I talk about it all the time, so instead of notes I wanted to do this just what occurs to me that you need to know for each one as I come to it, My experience tells me that's really good training. You'll get more that way out of this than if I had specific notes all set up.

Yup, I get you Jim. There's still people signing up for this. I love it. Better late than never. Okay, so, then we're going to walk you through your next success steps and then like all the events, a whole lot more.

Let's talk about the number one reason people get confused or frustrated, and instead of bulleting it out for you I thought I'd graphic it out for you. Doesn't it feel this way sometimes, that you're putting together all these pieces of a puzzle, and you're lugging around big, heavy pieces trying to put it all together. Does this resonate with you guys? Trying to fit all the mini working parts together. Yup, lots of that me, that's me, that's me, that's me. Tim says that's why those replay and transcripts will be cool. Yeah, remember you guys not only get the exclusive replay access that no one else will have to this. Plus

you'll get a transcript.

Donald says, "Bingo, that's me." Okay, now, the reason this happens is a legitimate reason. There are many many moving parts to all this, okay? I think one of the reasons for my success is I'm able to simply this and break it down into the simplest parts and put them together. Even now, the other day I was doing something different and I really kind of had to shake my head a couple times to clear the cobwebs because it was like gosh, what do I do next here?

It just happens that way. It's a confusing thing, so if you feel that way it's legitimate. The good news is, it doesn't have to be that way. Hey Chris, welcome. How many of you all have put together a jigsaw puzzle? Let me know in the chat here, you guys seeing this picture here with the jigsaw pieces okay? You guys are, okay, and you've put together a jigsaw puzzle. All right, good. Thank you.

Now, here's a really important question, the answer of which can make life really simple for you. If you've heard me use this before, don't cheat. Here's the question. What's the most important piece of a jigsaw puzzle? Beth, I like that, the one you're missing. What else? A lot of people say that, Donald. The edges, or the corners. Some of you guys have heard me say this before, I see those answers. The most important piece is the box top that shows you exactly how it's supposed to look. Otherwise if you were doing this, you'd be doing the edges no corners trying to figure out the dark pieces and the light pieces and where they all go, right?

With this, you've got the box top. You've got the blueprint, all right? That's what I'm going to provide for you going forward. Now, there's 21 steps to what we're about to talk about. Here's where they from. Every year, Leslie I love this. This is the brand new answer. The last piece, your husband hides so he gets to put in the last piece. You got a manly sense of humor, I like that.

All right, here's where this comes from. Every year around December, I do an event, it used be a teleseminar and now it's a webinar, celebrating the anniversary of my first online event on December 20, 2006, coming up on 10 years, kids. In those, I talk about what I would do if I had to start over again today with nothing. Well, 2014 when we did it, I actually had the sense to write it down and make a list. There were 14 things. The reaction to that was like I'd written a hit record. Everybody was all over it, and so we started building training around it, added 7 more to make it 21. Yeah, 10 years Margaret. We can have a big celebration. You know, we ought to do that towards the end of the year. It'll be fun. Do something here in Atlanta to celebrate.

Anyway, this is where it comes from. These are the 21 things I would do in order, and the order's important, if I had to start over again today, and by helping people put this into place I believe that I'd be back to where I am if not further in a matter of weeks because of these 21 steps. Now, interestingly enough, and really good for you guys, these are the 21 steps you need to take if you're starting brand new, or you need to do wherever you are.

One of the things you could do is take a look at this and think, "Okay, how many of these do I have in place?" And by in place I mean you could send me to the URL and I could see them, okay? Doesn't mean you've got it on the drawing board or you're thinking about it or you've got a website that's half done. In place means you could send me there and it's doable. Now, let me just kind of step into what you're thinking for a minute. Oh my god, that looks really complex. It's a blueprint and there's 21 things I got to do? I don't even know what a DRGR is. Jeff, come on. I understand that.

What we're going to do is break these down step by step, a slide for each one, and I'm going to give you tips about how to implement it strategically, how it's connected to the others, and why you need to do it, okay? Then at the end I'm going to show you this picture again, and you're going to feel much much

different about it. It's going to feel much much more doable. You guys ready to roll? Give me a yay or a nay here in the chat. All right, this gives me a yup.

Donald says, "In less than an hour?" Probably, Donald. I think we're going to spend about an hour together, and if we go over we go over. That's the beauty of something like this, Donald, is that when you've got it down like this, when you've got a system that you've mastered and that you teach and that you use, it doesn't take an hour to explain it right. It takes time to build it all out, right?

Here's the deal. Don't ever measure the value of something by the length of it. How many of you have been on a 3 hour webinar and maybe you got one good thing about it? We've all done that. On and on and on. How many of you all have been on a half hour webinar and grabbed something you could use right away in the first 15 minutes? Same thing. Let's go forward here.

There first one is you want to have a specific niche. Now, if some of you are still struggling with your niche, it's a good thing you're here. Donald says this one, thanks buddy. You got to get this basis first. I occasionally run into people that are like, well I want to be online but I don't know what my niche is, because a lot of times those people are just bouncing all over the place.

When you're looking for a specific niche, here's a couple principles. The first one is, the more specific you can be, the more money you'll make. Yeah, I said that. The more specific you can be, the more money you'll make, and here's what I mean by that. Whatever I'm starting to work with someone and I say, "Who's your product for," and they say, "Well everybody needs it." Oh my gosh, that's just ... I know I've got my work cut out for me.

If you market to everyone, it's way too big a net and you're not going to make any money. Unless you have the money the plaster your billboard on the side of every roadway, which



[inaudible 00:19:34] you want to get specific. Now, one of the ways that you can do this is ... Imagine a big X on a piece of paper. On one line of that X are things you are good at, or knowledgeable about, or gifted about. The other X is what people need.

When I was trying to figure out how to get this online thing to work 10, 11 years ago, I said, "Wait a minute, I've been writing a column for 10 years. I know how to put content together in 650 words or less. Then I found out that people didn't know how to create content online. Maybe there's a niche there. It's kind of turned out okay, I would say.

One of the things you want to look for is do you have a niche that people want? You can do that kind of research online and if there's other people doing it, great. That proves to us there's money to be made later. Now, another thing you want to look at. Does your niche ... Is it a gateway to other things? For instance, back when I was a therapist I started with working with teenagers and their families. That was a gateway to many other things, because teenagers came with parental units, right? Then parental units came with spouses, and parental units came with their own issues so I got to work with the kids in the family, I got to work with the parenting, I got the work with the marriage and I got to work with the individuals. It made for a pretty full practice. Does your practice lead to other stuff?

Beth, you were talking about doing stuff around dialysis. Well, you've got not just the actual physical handling of dialysis, you've got the whole lifestyle around it. How do you live a full life and be a dialysis patient? Which leads to health, which leads to quality of life, which leads to everything, so that's a good example of ... Yeah, and the caregivers involved, too. That's right.

I worked with a kid years ago. I started working with him when he was 13. He wasn't suppose to be able to graduate high school because of his kidneys and he has dialysis almost every day. He made it a little bit past 30, and so learned a

tremendous amount about all that stuff and what people go through. You want it to be a gateway to other things.

Second thing you want it to be, is it something that reloads? Do other people come into that niche? Unfortunately Beth, that niche would reload. People go on dialysis all the time for different reasons. Some stay on it, some get off. I remember sitting around with a group of guys in Tallahassee back when I was a therapist, many of them state workers. They were talking about the economy and what needed to happen for them to keep their jobs. I was kind of quiet because my answer was easy because I worked with teenagers and their families and couples. They said all right Jeff you haven't said anything. Why are you being so quiet? What do you got to have happen to stay in business? Well, pretty much as long as people keep getting married and having kids I'm going to be okay. You want to have a niche the reloads. A specific niche, many of you already have that.

Here's the thing. This is where many people get messed up. They pick their specific niche, and then they fail to go an inch wide and a mile deep. What they do instead is go a mile wide and an inch deep, and dig a hole and look in it, and go, "Where's all the money that's supposed to come from this internet stuff?" Or, "Where's all the money that's supposed to come from this business? It isn't in this hole, let me go dig over here." They go dig another hole, and they don't see the money in the hole. Let's go dig another hole. And on and on and on it goes, and finally they get tired of digging. They start complaining, this stuff doesn't work.

Bull crap, it does work. Just you don't work, smartly anyway. You've got to go an inch wide and a mile deep. When I first started playing with the internet as a counselor, I thought, "Oh man, this is going to be great. I can do stuff around parenting, and teenagers, and couples, and the individuals I work with with stress, motivation, and change, I'm going to have a website for everyone and I'm going to have multiple streams of income.

What I ended up with, was multiple fatigue and multiple frustration. You can directly chart the increase in my income with the increase of narrowing my niche and going an inch wide and a mile deep. Two really cool things happen as you put your blinders on and go, "Okay, I'm sticking with this and I'm going all the way."

First thing that happens is that you begin to discover things that have not been seen within that niche. Other people may have been there before, but they don't have your unique take, and your unique view, and so you discover things that have not been discovered before. That's pretty cool, right?

It gets even better though. As you go deeper and as you get good, you begin to create things that have never been created before because you're looking at it uniquely like you, and you're beginning to make it your own. That's a really cool thing, when you begin to make it your own. You discover things that have not been discovered before, and then you create things that have not been created before. What that leads to are a lot of the things we'll talk about later on in our 21, leads to your own glossary, your own language. It also leads you becoming a category of one.

One of the things you're going to notice as we go through these, folks, especially if this is the first time you've been exposed to this, is how interconnected all of these are. As you're working on the beginning ones, I really want you to do well on each one and take each one seriously because they all connect, and they all help each other.

Rolling along here, once you've got your niche and you're going an inch wide and a mile deep, to come up with a compelling lead magnet. Something to give away to folks so they'll join your community. The easy way to create this. Again we've got that big excellent piece of paper. Something that you're really good at, and a big need in your niche. For me it was, I've been writing a weekly column for 10 years. I know how to do this. People don't know how to put content together online? Then

somebody suggested to me, Jeff, look back over your 10 years of weekly columns and see if there's any pattern, any kind of template to it. Sound familiar, kids?

That first product has served me well for 10 years in lots of different ways. My first lead magnet was a sample of that, giving away two of the templates. If you could turn something that people do every day that needs to be made easier for them, if you could turn that into a template, you'll do well.

Another way to create a really cool lead magnet is by turning it into a checklist. For instance, one of the ones I'm working on right now is a checklist for Facebook Live. The things you need to do before, the things you need to do during, and the things you need to do after. Think about that, Beth. That could be useful for you. What do people need to do before dialysis? What do people need to do during dialysis? What do people need to do after? Whatever it is you do, a before, during, and after checklist, people love checklists. There's something powerful about them that they really like.

Okay, so we got a specific niche, we've got you going an inch wide and a mile deep, creating a compelling magnet. Well how do you get it to people, right? There's that good ole magnetic opt-in page, where you create a page where they can get that good thing in exchange for their email address.

A couple of tips. Please don't offer your newsletter, okay? Used to work 8, 10 years ago, doesn't work anymore. Connect them back to the lead magnet, all right? On your page you want to offer this cool thing. The checklist, template, audio, a video. Have a graphic on your opt-in page that shows what they're going to get. Internet has always been visual and is even more so, so have a graphic about it.

Here's a principle for opt-in pages. The less you ask for, the more you get. The less you ask for, the more you get. Get a name and an email address, you don't need phone number and all this other stuff. Get that later. You can even just get the

email address. One of the biggest rules I see violated here is on that page, give them one choice. Either opt-in or don't. Don't give them multiple choices, well you could get this or get that, or go check out my articles or go read my this. No. That decreases the opt-in. You can give them all that good stuff later. One choice, opt-in or not. Folks, don't worry about people not opting in. Because if they're not going to opt-in, they're not going to give you their email address, they're certainly never going to give you their credit card number.

Now, these next four are 25 different things, all pointed at that opt-in page, because what you're wanting to do is build your community. Doing this will build a community quickly. 25 articles. Now, we're not talking about War and Peace here kids. We're talking about 200, 300, 400 words, around topics in your niche. If you use the custom content wizard, you can go a whole lot quicker. [Customercontentwizard.com](http://Customercontentwizard.com) if you don't already have it, and boom, you have all of these pointing at that opt-in page. Think about your topic, and how many topics around it you could ... could create three myths, three mistakes, three basic tips, three advanced tips, three fears, and on and on.

The next is 25 videos. But Jeff, I've got a face made for radio. Okay, so? [inaudible 00:31:46] argue and hold onto that limitation or you want to build a list? One choice is to get over that. The other one is to do screen capture videos. Four slide video. Title slide. Problem slide. Solution slide. Call to action slide. Four slide video.

Now, if you've done a three tips article, the temptation is to take that article and turn that into one video. Don't do that, turn it into three videos. A video for each tip, and I hope with that four slide strategy that makes this whole notion of doing videos a whole lot easier for you. You can talk on video if you want. Facebook Live is a great way to create video now. It's never been easier than with stuff like that.

25 articles, 25 videos, we're at 50 now. 50 digital properties pointing at one opt-in page. 25 infographics, okay? Tim, that's

smart. Found a 4 minute video is just over 600 words. Yeah, there you go. Do your video and then have it transcribed. There's some more articles. See how it all connects, kids? Infographics folks, I'm telling you. I've been saying this for a couple years. Everything's moving towards infographics. Towards graphics and towards video. Guess what? It's still content. You know what an infographic really is? An infographic is an illustrated article. An infographic is an illustrated article. That's all it is. Simple as that, so 25 of those all pointing at your opt-in page.

Now, get ready to cringe, because this is going to scare some of you. 25 Kindle books. But but but ... Get your but out of the way. Do you know that a Kindle book can be 10 pages? Solve one small problem, and that's a Kindle book, and it's smarter to have smaller Kindle books because then you can sell a series of books. Solve problem number one in the first one, and problem number two in the second one.

25 plus 25 plus 25 plus 25 is 100. You don't do this in a day. You do it over time. When you do it, you now have 100 digital properties pointed where? Pointed at your opt-in page. This is a very very good thing. Your list will grow. You will get traffic. You will be able to make sales when you do this.

We've set up list building stuff, we've set up traffic stuff, now once you have all this, what do you do? Well, I mentioned your list is going to grow, right? Once you get a 25 member list, do everything you would do with 250 member list, or a 2,500 member list, or a 25,000 member list or a 250,000 member list. Stop waiting, start now. If you don't get anything else out of this training, those four words are huge. Stop waiting, start now. You have my permission, okay? [inaudible 00:35:42] not really the issue. The issue is giving yourself permission, but we'll get to that later.

The issue here is taking good care of a community. When you do that, your community grows. Don't wait until it's big to start taking good care of them. If you're going to tide, if you're going

to give money away on a regular basis, like I've been raised to and like I'm raising my sons, what do you think is easier? To give away a dollar out of 10 bucks, or 1,000 out of 10,000. What's easier to give away? A dollar out of 10 bucks, or 1,000 out of 10,000. Not rhetorical. Give me what you think here in the chat. I'm asking you a question. Yeah, a dollar out of 10. It's the same percentage, but it's different because it's higher. The same principle applies here. Take great care of your community at 25 members, you can also do it at 250 and 2,500.

I remember the experience of where my list community grew to where I did not know who everybody was, and I thought, "Wow, that's weird. That's different," but you can still take great care of them. There are people I will never meet. I love meeting people face to face, and I love it when you guys go, "Wow, I thought you'd be taller," and I always say, "Yeah, so did I." It doesn't matter if you've met them face to face, you can take really good care of them.

All right, so now one of the ways you take care of this community and start to build on a bigger basis is doing some kind of regular show. When I first started out, I did a weekly teleseminar, and then it was a weekly webinar, and I'm actually backing off from that now. There is so much good here to be accomplished for yourself by doing this. Now, back in the day the only thing we had to do was with the teleseminars. Then there were webinars. You guys are so blessed because you've got teleseminars still, webinars, Blog Talk Radio, podcasts, meetups, Facebook Live, I said podcasting, Periscope, [inaudible 00:38:21]. There's so many ways to do this. Try them, see which one fits best for you, and run with it, folks. What this does is it builds a community around you. It builds a community around you.

Now, let me ask you something, and this is to be answered in the Q,A please. It doesn't matter what your belief system it, what denomination you may be, or you may not be any at all, but you'll know the answer to this. How often does the average church meet minimum? How often does the average church

meet minimum? How often do they meet? Yeah, weekly. Boom. Minimum. Sometimes more.

There's a reason for that. It keeps the flock together. There's a side principle to be learned here, folks. I belong to a very very large church here in Atlanta, but it feels like the tiniest place because we do things in small groups. One of the things that I do is I watch how they do things, and I've learned so much about how to do things from watching how they do things. The principle is, watch how other businesses do things, and learn from them. I learned a great, great strategy for membership sites from a guy that runs tanning salons across the Midwest.

Thousands of members, and what he discovered was that sometimes people in the winter or they're going on vacation, they're going somewhere, whatever for a while. They'd want [inaudible 00:40:17] their membership because they were going to be gone. It was very unlikely that they'd pick it back up, right? What my friend did is he instituted a freeze fee. Let's say their monthly membership was \$47, and they didn't want to tan during the summer because they were going to be outside and tanning normally. Instead of stopping the membership, he would offer them a freeze fee of \$5 and we'll just charge you five bucks a month. That means you get to keep your membership, and when you come back, it'll pick back up at the price it is now, not at the increase, and whatever you spent monthly on the freeze fee, you can apply to buying something in the store.

Brilliant for membership sites, because when I talked to him, and this is like 6 years ago now he was doing it, he had about a thousand people on a \$5 freeze fee, so that meant every month, he started out \$5,000 ahead for doing nothing. If they get the stick strategy involved, they get to come back at the same fee and spend the money on something else? Cool. Pay attention to other niches.

Another thing you could do with weekly shows, or regular shows, is have three sources of income. A pre webinar special,



an offer on the webinar, and a post webinar special. All right, so what are you going to sell these people with these specials? Well that's your entry level product start. What's the first step someone needs to take to be successful in your niche? That's what your entry level product is built around. My basic transformation process for online marketers is you create content, you get visible with it, you drive traffic with it, you build your list with it, and you create products with it. Those are my five steps.

My entry level product, one of them is the templates. The content creation templates. Now, we're going to talk about the transformation process here, and in your signature product. Your transformation process is the steps people go through to get the result they want. Every single one of you have one, whether you know it or not. Your entry level product is just that first step. In your first product, you're tempted to give them everything. Don't. Just that first step. It gives them success and when they need to next steps, who are they coming back to? You.

Now, once you've got that you want to use joint ventures to build your network and build your community. I wish I'd started this earlier. I could hear you saying, "Wait a minute, but what if I only have that 25 member list you talked about, Jeff? How am I going to do a joint venture with people with thousands on their list.

You're not, but again, don't wait until your list is huge. There are other people out there with 25 member lists and when you find them and do a joint venture with them. Let's say that they're going to host a webinar for you. You're going to set it up and people will opt-in on your opt-in page, and they send an email to their list and just to keep the numbers round and easy, let's say all 25 people from your affiliate partner, your JV partner, sign up for your webinar. We're going to do some higher math here. You started with a list of 25, Donald's saying, "Hi, buddy." It was actually Duke downstairs that started the barking, but Buddy joined in laying here at my feet.

Let's say you start with a list of 25, and you do a joint venture with somebody who has a list of 25, and all 25 people on their list join your 25 people in your list. How many people do you now have? I told you it was higher math. 25 plus 25. Boom, yeah, 50. Good job guys. What does that mean? Your list is doubled. I did two hosted webinars this week and grew my list by 750 people approximately. Not a bad week for showing up, talking for I don't know, maybe two and a half hours. Plus I did it with a partner so it was even less than that, plus we made money. Not a bad gig, folks.

I hear you, "Yeah Jeff, but you've got a list, you've got connections and you know people," and you know what? All that's true, but every single one of those things started with one. Start now. Stop waiting.

Your signature course. This is your course that provides the steps in your transformation process. Easiest fun tip to do. Grab some crayons, walk over to the nearest wall in your house, and draw five columns. Yes, I'm asking you to write on the wall. We did it as kids, why not as adults? It's fun. Now I've got a whiteboard wallpaper that I do that on, but why not do it directly on the floor? Could be fun. It'll come off, or you could paint over it.

Write five columns. One for each part of your transformation process, and we're just using the number five for teaching purposes, or teaching porpoises. Then underneath each heading, you're going to write everything that could go into one of those modules. One, two, three, four, five. You need some bonuses to sell it? Pull out some stuff from each module. Make it a bonus. There's your signature course.

Beth is asking, you know I know Kristen through Daniel Hall. Were you on that call, too? I know Kristen more through [Names 00:47:08] than Daniel Hall. I know Kristen from being a fellow ... She was first a student and then a fellow [inaudible 00:47:17]. Good, good Beth. There's your signature course, kids.

Then we want to take [inaudible 00:47:31] into a mentor program, and all a mentor program is, is something every one of you all can do. It's going deeper into your niche, not necessarily new things, simply deeper content, more access to you, for a higher price. Write those three things down. Deeper content, more access to you, higher price. People want to work with you. There will be people in every list community that want to work with you. Why deny them that privileged. That would be silly.

Now notice that we're away into this list before I even talk about your blog. Was talking to somebody earlier today on an Insider's Circle that Jim Edwards and I do. It was waiting to get some stuff done on their blog before they launched. No, even though you blog can be the hub of your business, you don't have to wait. You need two pages to start online. Two pages. An opt-in page, and a thank you page. That's it. That's is it. Seriously.

That's one of the reasons Leadpages got so popular, is they figured that out and helped people create those pages. If you're not part of that you can go to profitable Leadpages.com. All you need is two pages, and then as things grow you can build out your blog and have different parts. Keep it simple, folks. Please keep it simple.

If you want an example of a simple blog that could do a lot of things, just check out mine at [jeffherring.com](http://jeffherring.com) and that thing has been a long time coming to make it that simple and that clean. It does not have to be everything. All right, so we're in the home stretch, kids.

Attending events. Why in the world would I want to do that? I'm an introvert, Jeff. Basically so am I. I know no one believes that, but it's pretty true. You can go to national things, you can go to local things, you can go to meet up groups around your topic in your city. If you don't have any in your city, go to the nearest one that has one. One of the best reasons to do this, in addition

to making connections, forming joint ventures, and learning, is one of the reasons I will always go to events and I will always go to hear people present on topics I'm an expert at.

One, I don't know everything. Anybody ever tells you they know everything about a topic, run like hell. One thing, they're arrogant. Two, they're lying. They can't know everything about a topic. The other reason I go is I want to listen to the questions that the audience is asking, because then I know what they're struggling with and I know what to create offerings around.

We mentioned, what the heck's a DRGR in the beginning. That stands for daily revenue generating rituals, folks. Daily revenue generating rituals. Those are things you do every day that generate money. Now, what most people start their day with is checking their email, which is starting your day on someone else's agenda. Here are five things I do almost every day. Would you guys like a little bonus? Get you \$7 worth? The first five things I do every day, no matter what, whether I feel like it itself, or feel like it or not. I was reading Donald's thing while I was talking because Donald says, "DRGR is a course itself." Yeah, and it's on the drawing board.

First thing I do every day, in some form, is create some content. It might just be an infographic on Facebook. It might be an article, it might be part of a product, it might be part of a webinar. The second thing I do is publish that somewhere, get it out where people can see it. The third thing I do is nurture a current JV relationship. Saying hi to somebody on Facebook, calling up someone. I know every day I'm on the phone talking to somebody about ideas. That's number three. Number four is I either research or reach out to potential new JV partners. Did that this morning, actually.

The fifth thing I do, every day, some portion of my community gets an offer every day. "But Jeff, we don't get offer emails from you every day." Darn right you don't, that's silly, but I've got lists around relationships, I've got list communities around parenting, and I've got my list really well segmented based on what each

person likes. Some portion of my list gets an offer every day. Tim, you're right, there's a checklist just for the DRGRs, yeah. That's a good idea. That is a good product idea, Tim, thank you.

Pay attention to what are the things that generate revenue for you. Do them every day. Something that really impacted me that was so simple, I saw as a graphic on Facebook recently, said something like, "Make a list of things you enjoy. Make a list of things you enjoy that you do daily. Adjust accordingly." Oh, okay. Same thing here. If it's revenue generating, why not do it daily in some way? Makes sense to me. An extension model is showing people what's next. Some people call it a funnel, I like calling it an extension model because people go up instead of down, right? You want people to be able to see what's next. Many people in my community have gone into this program, the insider's program, because they found out about it, because I mentioned it, because I taught about it.

The first thing I ask when they tell me there's not enough people in their mentor program, I say, I ask, "Do you have your extension model somewhere in public on your website? No? Do people know you have a mentor program?" "Well, I talked about it three months ago." Where do people start, and what's the highest level they can get to? A glossary. A glossary is a set of words and their meaning. When you begin to develop your own glossary, you're developing your own language. People start using it. It builds a stronger tribe, a stronger community, and when people start using your glossary, using your language, you've got a connection.

Insider's, you know what I'm going to say next. Just give me one phrase or one word from words we use a lot in the insider's circle. Before your head hits the pillow tonight, this stuff works, yeah Molly. When I say go use this stuff because it flats out works, yeah, okay?

Anyways Beth, you didn't realize I had a mentor program. There you go. You'll get an invitation to that in a little bit, Leslie, and so much more. Chris, yeah I haven't thought about that as a

glossary, but you're right, Chris, Chubby, my sidekick. For those of you who don't know what I'm talking about, Chubby the skeleton is my sidekick on live casts. It's just a skeleton that we bought at Kroger one Halloween, put a hat on him and and stuff, name him and he becomes my sidekick. Just a funny aside, while I was teaching this I walked over to Buddy, the [internet 00:57:07] dog laying on the couch, and Chubby's arm fell off the other day. It broke off, I got to fix it, and so I started scratching buddy with Chubby's hand, and Buddy looked at me funny at first, and then he just kind of laid back and went, that feels good, so he's also a back scratcher for Buddy the internet dog.

All right, whoa, origin story. From whence do you come? What's your story? How did you decide to do what you're doing? People want to know this. You don't have to have lived in a van down by the river to have a good origin story. Why are you interested in what you're in and how did you get into it? People want to know that, and it needs to be shared often. On webinars like this, on your website, in articles, in e-books, et cetera, et cetera. People can relate to that, and people remember origin stories.

Who's going to be the first one the answer this one? Young kid walks out of a play with his parents. They cut down an alley on a shortcut, get robbed, both parents are killed, and he's orphaned. Who am I talking about? Boom, Tim gets it first. Batman. Why do we know that? Why do we know what, and I could give you ten more examples of that, right? We like origin stories. Make them work for you, kids.

Finally, when you do all this stuff, yeah Tim, stories sell, facts tell, stories sell. When you do all this stuff, you become category of one. Why if that important? Well you want more money as a category of one, and you help more people, because the opposite of a category of one is a commodity, and a commodity competes with everyone because of price. A commodity competes with everyone because of price. A category of one in your niche competes with no one because of

results. A commodity competes with everyone because of price, a category of one competes with no one because of results.

Somebody asked me the other way when I was teaching this. Well, what happens if there's another category of one in your niche? There's two approaches to that, kids. One, you could compete with them and make it ugly and nasty and competitive, or you could partner with them, because if you get two categories of you, I have two questions for you. First question is, if you get two categories of one partnering together, what do you have? It's not a rhetorical, what do you think you have? Tell me in the Q,A. Right, you've got something very very powerful. Bigger category of one plus one, yeah you've got a JV Donald. A new category of one, there you go Jim.

Can anybody tell me an example? There's a few where me as a category as one has partnered with someone else that was a category of one. Leslie, yeah, one plus one equals eleven, absolutely. Come on you guys, it's staring you right in the face. Mike is one, with live video secrets, yeah. You guys are naming all of my JV partners. Yeah, partnership with Daniel [Hall 01:01:27]. Jim and Jeff, yeah. Two content guys and then you guys ended up calling us the Content Duo. We didn't make up that name, you all did. We partnered together and have done some pretty cool stuff, right? You guys can do the same.

There are the 21 steps. You don't do them all at once, but when you do them, let me tell you this. This is why I talk about simply certain success. Every single person I've ever worked with who has put all 21 of these in place is very very successful. I can't guarantee your success before I don't know how hard you'll work. I do know this. Every single person that I know that has got all 21 of these in place, is successful. Now, I love the questions coming in and we're going to get to those. We're going to have a Q,A time.

First, take a look at this certainty blueprint after we've walked through each one, and you see how connected they are and we've done it step by step. Now, does this look harder or does

this look easier now? It look harder or easier? You guys okay if I go more than an hour, give you a little extra for your money? Beth says it looks simpler, not easier. It is work, Beth, and I'm not one of those people to say, "Just press a button and lay on the beach." This is work, but it's simple when you do it right. Beth says, do please go on. Okay. Gordon says easier as you broke down the steps. There you go, you're right. Now I've got to ask you, have I delivered on all my promises? Have I delivered \$7 worth of content?

Also this is much more obtainable. Beth says, "You know it." As always, thank you guys. Absolutely. All right, cool. I think the next line is redundant. As valuable as a paid training, well it was a paid training. What you just experienced is a small slice of what's it's like to be part of the Results Now Insider's Circle Community. Many of those people are here and will tell you about. All right Cynthia, just says I delivered at least eight ninety-five, a buck ninety five bonus. My day is complete.

All right, so this makes your success simply certain now when you do this. Here's how we do it. We do weekly webinar training. One week will dive in deep to one of these 21 things. In fact, your timing is great to come onboard, because we have just begun this week, what we're calling the summer of certainly, in the Results Now Insider's Circle. We've got one training under our belt, we're going to do a whole lot more focusing on making sure everybody's got these in place. Pretty good way to spend the summer, huh?

Tough crowd, Beth says, with that \$1.95, I love it. Next, we do two of these ones actually. Mastermind Q,A and Spotlight consults. Ask a question, we build your business around the answer, and then you get a Spotlight consult where we really dig into your business. Then the five pillars I mentioned before. Content creation, online visibility, traffic generation, list building, and product creation. We focus on each one of those so you get really really good at it, and there's that second Mastermind Q,A. That's one way to look at it, Beth, is a five month commitment. I want you around for much longer to help you



really grow, but with each of those, sure. You can do it in that long.

You get a private members area with all the recordings of [inaudible 01:05:40] too, and each one that we do, each training, so if you can't make one it's there in your members area. You get your exclusive Facebook community. It's not immediate, Beth, it takes a while. It takes work. Folks, I love this Facebook community and Insider's you can start talking about it now and letting people know why they should do this. I love this Facebook community like I do all of mine, but this one the most because, you know what this group is? If I was going to say one word, or come up with one word for this group, they are generous. They are very very generous with helping each other. It's awesome. I get to wake up in the morning and see people from all over the world helping each other. It's cool.

When you come on board you get my original profitable content creation templates, and this is something I don't see anyone else do, for the first six months of the program, each month you get a new ... product, one of my core entry level products for free. Going forward, anything I create, you get for free. If I do it with a partner then you get discount, but anything I create on my own you get for free as part of this program. There's Insider's here for free, right? When I do my bundles, you get them for free.

Here is it laid out by the value conservatively spoken for each one of those trainings a month, and it's all done by me. 1188 value, and a private member's area, the private Facebook group, the templates. All together we're talking about a three grand kind of deal, but you're not going to pay that, or that, or that, or even that, okay? Webinar price is 197 a month. Now, I'm going to make it even better for you, because you guys have invested in yourselves, put some skin the the game here, kids. It's \$97 to come on board and get started in the Results Now Insider's Circle, all right? 97 bucks a month right now. I promise you, effective July 1st, it will be 197 a month, so this is the month to get in because then it's \$97 a month,

grandfathered in forever, because this is rising and will probably stop around 497 a month.

You guys get it at 97. There's the link for you, and I'm going to swing over here into the chat and type it in, really important to spell well at this point. Results Now, see I put a q instead of a w. Insider's Circle. There is it. If some of you would go over there and check that link just to make sure it's okay, that would be cool.

Now, there are a couple of ways to come onboard. A taste of mentoring gives you that month in the program for \$97, and this is if you're just tentative and you're not sure and you just want to check it out. ATasteofMentoring.com gets you that month of training. It does not get you all the products for free, so when the next bundle comes out you don't get that for free. It's be a \$37 bundle or whatever, and it's not a forced continuity thing. At the end of it, when you want to stay, and everybody does, you got to let me know and then we'll get you into the full program, or if you're sure you want to do this and you're ready to commit, go to ResultsNowInsidersCircle.com, the one I put in your chat so you don't even have to type it into your browser, and there's three ways to come on board. You can do it at 97 a month, or there's a big savings if you do it for a year, and an even bigger savings if you do it for lifetime at Results Now Insider's Circle.

Thank you, Chris. He's an insider going, since we're here for you we'd have gladly tossed in the 195. Thank you, Chris, appreciate it. Beth says, "Yeah, that links working." Thank you.

Now, some questions I saw as we were going here. Let's see ... You wanted to see what an infographic looked like. Okay. Cruise over here to Pictochart, one of the places where you make them. I can never remember where this is on my site so I just go back to where I created it. There we go. My saved Pictocharts.

Here's one. Five places to publish your articles. Stop that. There we go. This came from an article. That's why I said an

infographic is just an illustrated article, and then you've got to call the action at the end, another one in development. I don't think I published this one yet, which is 7 steps to creating a great engagement post on Facebook using the custom content wizard. Boom, just like an article would be, it's broken up pictorally, and at the end they're invited in the custom content wizard. That's an easy way to do it, an easy way to picture it. On a Pictochart.

Welcome aboard, Gary. Awesome, good job buddy. Can't wait to work with you. I love those cha-chings and clicks. Donald, send me an email about that. Tim says, this training was just the tip of a very big iceberg. I even heard new ways of looking at the concepts we've been drilling down in the Insider's Circle. Cool. Good Chris, I'm glad.

All right, be glad to take any other questions. I've been trying to grab them as we go. I think I've got all of them. If you've got more or if I've missed one, please pop it here into the Q,A and we will do our best to answer it. Now, you may be asking questions because you feel like your mind's full, I try to set this up so where you're not drinking from a fire hose. There are a lot of moving parts. When you break them down into manageable piece, because each one of those 21 has pieces under it, like creating an opt-in page. First you've got to have something to give away, right? You're going to have a graphic on the page that shows what they're going to get. You're going to have it connected to a way to capture those names, and have an auto responder following it up. There's lots of pieces to that, but each one's broken down, right? You can do it.

I'm telling you. This is the favorite thing that I do, because I love seeing people make successes, launch their products. It's fun, you know? I'd like to have fun with you. You're invited to go to Results Now Insider's Circle. Welcome aboard. Brett, cool Brett. [inaudible 01:14:18] We're full of guys today. Come on ladies, come join us. At ResultsNowInsidersCircle.com, the link is now over in your chat. I don't see anymore questions coming in, so we're going to go into the home stretch here.

Number one, thank you for investing your \$7 in your training, and there's going to be a lot more of these coming, a little bit deeper trainings for you guys. Appreciate you investing in yourself, and even though you invested in this, there's still a lot of places you could have been today. There's so much going on online right now, and you spent the time time with us so we always appreciate that. Now, go get this stuff at Results Now Insiders Circle and as always, go use this stuff because it flat out works. Insider's, as these new people come in the Facebook group I know you guys will welcome them and help them out, be generous. Appreciate that, and we'll see you guys online. Catch you next time.

[ResultsNOWInsidersCircle.com](http://ResultsNOWInsidersCircle.com)