



# Facebook Ad Vault

[\(Click here to view in Google Docs. Click 'file' - 'Make a copy'\)](#)

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Here's a decent side biz:

We make lil' websites... for local businesses.

For example:

"Tow Truck... Green Bay, Wisconsin"

Right?

Then... we rank the site in Google.

So that, when someone in or near Green Bay... has car trouble... and needs a tow?

Boom, there we are - waiting to help.

K?

Then... we created this cool software... that lets us get a local phone number... and what it does is... it tracks and forwards all incoming calls.

Now.

We'll go ahead and hit up a tow truck company in Green Bay... and offer 'em free leads.

As in:

"Here, have a sample."

"Oh, and if you want more, let's talk."

Sorta like they do at Costco.

Make sense?

Good.

Then... after they land a few deals... we'll say:

"Look, we'll keep 'em comin'... and getcha as many as you can handle... for 500/mo."

And they'll take it or leave it.



Either way, the heavy lifting - for us - is already done.

The website's glued to the top of Google... and it'll keep gettin' great leads... day in and day out.

So we'll just keep offering free trials till someone wants to pony up and pay.

And after that... it's mostly hands-free.

They'll send a check every 30 days... meanwhile... we're off settin' up the next one.

Pretty cool, huh?

And it doesn't take a ton of time or tech skills.

And, like I said, there's really no "selling" involved.

Plus, it's all done online, so it makes no difference where you live.

Oh, and no buggin' friends and fam.

No whiny customers to deal with.

No messin' with inventory.

No ad spend, which is nice.

And... you can rinse and repeat... and make as many as you like.

With millions of untapped niches... no need to worry about saturation, either.

Granted... I've oversimplified the crap outta this.

There's still plenty to learn.

Like, which niches work best.

(Think: less common, higher ticket, good margins.)

And how big of a city you should go into.

(Right around 100,000 seems to be the sweet spot.)

How to make the website and what to write.

(We use a drag-and-drop website builder... and model existing sites, but just do it much, much better.)

How to get ranked... without it taking forever.



(We've got a private group of people... and we all work together... to make that happen.)

Then... there's gettin' listed in the "Maps Pack."

(We've got some tricks up our sleeve for that, as well.)

And so on and so forth.

But... as you probably guessed... that's where we come in.

Wink, wink.

So like... assuming you're interested in learning more... here's what I'll do:

I'll show you the ropes... for free.

And after you make it through the ginormous "demo page" I put together... my hope is... you'll wanna apply for our coaching program + software + tools + meetups.

Alright?

So that's "the catch."

And if you think it's fair, just enter a valid email here:

<https://DecentSideBiz.com/>

Then check your inbox for the homie hookup.

Don't worry... if you're not feelin' it... you can unsubscribe from all future emails... by clicking the link at the bottom of that very first one.

Sound good?

Sweet, so slip your email into this slot here:

<https://DecentSideBiz.com/>

And let's have some fun.

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/// STOP DOING THESE THINGS IMMEDIATELY ///

- blogging every day
- emailing every day
- writing your new "best selling book"
- going to networking events
- begging for referrals
- the list goes on and ON AND ON

Majority of people who work with clients have NO DEPENDABLE systems for getting MORE clients (except for just "work harder" and "work longer").

THAT is not a dependable strategy.

We've found there are really only a few key activities that actually \*move the needle\* WITHOUT requiring more work and harder work from you.

>>> <https://monthlymemos.com/> <<<

Look, I'm not going to hard sell you on this.

We work with dozens of clients every single month, cumulatively in about 30 different industries. All of them work with clients of their own and use our strategies to do it.

For the first time, we're taking some of those strategies, and we're packaging them up for the "common folk." We aren't going to charge you \$50,000 for them, though they'd be worth that. We aren't going to charge you \$10,000, though they'd clearly be worth that as well and as you can see from the video you'd make that back quickly...

We're not going to charge you \$100 for them either cause the point of this isn't to make money (we make plenty of money from our other offers, trust me).

The point of this project is YOU.

- You're under-recognized for your expertise.
- You're under-paid for the solutions you provide.
- You're over-booked with activities that don't matter.

If you work with clients, these "Memos" are the best life rope you will EVER find and it will cost you nothing if you don't like them.

Try them out, cancel if you don't like them, don't pay a penny if they're not helping you.

Go here for more info:

<https://monthlymemos.com/>



## ● DON'T CREATE ANOTHER AD CAMPAIGN ●

😞 😞 Why??

5 words...

**SOS** The. Game. Has. Changed. Period.

Long story short: what was working on Shopify 6 months ago isn't working any longer...

Even what worked 2 months ago is now considered "dust"...

? ? How do I know this?

With over 15 years in this industry, I have personally helped over 100 ecommercepreneurs get to 7 and even 8 figures using strategies that I've developed over the years...

🔥 And the most important thing I can tell you is that YOU NEED TO STOP DOING WHAT EVERYONE ELSE IS DOING!

More Ads and More Products IS NOT THE ANSWER.

...That's what everyone else is doing and it's getting less effective every day.

🔥 I'd like to show you how we do things differently by focusing on something called "Revenue Optimization"

And if "harnessed" properly, it can take one's ecommerce store and turn it into a CASH COW that can be rapidly scaled.

To show you exactly what I mean, I've put together a free workshop that shows you live examples from 5 different Shopify stores...

👉 Go here now and save your spot: <https://buildgrowscale.com/6-optimization-tweaks/>

📣 Let it be known, my advanced training is NOT...

👤♂ Last month's "flash in the pan"...

👤♂ The hottest "marketing" trendy bit of BS that everyone's jumping on...

👤♂ And definitely not some difficult, fancy funnel...

What I uncover in my training is what's working right now... for me, and for my hundreds of clients!

⚠️ However, I need to be up-front about something...⚠️

● ▲ ● ▲ This training is going to shake your belief in what you "think" you know about ecommerce...

This advanced training is for...



- ☑ Ecompreneur's who currently sell a physical product on Shopify
- ☑ The individual who desires to build a Shopify store that ACTUALLY puts (lots of) money in your pocket each and every day

😬 Now let's get this out of the way...

This training is 100% NOT for...

- 🚫 Biz opp seekers
- 🚫 Get rich quick "pipe dreamers"
- 🚫 And people who are not dedicated to putting in the time and effort...

And as a bonus, in my FREE advanced training, I'm giving away...

- \* My custom and completely optimized Shopify store theme.
- \* My "Revenue Optimization" store Checklist
- \* My "Revenue Optimization" Store Build Video Series
- \* My valuable promise that has already helped hundreds of my personal clients scale faster and with more cash flow...

💡 Save your spot here: <https://buildgrowscale.com/6-optimization-tweaks/>

But I'm not going to keep this training up forever...

👩♀️ First come, first serve... 👨♂️

Serious business owners looking to scale their Shopify Store PROFITABLY

💡 Go here now: <https://buildgrowscale.com/6-optimization-tweaks/>

Talk soon,

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If it's new, shiny, sexy... people flock to it:

- Airbnb
- Shopify
- Amazon
- Webinars
- Consulting
- Google ads
- Facebook ads

Not me.

I'm staying put.

Doing what's always worked.

(And always will.)

Which is:

Forwarding leads to business owners.

Think 1-800-Flowers.

My job is to promote a phone number.

That's it.

I do it all online, from my laptop, without leaving the crib.

And each client pays me a few bucks per call.

Give or take.

It's like affiliate marketing, only better.

Cuz, let's face it, getting someone to call a chiropractor, for example, when their back hurts?

Ain't exactly hard.

And with so many different businesses and so many cities, I can cherry-pick the easiest deals.

As in, scope out something that'll get lots of calls with little effort.

And then, boom, go into that niche...

Grab a local phone number (we can get you one for any city, with our custom call software)...

Strategically spread it around the internet...

(\*Without\* paying for ads, by the way!)

And, when it starts getting calls?

I'll contact a biz owner in that city, who provides that service, and offer 'em a handful of leads... for free.

He or she accepts.

Gets a new customer or two.



Says:

“Keep ‘em comin’.”

To which I say:

“Happy to - for \$3 per call.”

(Sometimes more, sometimes less, depending on the project.)

And they say:

“Deal.”

But the beautiful thing is, from there?

My work is pretty much done.

The phone keeps ringing, I keep earning.

And yet, I’m off setting up the next one.

Cool, right?

And it’s proven AF.

Like I said, this is nothing new.

Smart marketers have been doing this for years.

But what’s funny is, with each new fad in the IM space, more and more people are jumping ship.

And abandoning this tried and true business model.

Like, in the last year, competition’s been going down, not up.

Which is crazy.

Cuz I can’t dream up a better business.

I mean, all you need is a phone number, some focus, and a few minutes of marketing a day, and you’re getting calls.

Don’t get me wrong, though.

No one campaign’s gonna make you rich.

Like, say you royally suck on your first attempt.

And you only average two calls a day.

That’s 60 calls a month.

If your deal was a piddly \$3 a call?

That’s only \$180 a month, right?

Okay, no sweat.

That’ll pay your cell phone each month.

Now go do another one.

Get a lil’ better.

Charge \$4 a call.



Generate more calls.

Knock out a bigger bill.

Keep goin'.

Why stop?

What if you had 10 of these suckers?

20?

50?

Paying you, passively, every single month!?

Freedom, that's what.

And I know you're rolling your eyes right about now.

Can't say I blame ya.

If I were you, I'd be thinkin' two things:

One, sounds too good to be true.

Two, if it were anywhere near that good, you'd keep it to yourself - and you wouldn't be here, telling me about it.

Both valid points.

Until you consider:

A, I've been doing this for a decade, and can prove it.

And B, I've got something for sale.

And there's plenty of room for the both of us to do it, without stepping on one another's Nikes.

Still.

If me monetizing the "how to" gets your knickers knotted?

So be it.

Just keep scrolling.

But you could also think about what's in it for you.

Right?

Like:

Say I taught you the steps.

And showed you real-life examples.

And let you hear from hundreds of people who've already bought my paid program.

Who're doing this, successfully, themselves.

Would that be worth entering your email on this page here?

<https://TheClassicBiz.com>

Yes, no, maybe so?



Dude.

What's the worst that could happen?

You watch one video, decide you don't wanna do it, and unsubscribe from my emails?

Not the end of the world.

But what if you really get excited about it?

What if everything I said is true?

And you could see yourself kicking some serious butt with this "old school" internet biz?

Well, in that case, you might consider applying for our mastermind.

Your call.

But if it's something you wanna check out?

Here's how to get the goods, instantly:

Head on over to:

<https://TheClassicBiz.com>

Enter a valid email, check your inbox, press play.

Cool?

Cool.

Here's the link one last time:

<https://TheClassicBiz.com>

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Around 95% of businesses never generate over 7-figures in annual sales.

And unfortunately, about 84% of companies go out of business within the first 3 years.

So, what's the difference between the entrepreneurs that scale vs. fail?

It's the unwillingness to learn and implement what I explain in the 60-second video below.

Before you scroll past it and ignore the video, I want to point out that you're likely browsing the internet doing "N.O.T.H.I.N.G."

Which means looking at...

[ N ] aughty pictures (mostly cheeks disguised as fitness pics)

[ O ] ther people's success

[ T ] ravel destinations

[ H ] ouses to dream of living in

[ I ] nsanely funny meme's (to be real, I'm Guilty AF)

[ N ] incompoops argue online



[ G ] irls & guys posting selfies but disguising them with motivational quotes

All of the above will entertain you momentarily, but what's the R.O.I. on nothing? NOTHING!  
It won't pay your bills, & scrolling the internet comparing yourself to everybody else will make one emotionally bankrupt!

So, you can continue doing "nothing" for the next few minutes OR, if you're gonna be on Social Media, you might as well let me show you how to get paid to use it. So, if you'd like to do something instead of nothing:

1. Watch the video below.
2. Click the button or this link: [www.StopScrollingAndWatchThis.com](http://www.StopScrollingAndWatchThis.com)
3. On the next page, tell me where to send my short video training.

On the training, I'll show you how I make my living creating ads like this, on social media, to help businesses get customers.

I call it the "coolest job ever". Not because of how much money I make, but because of HOW I make my money... helping people!

It's also allowed me to build a team of 25 and have a really cool office in downtown San Diego.

So, watch my free training video & let me teach you how to monetize your dirty little social media habit!

P.S. In the spirit of full transparency, what I teach in the training is not easy. But it's simple, rewarding, & gives me the freedom to work from wherever, whenever, as long as I have my laptop and wifi.

P.P.S. 100% of what I cover in the training I'm about to email you is not taught in college, but every entrepreneur needs to know it. This is why I consider college the biggest legal scam in the world for entrepreneurs.

Stop doing "NOTHING". Click the link above.

Enjoy,

Billy Gene



Something was horribly wrong!

In March of 2017, I became severely depressed. I was experiencing brain fog & fatigue & it didn't matter how much personal development work I did, it NEVER stuck.

I would get a quick injection of motivation, but it always ran out.

Worse yet:

- \* I was struggling to focus
- \* I began procrastinating
- \* I was constantly exhausted
- \* I couldn't make clear & concise decisions
- \* I had no sense of purpose or direction

And, I lacked the confidence and lasting motivation to ambitiously pursue and reach my goals.

I wanted to go 100 miles per hour, but it was as if someone had SLAMMED on the hand break and I was STUCK spinning my wheels.

I had goals that I wanted to achieve, but there was this unknown factor preventing me from reaching it and it didn't matter how much I tried to PUSH through, I could never get ahead.

And, as the days went on, I got more and more disheartened, especially hearing the self-help gurus yelling "QUIT MAKING EXCUSES" and "JUST DO IT!"

They make it look so easy!

The problem is, when we look at peak performers, we only look at their psychology, not their biochemistry. If you were to take a peak performer and deplete them of Vitamin D or Magnesium, they would suddenly become depressed, procrastinate, make excuses and become lazy.

And, it wouldn't matter how much you told them to apply willpower, they would eventually run out of the mental energy required to maintain it, until they fixed the underlying issues.

The truth is, we can't become peak performers until we apply psychology and biochemistry in tandem. The two are interlinked and can't be separated, and yet, the strategies we're taught to improve our lives, fail to factor this in at all.

I had enough of the misinformation peddled by the self-help industry & watching people suffer. Unable to find answers from my doctors, I went on an extraordinary 90-day mission to biohack my mind & body back to health.

I knew there was a better and guilt free way to achieve my goals, develop focus, drive and the motivation I needed to succeed.

I traveled the world to interview the top neuroscientists, psychologists, doctors & biohackers, such as Dave Asprey (Bulletproof Creator) & what I found was staggering.



Food sensitivities, inflammation, side effects from medication & nutritional deficiencies are impacting our ability to stay focused, experience high levels of energy & enjoy unstoppable motivation & drive more than any of us have realised.

Our environment has changed, but our thinking hasn't.

Since I applied the strategies I learned, I now have the energy I had in my 20's, I can focus for hours on end, I no longer suffer with depression, self-doubt, fatigue, anxiety and fear.

The truth is, millions every single day are struggling with the exact same issues I did:

- \* Self-doubt / lack of drive / depression
- \* Low energy that impacts their ability to remain motivated
- \* An inability to focus for long periods at a time
- \* Make simple decisions that will propel them forward

Which is precisely why, after writing my brand new book UNSTOPPABLE, I'm now on a personal mission to share with others the groundbreaking strategies I uncovered to help them live their best lives, free of the B.S. that the self-help industry has been peddling for years.

It's time to FINALLY develop the energy, focus & motivation to achieve your goals in less time than ever before, based on neuroscience, psychology & biohacking.

After speaking with doctors, psychologists, clinical social workers, biohackers and neuroscientists, I have developed a groundbreaking 13 week plan to help people finally uncover what's been holding them back, so they can become UNSTOPPABLE in business and in life.

This is a paradigm shift decades in the making and aims to help those struggling with the same issues I did.

Join me in my brand new program, entitled, The 13-Weeks to Unstoppable Challenge, where I will walk you through:

- \* Why the self-help industry have gotten peak performance horribly wrong for years
- \* What's REALLY holding people back from reaching their goals based on the REAL science of success
- \* Proven biohacking techniques for improving sleep, alleviating anxiety & increasing energy
- \* How to get rid of brain fog & fatigue once & for all & how to increase energy levels
- \* Easy ways to alleviate stress using little-known neuroscience & biohacking techniques
- \* How to obliterate self-doubt from your life & get more done in the next 30 days than in the past 6 months

<https://www.areyouunstoppable.com/13weekchallenge>



You'll gain access to incredible online tools that will help:

- \* Plan your day and uncover what's impacting an ability to succeed based on neuroscience, psychology and biohacking
- \* Guided meditations to help obliterate self-doubt, fear, anxiety to help increase motivation, drive and confidence
- \* An online tool that will uncover your "Success Identity Type" that will IMMEDIATELY reveal to you the psychological and biological factors that are holding you back from living your best life yet
- \* Weekly high-quality video tutorials and downloadable worksheets to help uncover your purpose and keep you focused to reach your goals within the next 13 weeks

Plus, access to our incredible Facebook Group Community of others who are sharing the same challenges and are on a mission to become unstoppable in their own lives.

Normally this program sells for \$197, but today, you can get access at a discounted price of just \$97 (50% off), plus, when you're one of the next 50 to join, you'll also get my brand new bestselling book, UNSTOPPABLE for free to help you on your journey.

I made this program affordable for anyone, at any stage in their own personal journey so we can help as many people as possible.

So, if you're done not reaching your goals, then join The 13-Weeks to Unstoppable Challenge today before the doors close & the bonuses come down.

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- Make a fancy website.
- Borrow 10k to pay for it.
- Beg your friends for referrals.
- Borrow another 10k cause you're not getting enough clients to pay the bills.
- Read a million blog posts that don't really tell you anything.
- Contemplate getting a day job cause this ain't working.
- Resolve you'll never give up.
- Work 12 hours a day doing pointless crap everyone else teaches you to do.
- ugly cry cause it ain't work'n.
- Write guest blogs. Try to start a podcast. Tell everyone you're more successful than you are.
- Contemplate quitting again, this time for real though... you can't take it anymore.
- See everyone else success cause they're using REAL systems and REAL marketing to grow their business.
- Try one more time to make it work because, well, "If they can do it you can do it."
- 6 months later you're still stuck.
- Get drunk.
- That's it, it's over...
- Have to get a real job.
- Life sucks.
- Get drunk every Friday cause...
- Ruin your future.
- Spouse, Grammy, Gramps, Mom and Dad are all disappointed.

or...

Watch this webinar instead and have all your wildest dreams come true (We'll teach you how our clients are growing their business using paid traffic and 1 ridiculously simple funnel)

Whatchu waitin' for? <http://trafficandfunnels.org/client-funnels>

FULL DISCLAIMER 1: This webinar is NOT live. It's fancy and automated. [shocker]

FULL DISCLAIMER 2: Taylor and I joke a lot and make fun of each other on this webinar.

FULL DISCLAIMER 3: All your wildest dreams probably won't come true but you'll be raining clients like cray cray (I don't know what that means but that's what the kids are saying these days).

FULL DISCLAIMER 4: We make an offer to work with us at the end of the webinar, but you'll still get mad value even if you hate us :(

Register here: <http://trafficandfunnels.org/client-funnels>

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● Want to CRUSH IT on YouTube?? ●

If the answer is NO — keep scrolling — I don't want to waste your time.

🔥 If the answer is YES — then watch this video 🙌🙌🙌🙌

It's frustrating when you're uploading videos to YouTube but you aren't getting the views and subscribers and really the attention you deserve.

I know — I've been there too.

But then after a ton of trial and error, I stumbled onto a YouTube secret.

This secret has allowed me to:

🔥 Go full-time on YouTube

🔥 Awarded multiple silver play buttons from YouTube

🔥 Be listed on Forbes as one of the Top 20 YouTube channels for creators — just like you — grow their channels.

And since that time I've been able to help thousands of creators grow their channels with YouTube.

You're probably wondering "So how'd you do it? What were the steps you took to get there?"

Well I just put together a FREE YouTube Masterclass walking you step-by-step how I was able to do it.

This is a deep dive 90 min training where I share the 5 Steps for YouTube Success.

Go here — [www.tubemasterclass.com](http://www.tubemasterclass.com)

Enter your email address on the next page so I can send you a private link to the training.

Let's crush it together on YouTube!

I'll see you on the other side inside the training.

Some will doubt the success of my Social Media Marketing Agency program. They'll even call it a scam. The reality is... they're kind of right.

Let me explain:

In 380 BC, Plato told a story called the Allegory of the Cave. In his story, Plato describes a group of people in a cave chained to the wall. The only things these people see are shadows of what's happening behind them.

The shadows represent their reality. The reflections on the wall are the ONLY things they believe.



Then Plato introduces the Philosopher — a person freed from chains. The Philosopher steps outside the cave and realizes, there's an entire world out there.

The Philosopher doesn't accept reality for what it is. Instead, he or she explores other opportunities, sets skepticism aside, and understands reality for what it can be!

People who immediately cast doubt on my SMMA program are not necessarily wrong. They're simply living in their own version of reality, so in their world — they're "right".

Meanwhile, those who've "broken free" and have actually followed through with the lessons, are seeing amazing results.

The numbers back this up.

2 years and 35,000+ customers later, I'm STILL getting success stories about my Social Media Marketing Agency program every day.

I've featured some of them on this page:

[Tailopez.com/startsocialmediabusiness](http://Tailopez.com/startsocialmediabusiness)

The way the SMMA program works is simple.

After investing in the program, a private username / password grants access to 80+ online video tutorials.

The videos, made by me and other social media marketers, reveal 60+ hours of specific and proven techniques for starting and scaling an agency.

Lessons in SMMA are designed to help beginners, so being new or inexperienced isn't a problem.

SMMA isn't meant to mislead. This is why I've included a 100% money-back guarantee.

I'm not going to push a hard sell on this. I'm simply making it available for those willing to make positive changes in their life.

There's a world of opportunity, freedom, and security out there. Those who see it, benefit. Those who don't, broadcast their doubt.

Living a better life is a choice.

The link below will help anyone build the lifestyle they want, instead of the one they've been chained to.

[Tailopez.com/startsocialmediabusiness](http://Tailopez.com/startsocialmediabusiness)

Stay Strong,  
Tai Lopez

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## REFLECTIONS ON REALITY: 3 Strange Concepts That Made Me \$20,000,000 By 27

Never aim for your goal directly, always move in angles.

This defies basic human logic because most people believe if they want to "make some money" they should try and "make some money".

Most companies that aim to just make money rarely make any money. This is because money derives from value and value derives from helping people.

When you aim to "just make money" you're blinded by the money and you forget the most important thing - helping people by adding value.

For most of my life I only understood the "direct approach". I could only see things logically by drawing straight lines and aiming for my goals directly. After years of struggling I started to realize that most of my achievements came indirectly.

Almost all of my achievements were accidental. They were indirect byproducts created by trying to achieve something else. It was like my accidents were more successful than my plans.

How could this be?

This idea fascinated me and it became my obsession.

I scoured the earth looking for answers. I read books, watched documentaries and dug into one of the most feverish searches of my entire life. Everywhere I looked I found occurrences of the same thing. The world was full of indirect discoveries.

For years I felt like I had the tail of something big, but nothing came of it...

Then one day it hit me!

Nature never moves in straight lines but basic human logic does. Nature creates perfect order from chaos. Human logic creates chaos from order. Nature was an indirect thinker, it always moved in angles and it was very good at it.

This discovery changed my perspective on everything.

I was blind but now I could see.

I started applying the indirect approach to everything in my life including my business. My business was doing ok but it was stagnant, indifferent and unexciting. It was the result of direct straight line thinking and it always had me frustrated.

I looked upon my business with new eyes and everything became clear to me. I was too logical, too rigid and too planned. I could only see in straight lines. I couldn't see how everything was interconnected.



I started to aim for my goals indirectly and taking the opposite view that I had done in the past. The results were astonishing. My business went from being stagnant, un-exciting and barely profitable to a rapidly growing \$20m /year machine.

This year Forbes featured me on their "30 Under 30" list with a net worth of \$65,000,000 and I was able to retire my parents to the Caribbean as a way to thank them for supporting me when nobody else would.

What changed?

How did my life and business go from being unexciting, stagnant and nothing special to the place where it's at today?

It took new eyes, a new perspective and a polar shift from the direct to the indirect.

There's countless things this change in thinking has presented to me but I decided to make a list of the top three so that you can start applying them to your own life and business today. This isn't your typical business advice but then again, these aren't typical business results.

Here's the three things:

#### 1. The Self Illusion

In business there's one enemy you will come up against again and again. This enemy will make you question yourself and doubt your every move. It's like a dark force that has you by the heels. A monster that's breathing down your neck.

This enemy is you.

When I got started in business I was shy, awkward, clueless, poor, horrible at managing money and had no idea how the world worked. I believed this was "me" and it paralyzed me from taking action. By far the biggest challenge I had to face was losing myself, my character and my identity of who I was.

Society has phrases like "Be yourself". "Stick to your roots". "Don't forget where you came from". Have you ever stopped to think about who you really are? Where is this thing you call the self? The self doesn't exist, it's merely you clinging to an identity built up of stories about the past.

It's been my observation that the only way to achieve success is to become the person who deserves it. When we become this new person we are no longer ourselves. You see, this is the issue with our understanding. We believe we are something when we aren't anything.

To succeed in business you have to change who you are. You have to constantly evolve. This is impossible when you cling to your identity and believe you are the way you are. You have to slaughter your self image.

Instead of answering the question "Who am I?" Try answering the question "Who am I becoming". Decide who you need to be to be successful and then grow into that new character. All the worlds a stage and we are merely actors.



## 2. The Mirror

People don't have business problems, they have life problems that reflect in their business.

Most people try to start a business by focusing on logical business things like their website, sales skills, marketing etc. When they experience a business problem they think it's a business problem and they attempt to solve it by focusing on the same things. This rarely works.

To put it simply, business is like a mirror. It's like holding a mirror up to yourself and looking at the reflection. Whatever habits and behaviors you display yourself will be reflected right back at you in your business. As above, so below.

Let me give you some examples:

Most people believe that nobody will pay for their skills and they won't get customers. They don't believe in investing in themselves so how can they believe others will invest in them? They're seeing a mirrored image of their own belief.

We see this with sales people too. If they struggle to get people to make a decision and they keep getting "let me think about it". They're likely "thinking about it" when they're buying themselves. People sell the way they buy and buy the way they sell.

90% of the time the problem in your business is coming from your own personal life. Clean it up there and it vanishes. When you're starting your own business you must be aware of the mirror and display the behavior you want to receive.

## 3. Patterns Of Existence

You're not the highest version of yourself which you can imagine, you're the lowest version of yourself which you can accept.

Most people have hopes and dreams but they rarely achieve them. They write down things they want and wish happy thoughts but nothing ever comes of it. People always regulate to the lowest version of themselves which they can accept, not the highest version of themselves which they can imagine.

Change comes from lifting your standards not your dreams. People binge watch tv series and leave their dreams on the back-burner for later but they will fight like hell to not breach their standards. This pattern presents itself in everybody.

Here's a common example:

If you want to observe somebody's pattern of existence, look at their bank account. Most people have two numbers "Desired balance" and "Panic balance". They want to have more money in their bank account but the force of desire is nowhere near strong enough to make them do something about it.

Then there's the "Panic balance". The number that somebody panics when their balance falls below it. The moment somebody finds themselves below the panic balance they explode into action and work tirelessly until they're back in the safe zone.



These two numbers present a persons financial dreams and standards. They do nothing to achieve the dreams but they fight like hell to not breach their standards. This same pattern of existence show's up everywhere in a persons life, not just their bank account.

When you want to change your life or business try to map your dreams and standards and understand where they are. Find the lowest version of yourself you're willing to tolerate and then work on lifting that standard to where you truly want to be. When you do this you'll light a fire within you like nothing else.

I hope this helps you on your journey!

Did you find this post valuable?

If so, I have good news!

I put together a free training showing you exactly how I made the the transformation from "straight line thinking" to "indirect thinking" And... How I used it to quit my 9-5 job and start a business that makes over \$20,000,000 /year.

More importantly... I show you how you can do the same even faster than I did by applying methods I learned from my journey.

You can register here for free: <https://www.consulting.com/free-training>

If you liked this post you're going to love this free training.

I look forward to seeing you on the other side.

- 
- 1) Wake up INSPIRED 💡
  - 2) Watch videos from Gary V, Russell B, Mark C and the other G's 📱
  - 3) The \$\$\$'s ain't rolling in 💰
  - 4) You remind yourself it's all about grindin' and hustlin' 🔥
  - 5) There's no clients so you offer free "strategy sessions" to 'Potential Clients'
  - 6) You are now fully booked w/ free calls 🙋♂️
  - 7) Your calendar looks like a jail cell with all those bars 📅
  - 8) You hate your boss but you realise that you are the boss 🙋
  - 9) First client of the day is a no show (WASTE) 🚫
  - 10) You try to squeeze in a quick meal before the next client 🍔
  - 11) You're on the call but you realize you have to pee 💧
  - 12) You pee on the sides of the bowl hoping to mask the sound 🤔
  - 13) After 30 minutes your potential client says "I'll think about it" 🚫
  - 14) You finally get a query from Sukhdeep in India 🇮🇳
  - 15) Instead, Sukhdeep sells you a website 🖥️
  - 16) You now have a website that looks beautiful but does absolutely nothing 🗑️



- 17) You write a couple of blog posts 🗨️
- 18) You post on Facebook 👍
- 19) You get 2 likes (your mum and dad) 👨👩
- 20) You keep going 🏃♂️
- 21) You remind yourself that it's about the hustle and grind 🧑🏠💻
- 22) You take a picture of yourself on a laptop hustling and grinding 📸👨🏠
- 23) You add in hashtags #entrepreneur #hustling #grinding #nevergiveup 🏃🏠
- 24) You realize nobody cares 🧑♂️
- 25) You ask yourself if you even care 😞
- 26) Facebook and Instagram change their algorithm 💡
- 27) Nobody sees your posts anymore 😞
- 28) Not even Sukhdeep from India 🇮🇳♂️

Or... you can get this FREE book instead and discover how to close on sales videos, webinars or live events, without all of the headaches above.

Click here to claim your FREE copy ==> <http://www.platformclosing.com>

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Getting to the next million or two in revenue is NOT about:

❌ Changing the headline from red to blue ...or any other tactical "tweak".

❌ Buying yet another tool or gizmo.

❌ Coming up with MORE to do.

It's actually about DOING LESS. 😞

Ever heard this phrase?

"The less I work, the more money I make."

In many senses it's true.

The reason I know this is because in the past 2 years - I've personally worked one-on-one with 7-figure clients to help them scale to the next million and beyond.

Every time (pay attention here) ...EVERY ...SINGLE ...TIME ...the "big thing" that got them to the next level was to do LESS.

Sounds crazy, I know - but I can take you through a framework to prove it, if you'll let me.

Sound intriguing?



HERE'S WHAT I GOT FOR YOU:

This week, I'm screening a brand new training that shows how to scale a successful business to eight figures and beyond.

The training is based on three real-world case studies, and is not for beginners.

You're not going to learn "sneaky little hacks" or any of the "typical" marketing stuff here.

Instead, we'll focus on:

- ① How finding ONE THING can cause an immediate shift in your business.
- ② A simple framework for finding the most lucrative long-term offers you have.
- ③ A three-step process for scaling that's NOT stressful or complicated

Interested???

This training is completely free but attendance will be limited.

You can reserve your spot here: <https://frankkern.krtra.com/t/6pdsINqBneZa>

I look forward to seeing you there!

All the best,

Frank

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Let's say you're charging \$3k.

And you spend \$3k on Facebook ads.

And pay \$10 for an email opt-in.

So you'll get 300 leads for that ad spend.

Right?

And assume 50% of 'em watch your entire video.

And at the end of that video, you ask 'em to book a call.

That's 150 people.

Say 20% take you up on it.

That's 30 calls scheduled.

And Carl The Closer?

Who we introduced you to and even helped train?

Lives up to his name.

He closes at a respectable 20%.

Resulting in six sales.

Two pay in full.

There's \$6k.

Three do a two-pay.

(\$1,750 x 2, for a little interest.)

So another \$5,250 collected.

And Timmy Tightwad does a four-pay.

(\$1k x 4, for a little more interest.)

Boom.

Another \$1k collected up front.



Meaning:

\$12,250 in your pocket.

Right now.

Plus another \$8,250 coming your way.

Eventually.

Hopefully.

But prob'ly.

Cuz you had pay plan buyers sign a contract.

So.

In a perfect world?

That \$3k in ads?

Turns into \$20,500 in revenue.

Toss Carl his 15% in commissions.

And, when the dust settles?

You're left with \$17,425.

Not bad, huh?

And even if no rebills come through?

You still turned one dollar into four!

And even if you halved these already-modest numbers?

You're doubling your money!

Again, that's with zero rebills.

AND doing twice as bad as I'd expect anyone to do.

Using a funnel we made.

Dude.



That's easily a worst case scenario.

But where it gets exciting?

Is when you consider average or best case scenarios.

And plug in some better numbers.

Maybe you charge \$4k.

And get \$5.75 leads.

And 60% watch the entire video.

And 23% book a call.

And Carl catches fire.

Loses his damn mind.

Goes on a tear.

I mean:

The numbers get real stupid real quick.

Now you're happier than a two-peckered puppy at a Bark Park.

Aren't ya?

So the question is:

Can you afford not to have one of these?

No?

Okay then:

FunnelSteve.com

Still skeptical?

Those who've never achieved these numbers will be.

That's okay though.

I get it.



So how about I just show ya.

How's that sound?

Wanna see one of these fancy NOT-so-fairy-tale funnels?

And witness, firsthand, how to get high-paying clients comin' to you?

If so, you're in luck.

I filmed a short video that does exactly that.

I'll show you my last 30 days stats in real time from just one of my personal funnels.

From ad to sales call.

Watch it, free, by entering a valid email here:

[FunnelSteve.com](https://FunnelSteve.com)

And yeah, if you're impressed?

Who knows?

Maybe we can build one for YOU down the road.

For a big, fat fee of course.

(That's called "the catch.")

But for now, why doncha opt-in and see what's possible?

Here's the link again:

[FunnelSteve.com](https://FunnelSteve.com)

Kthxbi,

Steve

PS, this doesn't have to be so hard:

[FunnelSteve.com](https://FunnelSteve.com)

PPS, if you watch the video and it's not for you, no worries, just click "unsubscribe" at the bottom of that first email... and we'll never bother you again.

PPPS, too-long-didn't-read? Then this is definitely not for you. I'm serious, please don't bother opting-in if you haven't read every word above. It's bad for both of us.