



# **What it Really Takes to be an Entrepreneur**

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Any Results You See Or Read About In This Report Are Not Typical, Implied, Or Guaranteed. Building An Internet Business Of Any Kind Takes Work, Dedication, Persistence, And EVEN Then You May Make Nothing And It's Possible You Could Even Lose Money. The Average Affiliate Marketer Earns Nothing.

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## Part One: Thinking Differently

### How to Think Like an Entrepreneur So You can See Outside the BS And Use What Really Works

(Once you see this, you can't unsee it.)

Sometimes it's good to just get out of your comfort zone and do something.

I remember the first time I did a webinar. I had never done them before. I once did a tele-seminar. After that, one guy said to me, "Hey dude, just hop on this webinar." I was all nervous and shaky (which is funny, because I was really just sitting in my office talking to the wall, and there just happened to be people that could see through the wall.)

And in the end, it really wasn't that big a deal.

And I think that's what we can learn here. You're going to learn that being an entrepreneur is not that big a deal. What takes someone from \$1,000 a year to \$1 million per year, is not that big a deal.

I remember the first time I met a guy who was making a million dollars a year with web marketing. He said, "I'll call you back later. My wife needs to go to Target."

I was sitting there amazed. I thought, people making a million dollars a year still go to Target? That was so weird in my mind. I thought, how does that work? Do these people have a different life?

I think in society, we're programmed to think that successful people have a different life. It's something big, and different, and crazy, and weird. When in actuality, it's really not.

There's no difference between me and you. (Except that I'm probably about a foot shorter than everyone here. And I probably smoke too many pipes. That's really it.)

You go to work eight hours a day, I go to work eight hours a day. The only difference is what we're doing, and who we're doing it for.

I'll bet some of you guys work harder than me. Some of you guys work manual labor, some of you guys are drivers. And if you've ever seen me drive, you don't want me to be a driver.

But there's really no difference here. We're going to go over that, and we'll talk about what it really takes to be an entrepreneur. How to focus on it, and how to really get into the mindset.

And I'm going to tell you, it's probably not what you think it's going to be.

I have a different view on life, and on entrepreneurship, from a lot of my peers in the industry. And I think it comes from my years of experiences.

For one thing, I love to study people. I love to learn about what people do, what makes people tick, and I like to really learn about what it is that makes someone successful. What is it that makes someone sad? What is it that makes someone happy? And different things like that.

We're going to talk about those things, too.

So, what does it really take to be an entrepreneur? Here are some tips that you must understand in order to master the entrepreneurial mindset.



## **Tip #1: Everything is made-up preprogramming.**

No matter where you're at, no matter what you're doing. Even if you're not in a cult, or you don't follow mainstream media. You are a product of programming. You're programmed by your upbringing, by your TV, by social interaction.

We all have the BS that has been programmed in our mind. It says:

Be a worker.

Work for someone else.

Have the security.

That's what life's about. And we're taught that from the time we're a kid. We're taught to really, really value the input of others. Really, really listen to what other people say.

If someone says something that hurts, you, you're supposed to be hurt. If someone says something that praises you, you're allowed to feel praised.

The funny thing is, you have those feelings inside you, right?

So, think about that. Ask yourself, “What is my current programming telling me? What is my current mindset telling me?”

Let’s look at this in terms of money. If you’re not getting the results you want, it might be as simple as going and following a few instructions. There may just be a lot more going on in your mind. Why is that?

I remember, I struggled for years. I used to always tell myself, “Why don’t I know what I should do? I know I could get to two, three million dollars a year. I know I could break this barrier. Why is it that I’m not doing what I know I need to do? It’s not like it’s that hard. It’s not like it’s strenuous. It’s not like I can’t afford it.”

In the end, it didn’t even take that much money. I started this business with a hundred dollars.

You might be asking yourself, “Why am I not doing that? Why am I not doing what I know I need to do?”

How many of you feel that way? You now you could go out there and do it, but for some reason, you just can’t get yourself to do it. You might not believe it’s actually going to work.



Or you might be afraid that it actually will work, and when you actually make money, you'll lose the ability to have excuses.

I have students who watch thousands of hours of my webinars, and they still don't take action. That's fine. I mean, I'm glad they get value, or entertainment or whatever. But still, I have to ask, "Why are you not taking action? Why are you not doing something?"

Because you've been programmed not to do anything. But the cool thing about a programmed mind is that it can always be unprogrammed.

You can always reverse what was done. You can always look through it. But the only way you're going to look through it is by rising above it.

You might ask yourself, "How do I rise above this? How do I look from the outside in?"

You have to realize that the confidence, or the belief in yourself, is not in the other people who say it to you. It's in

you because you believe it. You just choose to believe it from other people.

It's the same kind of thing if someone puts you down, or says things won't work, or says you're not good enough, or smart enough, or whatever it may be. That's in you. You have those feelings in you, you're just choosing to say, "Yes, I agree with this person."

So, realize that everything is made up from programming. You're programmed to believe, and be, and think what you are right now.

I have this saying in my own life that has helped me immensely.

It goes, "If I were in your shoes, I'd be exactly where you are."

If I had your upbringing, if I had the programming you had, if I had the parents you had, if I had the social area that you grew up in, if I had all those things, I would be exactly where you're at right now.

That's the way that it works. If you take someone and put them through circumstances, they're going to be the product of those circumstances.

Now, you have a way to see out of it, but sometimes you need some help. That's what this is about.

Now that you know that you're a product of all of this...  
Now that you know that society has put these things in your mind...

Now that you know that lots of people have paid a lot of money for you to have the mindset that you have...

What are you going to do about it? It's time to understand it, and to change it.

Everything is made up of pre-programming. Your mind, what you think, is not as good as you think it is. Often, we respond to ideas before really trying them out. We make this preplanned idea of what is going to work, what isn't going to work, and what one person will think, and what another person won't think.

We're always filtering. Now, filtering is good because it makes life faster. But it can also be bad, because it means you're not really listening to something, right?

In the core of your mind, you're never actually learning new things.

Your brain is looking to fit new information into old categories. That's the way the mind works. It's called categorical reference.

This can be a good thing, but it can also be bad, in that you can't really learn new stuff unless you think outside the box.

Realize that you are in charge of the information you put in your brain. You're in charge. Right now, you decide.

## Tip #2: Money is not an emotional thing.

This is a big one. Money is not an emotional thing. Money doesn't give a shit about you. It doesn't care when you don't have enough of it. It doesn't think, it doesn't feel. It's just a unit of measurement.

A lot of times in life we've been programmed to think that money is this big thing.

Think about the United States and the national debt. What would happen in the United States if the national debt was completely paid off? If the national debt was paid off, would we all have a bunch of money? Would the government give us a bunch of free stuff?

It's not what you think—it's actually worse than you think. It would probably be closer to economic collapse.

That's because the nature of money is debt. That's how it's created.

The government puts a certain amount of money in circulation, and that's a negative called the national debt. Contrary to what most people think, it's not all owed to China and other countries. It's pretty much owed to ourselves.

But TV and programming all say that the national debt is terrible. We're pre-programmed to think that way. We think it's terrible to have all this debt, but all the while, it's actually kind of meaningless.

Now, does that mean we should go out of control and spend a lot? No, that causes inflation. We have to balance it, which is why you need regulations and things like that. Basically, money works a lot differently than we think it does.

A lot of people get emotional about money. They feel funny about it. They think, "oh man, I don't have enough."

How many of you right now are sad that you don't have enough money? You feel bad for yourself?

A lot of people are sad, happy, or depressed about money. People say, "I wish I had more money." Some people even hate money.

But money's not really anything to hate. It's just a number. It's weird. In life we look at people who have a lot of money, and we think about them differently. We idolize celebrities.

But money itself is not an emotional thing. It doesn't care.

Never did a dollar build anything.

Never did a dollar jump out of my wallet and say, *I love you*.

Never did a dollar jump out of my wallet and say, *I want you to be happy*.

Money is just a unit of measurement. It's like a ruler. Money is a manmade invention. We believe that the money is going to run out. We think there's not enough, that it's a limited supply. But it's not a limited supply. There's plenty to go around.

You have to look at it and realize that money is not emotional, and therefore, you're not going to be emotionally attached to money.

### **Tip #3: It's not your birthright to be rich.**

People think that the universe owes you a living. It doesn't. The world, the universe, your family, the government does not owe you a living. No one owes you shit.

That can be depressing, or it can be liberating. What do you choose? Do you want it to be depressing or liberating?

For me, it's completely liberating. If no one owes me anything, I can just go get what I want. Isn't that pretty cool?

And how can you get what you want? You can get it by learning skills. You can get it by making decisions. You can earn it by selling things. Money is literally everywhere, once you open your eyes to it.

But so many people can't get more money, because they're focused on the money they don't have.

The hand you give through is the hand that you received through. And if your hand is clenched, you think, "I can't invest in anything. I can't do anything. I have to keep every little penny I have." You're never going to get anything new.



Understand that it's not your birthright to be rich. Even billionaires and all those people who inherit money, it's not their birthright. It just happened to be where they're at. I can't think it's my birthright to be rich when other people have nothing. That's how I look at it. Whatever the least person on the earth has, that's what I deserve. I didn't choose to be born here in affluent America, in a pretty well-to-do family. I didn't choose that.

Now, since I have more money, it's my responsibility to try to make more and try to help them.

No one owes you anything. You have to learn to get what you want. Once you focus on this, then it becomes easy. You can do it.

If I want to make \$5000 a month, I need to focus on making about \$168 a day, somewhere around there. What am I going to do to get my \$168 a day?

If there are 24 hours in a day, then I need to make around \$5 or \$6 an hour, or something like that. What am I going to do to make a website that makes \$5 to \$6 an hour? If I want to do that, then I could probably get a toolbar download in about ten visitors. So if I got 15 visitors, I could get two toolbar downloads,

and that would leave me money to pay for traffic, and that could make me \$5,000 a month.

The problem is that people's egos get in the way, and they don't want to start from square one. But sometimes you have to. You have to learn to get what you desire.

## **Tip #4: Desire is not a universal pull to get what you want.**

The next tip is that desire is not a universal pull to get what you want. This is a big thing they talk about in *The Secret*, in the *Law of Attraction*, in *Think and Grow Rich*. They all have some good stuff, right? But you have to take things with a grain of salt.

Desire is nothing more than a sort of lust for things. That's all it is. If you want something, you desire it.

And just because you desire it, doesn't mean that it's owed to you. It also doesn't mean that you're going to get it. You have to understand in your head that desire on its own is not enough.

There's an important lesson here. What did the people who made *The Secret* and *the Law of Attraction* sell? If you desire something enough, you'll get it. What's the essence of marketing? Creating desire. Anyone see a parallel there?

Desire is an emotion. No one owes you a living.

That's what this is about – promoting thinking freely, thinking differently. This is very important. Challenge what you believe. That's how you grow, right?

Our culture has been trained not to listen to others' opinions. You argue why you're right. Think about the message being sent to society. Don't listen to the other opinions of other people. Don't open your mind. Prove why you're right.

And that, my friends, is what keeps you stuck. That is what keeps you from making money. That is what's going to stop you from living a good, fulfilling life.

Also understand that there's a difference between desire and attachment to desire. Desire is good, okay? For one thing, we all desire money. And money does good things, right? We could buy things, we could help people, we could do all kinds of stuff with money.

But when we're attached to that desire, it's a different story.

I used to be attached to the desire of money. Years ago, I would be sitting in my office, even on days I didn't have to work. I made \$5,000 a day automatically, but I still worked every day because I felt like I needed to work. If I made less

money one day than I did the next, I'd freak out. I was completely attached to this idea.

Marketing, at its base course element, is producing desire. That's what it is. Right now, you might desire money. You might desire different things. Marketing, at its essence, is about producing desire. And if we can reverse engineer the way our desire works, then we can figure this out.

## **Tip #5: Get your ego out of the way.**

Our culture is very ego-based. A lot of people don't know as much as they think they do. Or, they think they know something, but they're not doing anything with it.

I want you to start from a place of humility and realize that you don't know everything.

Here's the deal. In our culture, in our society, the critics are esteemed. People with opinions are esteemed. They're on TV, they're everywhere. Everyone's got an opinion.

But the truth is that no one really cares about your opinion. In the grand scheme of things, no one really cares about what you think.

The minute I learned in my life that my opinion didn't mean jack shit was the minute I got free. Then I was able to become a better marketer, and really live life where it doesn't really matter.

I can share my opinions, and that's cool, and if you don't accept it, that's cool, but I'm not attached to it.

This attachment to your own ideas is pre-programmed. Your opinion doesn't really mean anything. Your critique doesn't mean anything.

Once you realize that that your opinions don't matter, it will free you, too.

If I want to make \$5000 a month, I need to focus on making about \$168 a day, somewhere around there. What am I going to do to get my \$168 a day?

If there are 24 hours in a day, then I need to make around \$5 or \$6 an hour, or something like that. What am I going to do to make a website that makes \$5 to \$6 an hour?

If I want to do that, then I could probably get a toolbar download in about ten visitors. So if I got 15 visitors, I could get two toolbar downloads, and that would leave me money to pay for traffic, and that could make me \$5,000 a month.

The problem is that people's egos get in the way, and they don't want to start from square one. But sometimes you have to. You have to learn to get what you desire.

You can change your life right now, right this second. But people will say, “Change takes time.” It doesn’t. Change starts now. It starts right now. It begins the second you say, “I’m going to do it. I’m going to sell this. I’m going to set this up.”

You just keep going through it and going through it and going through it and going through it, and you will get the results you want if you keep going through it.



## Part One Review

**Tip #1:** Everything is made-up preprogramming.

**Tip #2:** Money is not an emotional thing.

**Tip #3:** It's not your birthright to be rich.

**Tip #4:** Desire is not a universal pull to get what you want.

**Tip #5:** Get your ego out of the way.

## Part Two: Entrepreneur Skill Sets

### Learn the Seven Major Entrepreneur

## **Skill Sets That, When Applied, You Can Always Find Work or Create Your Own Business at the Drop of a Hat**

Now, we're going to talk about learning new skills.

Right now, you can choose to go learn a skill. You might say, "Marcus, I need to make \$5,000 a month starting next month." Everyone here can figure out a way to do it.

I have to be following the disclaimers of the government and say, "results not typical, implied, or guaranteed, and most people make nothing." And it's true, most people do make nothing, because most people don't do anything.

However, there are lots of people making lots of money doing things. You can go out there, and you can learn a skill, and you can make \$5,000 a month starting next month if you really wanted to.

You have to be a fast action-taker. Because sometimes on the internet, there is a sliver of time for an opportunity that you can get in, that you can capitalize on for years to come.

It might be a small thing, and then, *boom*. It can change the course of your career forever. You can tackle a fad, get on the bandwagon, build an audience, and before you know it, you can make money from it.

You could literally go do something today. You could put up a YouTube video today, and it will be out today. If it doesn't get traffic, you learn to make it get traffic, or you buy an ad. You can put a post on Facebook today. You can get traffic today.

Within five minutes, you can be at the top of Google for any search term you want, if you're willing to pay. The only reason you wouldn't be willing to pay is you don't know what you're doing, which means you need to learn a skill.

It's pretty basic stuff. You could think that you're dumb, you don't know how to do it. But you're not dumb. I'm no smarter than you. I just went and learned different skills. It's really just all about learning stuff that is in demand. That's it.

Some of you are experts on raising kids. Some of you are experts on driving. There's some of you that are experts on all kinds of things. And even if you're not, you can learn to be.

I wasn't born with this knowledge. I wasn't born with a computer in my hand. (I actually struggled through computer class, because I wanted to do my own thing.)

But I wanted to use the computer to make money. I was curious, and thought, "How do I do it?"

And I went out there, and I failed sometimes. And sometimes I did really good, and sometimes I did just okay. But over time, in my business, I've made quite a bit of money, and I've done a lot of stuff.

How do we learn different skills that are going to work? I'm not talking about skills like web design or coding. I'm talking about the skill of being in charge of stuff.

What is the core of business? What is an entrepreneur paid for?

The number one thing I do that I'm paid for is making decisions. It's what I do all day. I make a decision.

And that's what you got to get in the habit of doing.

You might say, "Well, you know, I'm going to do this, I'm going to do that." But the number one thing that hinders people is making a decision.

That's it. Why am I paid good money for what I do? Because I make decisions.

You have the ability to make a decision. You can tackle a niche. If it fails, cool. Who gives a rip? No one cares. You might have a critic or two who says, "Well, I told you the internet thing doesn't work." But lots of people make money on the internet. You'll find a different way.

When I started, I probably had 10 times as many people than you do telling me it wasn't going to work. I still have people who tell me to get a real job.

Making decisions is the number one thing. My job is to make decisions, and your job is to make good decisions. Decisions to enter a market, decisions to make a website, decisions to send an email, decisions to do a webinar, decisions to do all these things. That's what puts people ahead.

Look at people who are bosses and people who are under bosses. Why does the boss get paid a lot, and everyone else gets paid a little?

Because the boss makes decisions that put everything on the line. Not because he wears a fancy suit, or because he went to Harvard. He's paid to make decisions.

This is the hardest thing for so many people, because no one is telling you what to do.

But you need to learn to make decisions, because that's where the money is.

Once you understand this, you can understand the seven skills sets you need to become an entrepreneur and build the business you want.

## Skill #1: Ambition

You've got to have the ambition. You've got to have the drive. You have to want it. You have to say, "This is what I want to do," and you've got to be willing to go do it.

Desire is not enough. You've got to take action. If you don't have the ambition, you're not going to do anything.

You have to want it. You have to say that you want a different life.

I saw that I wanted a different life. I said, "I'm going to be home when my kids get home from school every day, and they're going to say hi to me." And that's how it happens. That's why I do it. Because they want to see me when they get home from school, and I get to be here. I don't miss anything.

I said, "This is the life that I want," and I went and made it. I said, "This is how I'm going to make it," and I did it. This is extremely important, because you get what you make. Your life right now is a product of what you made of it so far. You might've listened to a bunch of other people, but this is what you made.

I'm not a victim of circumstance. I'm not a victim of everything life puts on me. I'm just a person, and I make decisions, and I do what I want. But I have to have the ambition.

In life, everyone can do whatever the hell they want, if they're willing to pay the consequences.

I could go and I can do bad things. I could go rob a bank and get rich, if I'm willing to go to prison. (I'm not, so I don't do that.) I'm willing to do my business so that I can get my money. I'm willing to do the stuff I need to do, so that I can get to where I want. That's the ambition I have.

Figure out what your ambition is—because it's not money.

Nobody wants \$2 million in the bank. They want security and feeling. Nobody wants to quit their job. They want to not have a job and be their own boss.

So, get to the deeper meaning. What do you want? Do you want to be home when your kids get home from school? Good. Make your life that way and start today.



Nothing is more motivating then someone who paid you to do something because it's actually harder to not do that. I don't know why, but it just works that way.

People will work way harder to save \$10,000 from being taken from them than they will to earn \$10,000.

Think about that for a minute.

The average person on the planet would do more to keep the money they have than to get more money.

I'm the opposite. When it comes to my business, I'm going to spend whatever I have to in order to make it happen. But I know it's going to work. (Make sure it's going to work. Don't take silly stupid risks.)

In a way, investing doesn't have to cost anything. People ask me all the time, "How much should I budget for paid traffic?"

Nothing. Don't budget anything for paid traffic. Because if it doesn't make you money, you're not going to buy it anymore.

I'm not going to sit there and \$10,000, and then at the end see what happens. That's silly. Spend \$5, and if nothing happens at the end of \$5, figure out why. On the other hand, if you made \$10, then spend \$20 tomorrow, and see if you can make \$40.

That's what I did with my site, one of my big famous sites with the cursors and the layouts. When we started out, I said, let's spend \$20. I made \$50. So, I spent \$50 the next day, and I made \$100. Pretty soon, within weeks, I was spending \$1,700 a day on ads, and I was making like \$5,000 a day.

Now did I come out and say, I'm going to test \$5,000 today and see what happens? No, I started with \$20.

Start small, and ramp it up. Get it up there, make it work, test, be curious, be interested, be ambitious. Go after what you want.

## Skill #2: Curiosity

Curiosity is the ability to say, “What will happen if...?”

That’s how I live my life. I’m curious as hell. I’m curious all day. I’m one of those people who love social experiments. I love trying new things. I love figuring out what people are going to do. The minute I lose my curiosity is the minute I’m not going to try things.

Are you curious about making money online, or do you just want money? A lot of you say that you just want money. Well, you have to be curious to be able to get it. You have to go out there and try something, and keep that curiosity along the way.

Don’t live in the fear of loss. The fear of loss kills creativity, and it kills curiosity.

Instead, think,  
“What if people respond to that?  
What if that actually works?  
I wonder if people will opt in.  
I wonder if people will click “download”.  
I wonder if they’ll do this.  
I wonder if they’ll do that.

Tell yourself that you're no longer going to live your life by the fear of loss. Instead, you're going to live by the hope of gain. You're going to live by being curious, and saying, "What's going to happen?"

Be curious and test things. Get people's attention. Get their interest, get their desire, get them to take action. It's pretty simple. Don't overcomplicate it.

You could do this on Facebook. You could do this on Instagram. You could do this with videos. You could do this with a sheet of paper. What matters is learning how to communicate to an audience to get their attention, get them interested, get them desiring, and get them to take action.

### **Skill #3: Perseverance**

This is a big one. You have to be able to persevere. You have to be able to stick with it.

Don't have what I call marketing ADD, where your brain is going everywhere and you can't focus on one thing.

Focus on one thing. Do the one thing good. Even if it's not what I'm teaching. If you're doing Shopify, then go all in on Shopify. You'll eventually make money if you do it right (hopefully sooner rather than later). See it through and make it work.

And as you go along, if it's not working the way you planned, keep at it. (Really, it probably won't. Nothing really goes the way you ultimately plan it.) Sometimes it will be even better. I didn't expect people to like the Affiliate Marketing Dude stuff as much as they do, but they do.

Some things will work great, and some won't work as well. But you've got to be able to persevere. You've got to be able to do it, and go for what works, and you've got to keep at it.

Now, if you want some extra help, can you pay for a hack? Sure, you could pay for me to find your niche, get your site, and get everything set up so that you can see it. But am I going to just give you the thing? No, it's not going to work that way. Life doesn't work that way.

You could buy one of my courses. But a course is only as good as your ability to extract the info. I don't teach anything – you learn. Learning is an active process.

Or maybe you need to go to a different person. Find someone you like. But no matter what, you've got to persevere.

## Skill #4: Taking Responsibility

Take responsibility.

I am where I am because I decided to be where I'm at.

You might say to me, "Marcus, you don't understand. We had a baby. I have to work two jobs to make ends meet." And that's fine. That's the life you chose. If you had to, then good. You did what you had to do, and your family will eat, and that's great.

But if you want something different, don't say that you're a product of where life put you. Say that you're going to be a product where you're going to put your life.

Now, sometimes there are things that happen that you can't foresee. But I believe we can also find our way out of those. Sometimes people have hardships and people get depressed. But you have to look at it and ask yourself, "Can I still take responsibility?"

Even if you have depression. A lot of people struggle with that. I used to struggle with it until I learned depression was about getting out of your mindset.

Emotion is just energy and motion. They're just things in your mind. Emotion is just a feeling, and people live their lives by emotions. They don't do something if they don't feel like it. Their egos get hurt. Their pride gets hurt. They get upset that people were mean. Stuff happens.

You want to change your emotions? Change your energy. Change what you do.

Next time you're sad, go for a jog. I guarantee that most people with depression probably exercise. But there are marketers out there who say, "No, you need this. You've got to have this. If you don't have this, you're going to be sad." There's a pill for almost everything.

I'm not saying these are bad things, and you should obviously listen to your doctor and do what they say. But sometimes there's stuff out there that just doesn't make sense. Marketers will try to tell you that there's something wrong with you. And people believe it all the time.

I thought for years that something was wrong with me. Now I've realized that there's nothing wrong with me. I might be a little bit different, maybe a little bit out there. But I'm me and I'm okay. And if I've learned to live with it, there we go.



A lot of people want to blame others instead of taking responsibility. That's like saying you can't go to the gym because the weights are too heavy.

You've got to look at this and say, "I'm in charge." This is my responsibility. My happiness is my responsibility. My putting food on the table for my kids is my responsibility. My making more money is my responsibility. My spending money stupidly is my responsibility." You've got to be a responsibility taker.

## **Skill #5: Ability to Sell**

Another skill you need is the ability to sell. You might not like sales. You might even hate sales. But you have to get over it and start liking sales.

You sell all the time.

(You sell me on the fact that you don't like sales. Congratulations. But you didn't make anything.)

I love sales because it's just curiosity. People look at it as success or failure. I look at it as, what didn't work that time that I could do different next time? What worked this time that didn't work that other time?

When I do webinars, even to this day, sometimes I find that the sales aren't good. I've learned that when I actually teach stuff, sales are low. When I tell stories, sales are through the roof. People don't want to learn stuff. They want to be entertained.

You need the ability to sell. A lot of you guys can be good marketers, and you already are good marketers. You sell your ideas all the time. You sell them to yourself. You sell them to your spouse. You sell them to your friends, your parents. You sell them. You are selling your ideas.

You're selling already, it's just a matter of what you're selling. The reason people don't like sales is because they don't believe in what they're selling. You are not selling ideas that get you paid.

If you have something that's going to help people and you don't sell it, you're actually doing the world a disservice. You might say, "I have this, and this will help people do this, but I don't like

sales.” In reality, that’s pretty selfish, and also not making you money (which is what selling is).

This is about selling your ideas, selling your point of view. That is the essence of marketing. You’re getting a response. This is direct response marketing.

## **Skill #6: Laser-Targeted Focus**

You need laser-targeted focus. You’ve got to be able to target right on one thing.

Some people get focused on the rejection. I don’t think about rejects—I just look at the orders. On a really good webinar, I will get 40% of the people to buy. That means 60% rejected me. If there are 200 people on the webinar, then 140 people rejected me.

Now, think about that. Only 60 bought. But even if people didn’t buy, it’s still my gain. I still made money. Some people didn’t buy, but I still have people who did. I don’t waste time thinking about the people who didn’t.

And there are always people who will buy. There are always people who will benefit. You just have to get the right crowd, get the right offer, and say it enough times. That's it.

You've got to laser target focus on what works. Get your market, figure out what works. Go with it. Keep at it. Do not give up. Focus, focus, focus.

Don't get distracted. Do go messing around on Facebook. Don't go doing the wrong thing. Do what you have to do to make what you want to make. You can do it starting right now.

## **Skill #7: Productivity**

You have to have productivity. If you're not productive, you're not going to make any money. The best way to be productive is to set small, little attainable goals each day.

Maybe today you're going to run an ad. Tomorrow you're going to set up a new site. The next day you're going to test some traffic.

On my website, we actually have a list of 15 productivity tips that you can do in 15 minutes a day to start getting results. There's some really good stuff there.

## **Part Two Review**

### **Skill #1: Ambition**

**Skill #2:** Curiosity

**Skill #3:** Perseverance

**Skill #4:** Taking Responsibility

**Skill #5:** Ability to Sell

**Skill #6:** Laser-Targeted Focus

**Skill #7:** Productivity

# What it Really Takes to be an Entrepreneur Part 2

**Marcus Campbell**  
**Affiliate Marketing Dude**

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## Part Three: Action Steps

I find that when a lot of people do affiliate marketing, they have a pattern.

You have a pattern when you go on the computer. Think about what you do. Usually the pattern goes like this:

You check your email.

You check your Facebook.

You check what other people are doing.

You look at different sites.

Maybe you check out some niches.

But you're never actually doing the things that make money, right?

So, we need to think about the action steps that you take to actually make some money.

Let's ask ourselves this: What are the things that actually bring in money? Is it site building? Is it designing logos?

You can do those things, but they're not what's going to make you money.

So let's break this down and look at it.

What is the stuff that you could pay people to do? If there are things you're doing that you could pay other people to do, then you don't want to be doing them yourself.

If you could pay someone to build a website, you should not be building websites, unless you can do them quickly. But if you're taking seven to eight hours to build a website, or one or two days to build a website, that's too much time.

If you're spending a lot of time on something and it's not working, then stop doing that thing, and have someone else do it. You should go do the stuff that makes money.

If it's not site building and designing logos, what are the things that really put money in our pocket?

1. Getting traffic

People come to me all the time, and they say, "Marcus, what's the best way to learn affiliate marketing? I need a good course. I'll pay \$2,000 for a course."

Well, a course can be good, as long as you get the right person to teach it.

Instead of thinking about a course, start thinking about getting traffic. More specifically, about getting paid traffic.

Most people would learn more spending \$100 on paid traffic, even if they lost it, then they would from any course.

If you pay for traffic, you'll see exactly what people are doing, what they're clicking, and where they're going.

So, what I want everyone to do is this:

Figure out a budget that you're cool with, and then get some traffic. Plan on losing it, and be okay with that.

That's your next course. Because that's going to teach you. It will force you to do the work, and you'll have to learn to convert. Paid traffic will also teach you how to write an ad.

I want everyone to get in the habit of learning paid traffic. If you learn this skill, you can always make money, because there's always traffic to buy.

And here's the secret: traffic is cheap.

People don't know the value of their own audiences.

There are influencers, YouTubers, and social media people all over the place that don't know how to monetize traffic. They don't know how to convert traffic.

If you know how to convert traffic, you can go to the influencer who has 60,000 visitors, and you could say, "I'll give you \$2,200 for your traffic." And he'll jump up and do a little dance, and he'll take your money. And you'll end up making something like \$10,000.

## 2. List building

This is the process of building up an email list.

This is a very important thing. You can actually use building a list to generate money on demand. You can use it to catapult your next thing into action.

When I come out with something new, and people ask, "How'd you get 2,000 views overnight?", I say, "I sent it to my list."

Don't underestimate the power of list building.

### 3. Participating

This is something that a lot of people don't pay attention to. It's what took one of my businesses from making about \$250 its first month to a little over \$3 million.

The reason that happened is because I participated in the market. I went through and asked myself, "What do these people want? What do they have to say?"

The reasons I put these webinars on are one, I like to help you guys and train you, and two, I also like to get feedback. If I meet you guys, I know who the people out there are, right?

There are a lot of ways you can participate.

You can go on forums.

You can go on chat sites.

You can do Facebook groups.

And there are so many more opportunities out there.

#### 4. Selling

A lot of people, if they're being honest, say that they're afraid of sales.

You should not be afraid of sales. They're all about the words.

I always like to bring up my magic ad story.

When I was working as a magician, I put on an ad in the local newspaper that said:

Magic Balloons  
Comedy and Fun

Then, I changed it to this:

Make Your Child's Party Unforgettable

And there was a huge difference. I went from making \$900 a month to over \$5,000 a month. Just from changing the words.

So what we have to do is this:

We have to learn the words to say. We have to learn exactly what people want to hear. And we need to learn to put power behind our words.

## Part Four: Spot and Capitalize

Let's talk about how to spot and capitalize on opportunities that are literally right in front of your face.

What's the most important thing in affiliate marketing?

It's your niche. Your market.

This is the most important thing, hands down. If you don't have the right market, you're out.

Your niche, your market, could be a lot of things.

I talk a lot about keyword-driven niches. These are great. You can find exactly what people are looking for, can you can use it.

For example, you can use "how to save money on a car."

Now, there are other niches as well, right?

There are niches out there on Facebook.

There are niches out there on YouTube.

There are email lists.



Right now, you could go and buy emails, and other people's lists for certain niches.

But not matter what niche you use, what you're doing is this: You're taking this market and you're skimming the people that you want off the top.

This is why paid traffic is so important. Because you can put a paid ad anywhere.

If you're going to do a paid ad, an email ad, or a banner ad, you could literally go to any site on the web that offers advertising, and you can place your ad there.

Let's use OfferVault as an example.

A lot of you guys see my ads on OfferVault. I pay a lot for those ads. My goal is to take people off of OfferVault and skim the people that I want.

Now, there are certain people on OfferVault who are not going to care about my stuff. They won't click my ad. But that's okay. Because other people will.

You can do this with any site, any email list, anything.

You could say, “I’m gonna buy an email broadcast for \$80, or \$300, or whatever it may be.” You have to know your niche. What kind of list do you need?

You could go out and see that someone has a list for what you need. Maybe it’s home improvement, maybe it’s affiliate marketing, maybe it’s making money online.

Let’s say someone has a list for biz op, for the people who are interested in generic business opportunities.

Now, imagine you gave that person \$300, and they sent out an email to the 10,000 people on their list.

What would you want to say to those people?

What would you want to say to skim the people off that you want?

This is one of the tasks that you can spot and capitalize on.

Remember, these guys don’t know what their traffic is worth.

The same people that are selling these ads promote webinars for me, and they sell their ads for around 30 cents a click, and I give them something like \$9 a click with the webinar.

They have no idea what it's worth. So, I will buy their traffic all day long.

Most marketers are lazy. You could literally go and say to a marketer, "I want to run three different banner ads on your site.

One says, 'download a toolbar'.

One says, 'click here for recipes'.

Another says, 'here's how to lose weight'.

In a matter of days, you could literally figure out what the traffic wants. And that marketer still won't have any idea.

When you're spotting these opportunities, you want to look at how many people engage and participate. If it's an email, how many people open it? If it's a banner, how many click? These are powerful numbers.

How do you get that high click through rate? You do it by focusing on the market. You make your banner ad look like the person's site as much as they'll let you get away with.

If you can make it look like their site, do that.

If your banner is in a blue box, then make your banner blue.

Give it text.

Don't put pictures, don't put the product, don't put a price.

Make it look good. Make it look like value.

This is especially true when you're sending out emails. You want to make your ads look like value.

Most people don't wait for your emails to go out. They check their email for their own purposes, not to see your marketing message. People are checking email to check out their own stuff.

So, you have to make them care.

You have to learn the art of spotting what they're after and saying,

"How do I capitalize on this?"

"How do I give them something irresistible?"

"How do I monitor what they want?"

"How do I focus on that?"

We want to look at what they open. What they click.

There are other things you can spot as well.

You can spot trends on YouTube.

If you're doing YouTube, get in on trends. You can go out there and you can look and see what topics people in your niche are talking about.

I actually do this on my Talk Sober channel.

I had just started it, and I don't do big marketing on it, but I wanted a lot of views.

So, I went out there and was making videos on how to stop drinking, and how to know if I'm an alcoholic, and things like that.

Then I came across three videos. These three videos were all about 10 things that happened when someone quit drinking.

I hadn't really thought of making a video like that. But other people were doing it, and they were getting thousands and millions of views.

My channel was new at the time, so I decided to capitalize on that.

I made a video about the 10 things that happened when I quit drinking. It took around 10 minutes to make, I uploaded it.

That video just hit 200,000 views in a niche that's like \$70 a click, and it's free traffic.

You can do this too, using the same kind of stuff that other people use. But you don't copy them, you just piggyback off them.

You're not going to use the same titles or anything like that. You're going to go through and use a variation.

If you guys are looking for traffic, and you're having trouble getting traffic, you should be doing YouTube. It's not hard to do. There are tools out there, and we talk about them all the time.

Amazon Polly is a good one to use if you don't want to use your own voice. You can literally type your text in, and it will make an MP3 file.

You can put that in your video editor, and it's pretty good. You can put that in Camtasia, a video editing software, and you can literally make videos very, very fast with that.

Train your brain to see things differently.

You can even do this with Amazon.com.

When you guys go to Amazon, you probably go and look for the best price. Or you look for free shipping. Or something like that.

What do I look for?

I look at what the person is doing. I ask myself,

“Where did he get that?”

“What's his title?”

“Why did he do that?”

I want you guys to get in the habit of looking at everything like a marketer.

Stop using the web as just a guy or just a gal. Look at it like a marketer.

When you see banner ads, look at them. Click them. See where they go.

When you see ads on Google, look at them. Click them. See where they go. See what they're doing.

Facebook groups are huge. And they're super easy. If you don't know how to do it, just Google "how to start a Facebook group". And you could literally build your group by providing value in other groups.

Again, spotting and capitalizing.  
Again, skimming off the people you want.

You could go to three different Facebook groups. In the first, you could make a post, saying, "Here's what happened to me when I was learning to quit drinking."

And everyone will comment and say, "pretty cool, pretty cool," and then you can skim them off. You can get them to your group.

Do the same thing in a few other groups, and pretty soon it will start growing on its own.



Once you have that group, it's your group. You can advertise it all you want—it doesn't matter. Which is cool, right?

And you can even do Facebook lives in that group. These are a great way to make more money.

Keep in mind that some things you do are going to be short-lived. Some things you do will be long-lived. The key is to take the short-lived situations, the temporary people, and put them into something that you own.

So with the Facebook group, or YouTube, anything where you're using a different platform, you want to own as many people as you can. What I mean by that is to get them on your list. Get them to know about you. Get them in your push notifications.

Another thing to look at is tools on your site, like live chat. If anyone wants to learn marketing super fast, here's what I want you to do:

I want you to build a site, and I want you to provide some decent value. I want you to put live chat on the site. When you do that, I want you to put it in the WordPress footer. That way it's on every page of your site.

That's going to allow you to talk to your audience.

Then, you can run a paid ad on a day that you have free, spend \$100, or \$300, whatever it is depending on your market – if your market is ten cents a click, spend \$100. If your market is \$1 a click, spend \$300.

What I want you to do is set up pages. You'll want your first page to have the opt-in form, where people put in their name and email. The second page should probably have some sales thing. Set up your other pages as well.

Then I want you to watch what people do. Watch what they click on.

Live chat teaches me about my customers. I can also sell to them and make money. Sometimes people don't want to buy right away, and that's cool. Then I just tell them where to get other stuff.

But the most important thing is that it teaches you about your market.

And that's the key. Knowing what they click, knowing what they do, what they're into.

When you use live chat, is that you're going to get data on people. It will say how many pages they've looked at. It will show when people hop from page to page.

You can see what they're into. Then, you'll know how to answer their questions.

It can also help you see the flow of your site.

Another tool you can use, if you don't want to do live chat, is Crazy Egg. You put this on your site, and you get what's called a heat map.

Let's say you have a page with a video and an opt-in box, and a bunch of links. The heat map will show you color codes of what's being clicked on most.

That one can be difficult to set up if you're doing multiple pages, but it works well for single pages.

That data is important. That's more important than anything you can theorize, anything you can guess.



## Part Five: Understanding Human Nature

So often, we're tempted to build our sights based on how we search for stuff. We build our sights based on what we want. We build our sights based on what we think the market wants.

But we need to get in a habit of understanding human nature. We need to ask questions.

Human nature is absolutely crucial and huge.

Instead of looking at what niche we should go with, we should learn how and why people search.

One of the important things you can look at is Google suggestions. Google gives suggestions because they know what people are going to look for.

If you type into Google "why won't my dog"...

Google will suggest:

Why won't my dog stop eating my shoes  
Why won't my dog stop pooping in the house  
Why won't my dog stop barking  
Why won't my dog stop biting

It will show you all of those. And this is gold.

Because now as you're building a page, they just gave you all kinds of topics to put on there.

So, you can go in and bid on a word. You can see what people click on, and now you can customize these to different landing pages that have sales messages.

You can also use UberSuggest, which is another good keyword tool.

Understanding human nature is very big. We have to understand how our minds work, and how other minds work.

What tends to happen is we typecast our audience the way we think, and that's the biggest mistake you can make.

Because if I typecasted my audience the way I think, I would assume that everyone is advanced, and they want to learn the advanced tactics of making money.

But most of my audience still wants to learn how to build a website. And they will always want to learn that.

This is a huge gap in the industry:

Entrepreneurs think that if they can't afford something, then they can't sell it.

They think that if they can't afford it, then they probably shouldn't sell it. They say to themselves, "I don't buy things that are \$100,000 on the internet. I can't do that. No one does that."

But there are people who do that. And guess what? You only need one of those a year to make a good living.

So we have to keep that in mind. How and why do people search?

We have to understand how the mind works. How do people think? How do they come to conclusions?

Here's a tip that's big if you're going to sell stuff.

If you can make someone come to the conclusion you came to without outright telling them, they'll buy anything you want.

You want to get them down your path.

## Part Six: Sales and Marketing

A lot of people think sales is about pushing people to do something they don't want to do.

But it's not.

Sales is about helping people make a decision.

Now, as an affiliate marketer, the cool thing about sales is it doesn't matter what you sell. Anything other people buy, you can get paid on.

When you do sales, again, the key is knowing who you're talking to. That's it.

If I know who I'm talking to, and you're the best salesperson in the world, and you don't, I win. Why?

Because they say in sales that if you can describe someone else's problem better than they can, you have a customer for life. If you can describe their problem, they're going to buy whatever you have. So, you want to describe it, and you want to invoke emotion.



Your sites can't be passive.

They need to get people to feel.

They need to get people to think.

You need to draw on these issues people have.

Instead of saying,

“Do you want to make more money?”

Say,

“Are you sick of going to work?”

“Do you hate your life?”

“Do you want a change?”

Put pictures in the minds of people who are looking at your sites.

When you do this, that's when the magic happens.

Because you get them to think. You get them to see.

And we all think in pictures. We all think in images. And that's how that works. We want to paint that picture for people.

You want to say, “This is going to help you get here.”

We have to think about the power of our words.

That's what we have to look at, when we're blogging, when we're doing our sites, when we're doing our emails, when we're doing our stuff in print.

If you can have one skill, it's being able to write words that get people to make a response. It's called direct response advertising, because we want a direct response. We want a response right now.

### **Part Seven: Wrap Up and Bonus Content**

Here is a wrap up of what we've talked about.

There is a big gap. We want to manage that gap. We have people right now that we can sell to right now.

We can build a list. We can participate in forums. We could do this stuff right now.

Spot the opportunity. There are lots of people online you can go to. People who have Instagram who do makeup, they will flip out if you give them \$100 for an ad, and they have 100,000 followers or something. They'll flip out because they're not

making anything. That's an opportunity you can go into right now.

Understand human nature.

Learn about sales and the power of writing an ad.

Learn how to write an effective ad. Practice and try it out.

If you're bored, instead of watching another video, go write an ad, right on Facebook. See what people are like.

The faster you get stuff out, the faster you get people in, the more you interact with them, the more you'll be rewarded.

Your work is going to grow.

If you get something quick and you capitalize, and you go, go, go, it's going to build naturally. Because you're going to be in momentum mode.

## Bonus Content

### Discussions in Live Webinar

Sell to the people who want your stuff. Forget about the rest.  
Far too many people try to focus on making everyone happy.

But not everyone is going to be happy.

It doesn't matter if you're the greatest at whatever you're  
selling. Not everyone can be happy.

You're probably going to make some people mad along the way.

But you have to do hard-hitting stuff.

If you know that your stuff is good, sell it.

You're sort of doing a disservice to the world by not selling what  
you know is good.

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The average person reads at something like a seventh or eighth  
grade level, or maybe even sixth.

You can tell by just looking at the news. It's just a bunch of  
snippets.

The attention span of Americans nowadays is nothing. And that's why you have to really keep their attention.

---

One of the tactics I use in my webinars to keep attention is called open-closed looping. It's the idea of opening a story, getting to a point and then opening a new story, getting to a point and opening a new one, and so on.

And you have all these stories in people's heads that haven't closed yet, and they want to stay and figure out what happens in all those stories. The audience stays until the end to close all of them, because it's something in our brains where we have to have closure.

That's a tactic that works really well. It works in print as well.

Another tactic for webinars is this: On a webinar, reading a page converts like crazy.

So if you have a sales letter, just read it on a webinar, and you're good to go.

---

Here is a tactic for my website:

Think about how my site is laid out.

On my front page, I say, “Here’s exactly how you can set up simple little affiliate sites with funny Clipart to make money online, from someone has done it for over 19 years. “

I deliberately use words like “simple websites” and “funny Clipart”. Then people think, “This isn’t too serious—this guy just set these up.”

Then, I go into a letter. Notice how short the sentences are. Notice how when you look at this, you’re not overwhelmed. You want to continue, and you want to read it.

There’s also something here called the dual readership path.

This is basically the idea that when you have a webpage, there are people who are reading word-for-word, and there are people who are skimming.

Most people are skimming, so you want to write your page in a way that it makes sense for the person reading as well as for the skimmer.

You'll see words that are repetitive, and some words that are bigger than other words and bolded. So, whether people are reading, or people are skimming, they're both going to see it.

## Questions from Live Webinar

### **Question: How do you arrange push notifications?**

You buy them. I use PushCrew.com. You pay based on how many people you have. There are cheaper options you can get, too. We have a plug-in that does it too that we're working on.

### **Question: When you say that you purchase someone else's traffic, how do you find that initial person with the traffic?**

When you're doing competitive research, you'll see different sites, and those are where you're going to go.

Let's say you're in the makeup niche. You would search for your main keyword, and you'd look at the people who are in the top ten. You'd see if they have banners, see if they have AdSense, see if they have a little button that says "Advertise". Then you could go to BuySellAds.com (they might have changed their name), or you could go through the Google Content Network.

The Google Content Network is amazing. If you do Google search and you're in the makeup market or something like that, and you get 1,000 clicks a day from search, and you run content,



you'll get like 20,000 clicks, and it will be cheaper. So that's a really good way to go as well.

**Question: How can you find content writing?**

You can get content writing at HireWriters.com. That's where I go. They're not the best of writers, you usually have to edit the content, but it doesn't cost much.

## Testimonials from Customers at Live Marketing Event

### Charlie

My name is Charlie, and I'm from Atlanta, Georgia. I'm here in Orlando attending Marcus's boot camp. And I have to tell you, it's been the best live marketing experience I've ever had.

I found Marcus online looking for ways to make money on the internet, and I liked his teaching. I liked his follow-up. I really liked his support.

So, if you're looking to understand the basics of affiliate marketing, and more advanced strategies, there's nobody better that I've seen on the internet.

I encourage you to take a look at what Marcus offers. You'll love his training, and he'll definitely be there for you all the way.

## Jim

I'm Jim. I'm an accountant by trade, so this has been way outside of my normal kind of thing that I do.

But from a standpoint of learning, Marcus is a guy who's got 20 years of experience in this industry.

And while I was lost through the video system, what the boot camp has been able to do is to take the pieces of the puzzle and start to connect them better for me.

So, I would recommend this to anyone that's looking to build an internet business. Because Marcus will give you the keys to the kingdom.

## Harold

Hi, my name is Harold. I'm from Ontario, Canada, and I came to Orlando this week to join Marcus in his boot camp. And I've really enjoyed the experience here, the networking we've had, and associating with all the marketers here.

I learned so much about focusing on what our customers need, and that's the key to my experience here.

I think I can go home and make a website that works for me.

## Louise

I'm Louise, from Long Island, New York. I loved everything about Marcus's program from the very beginning. The Simple Sites program that I joined is very easy to understand. Marcus takes it step by step through each video, telling you what to do. And he is hands-on and helps you out with knowing exactly what you need to do.

I would say the best part about it was learning how to do the affiliate offers step-by-step. It's definitely a good program. That's a lifelong thing that you're going to have, so it was definitely worth coming here.

I had a great time. Marcus is a great teacher.

## Anonymous

Hello to everyone. I just want to say, just join Marcus's boot camp. It was really nice, and it was worth the money. I've been to many conventions before, where they're all about hype and selling stuff.

But in Marcus's program, he's a straight shooter. He gives you all the information as you would expect it. And if you ask him any questions, he just goes beyond, in my opinion, and helps to give us the information that we need.

I think that's really helpful. And it will be very, very helpful going forward. So, if you haven't attended the boot camp, I highly recommend it.

Come here and join. It's not as expensive as you may think. With every other program, people could be out there who try to get extra money from you, but not Marcus.

## **April**

Hi, my name is April, from Omaha, Nebraska. I got a lot of valuable information on business. I found it very helpful to be able to come with a group. And from those questions, it helped me to get some ideas, and it helped me put together a plan on what to do next, so it will be easier for me to take action.

And I just had a great time. I think it's great to be able to get together and kind of vibe. Not only get your questions answered, but also kind of mastermind about things. So, this is definitely an experience that I would recommend.

## **Joe**

I'm Joe, from Vallejo, California. And with this technology and this marketing, the devil is in the details. And this is a great place to get not only the concepts but the details, too. That's why I'm here, and that's why I've enjoyed being here.

## **Anonymous**

The number one reason why you should come to the affiliate marketing boot camps that Marcus hosts is this: You connect with Marcus on a genuine level, you share information between each other.

You will not find that just sitting in your chair, just watching passively, going “Oh well, that worked for him, but that won’t work for me.”

You will get away from that here, you’ll connect with other people, you will learn from their life experiences, and you’ll determine, “Okay, how can I go to him for advice? What works for him? Can I apply that to my section of this business?”

That’s the number one reason why you should come here.

It’s now several hours after the conference was officially scheduled to end, but we were hanging out, and Marcus was smoking a cigar outside in the smoking area.

And we were chatting as a group. We were talking about how to do Facebook ads, and other things than just marketing.

But we all learned about how it works together. And how you can learn from it, too. You know, personal attention, personal guidance. That’s too hard to do with bigger seminars or conventions – they’re all about the marketing pitch.

But here, there was no marketing pitch. It was something that you had already bought into, and you could come and meet the



person who's driving everything, and then he gives you what he wants you to do.

We talked about how you would break down a niche, and how you need to learn about every single topic in the niche to be able to present the information in a way that provides value to the customer.

Because ultimately, you don't serve anyone but the customer who buys from you. That's who you serve.

And if you can't provide value to that person, they will never trust you. They will never spend money with you, and you will never connect with them.

We talked about how this is a business that will make you wealthy if you work on it, and you're consistent at it. But ultimately, if you do nothing with that money, other than just pad your own pocket, it is worthless. Yes, it will provide you financial security, but there's a lot more to life than financial security.

And learning from someone like Marcus, who's made millions of dollars but still lives a genuine life, you can see he's a regular person. He's not somebody just trying to scam you and sell stuff. He's real.

Learning from the experiences of others is the biggest reason you should get personalized support. And you will find a will and a willingness to connect with the people that are here.

For instance, we're going to start a Facebook group for the people that have attended here, so that we can continue to collaborate with each other.

You don't get that in large conferences. You get that in small groups that are just smaller settings.

This isn't a large conference where they're just trying to get you to buy a course, or a webinar where they're just trying to sell to you.

It's a very relaxed, comfortable setting. Just come here, be yourself, and learn.