

34 RULES FOR
moverick
ENTREPRENEURS:
MORE Profits, MORE Fun & MORE Impact

Yanik Silver

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34 RULES FOR MAVERICK ENTREPRENEURS

1. **It's got to be a BIG idea that you, your team and your customers can "get" in seconds.**
2. **Strive to create 10x - 100x in value for any price you charge. Your rewards are always proportionate to the value you provide.**
3. **You must charge a premium price so you have a large margin to provide an extraordinary value & experience.**
4. **Provide a 'Reason Why' customers should do business with you and pay you a premium.**
5. **Get paid before you deliver your product or service. And when possible figure out how to create recurring revenue from transactions.**
6. **You get to make the rules for your business. Don't let industry norms dictate how you'll work or who you'll work with.**
7. **Create your business around your life instead of settling for your life around your business.**
8. **Consistently and constantly force yourself to focus on the 'critically few' proactive activities that produce exponential results. Don't get caught up in minutia & bullshit.**
9. **Seek to minimize start-up risk but have maximum upside potential.**



- 10. Get your idea out there as fast as possible even if it's not quite ready by setting must-hit deadlines. Let the market tell you if you have a winner or not. If not - move on and fail forward fast! If it's got potential - then you can make it better.**
- 11. Find partners and team members who are strong where you are weak and appreciate being paid on results.**
- 12. Your reputation always counts. Honor your obligations and agreements.**
- 13. Never, EVER get paid based on hours worked.**
- 14. Leverage your marketing activities exponentially by using direct response methods and testing.**
- 15. Measure and track your marketing so you know what's working and what's not.**
- 16. Bootstrap. Having too much capital leads to incredible waste and doing things using conventional means.**
- 17. Your partners and employees actions are their true core - not what they tell you.**
- 18. Keep asking the right questions to come up with innovative solutions. "How?," "What?," "Where?," "Who Else?" & "Why?" open up possibilities.**
- 19. You'll never have a perfect business and you'll never be totally "done". Deal with it.**

- 20. Focus most of your time on your core strengths and less time working in areas you suck at.**
- 21. Make it easier for customers to buy by taking away the risk of the transaction by guaranteeing what you do in a meaningful way.**
- 22. Always have something else to sell (via upsell, cross-sell, follow-up offer, etc) whenever a transaction takes place. The hottest buyer in the world is one who just gave you money.**
- 23. Always go back to your existing customers with exceptional offers and reasons they should give you more money. It's 5x less expensive to sell to happy customers than go find new ones.**
- 24. However the flip side is - fire your most annoying customers. They'll be replaced with the right ones.**
- 25. The marketplace and competitors are always trying to beat you down to a commodity. Don't let that happen.**
- 26. Develop and build your business's personality that stands out. People want to buy from people.**
- 27. Create your own category so you can be first in the consumer's mind.**
- 28. Go the opposite direction competitors are headed - you'll stand out.**



- 29. Mastermind and collaborate with other smart entrepreneurs if they have futures that are even bigger than their present.**
- 30. Celebrate your victories. It's too easy to simply move on to your next goal without acknowledging and appreciating the 'win.'**
- 31. Make your business AND doing business with you FUN!**
- 32. Do the unexpected before and after anything goes wrong so customers are compelled to 'share your story.'**
- 33. Get a life! Business and making money are important but your life is the sum total of your experiences. Go out and create experiences & adventures so you can come back renewed and inspired for your next big thing.**
- 34. Give ~~back~~ forward! Commit to taking a % of your company's sales, talent or resources to make a significant impact.**

About Yanik Silver



Yanik Silver is a serial entrepreneur who has built multiple successful online businesses even though he still considers himself a “techno dunce.” He has successfully bootstrapped 8 different product and service ideas hitting the million-dollar sales mark from scratch without funding, taking on debt or even having a real business plan.

Yanik’s story and businesses have been featured in The Wall Street Journal, Fox Business News, MSNBC, Time, USA Today, Smart Money, MSN Money, Entrepreneur, WIRED magazine, WORTH, The Boston Globe, Denver Business Journal, and many others.

He is the author of several best-selling marketing books and tools including “Maverick Startup”, “Moonlighting on the Internet,” & Instant Sales Letters®. Yanik is also the founder of the Underground Online Seminar®, Maverick Business Adventures® and Maverick1000, a private group of game-changing entrepreneurs.

He is passionate about catalyzing and connecting innovative 21st century entrepreneurs to co-create new business breakthroughs, enhance their happiness and provide greater meaning & impact through their ventures.

Yanik’s leads groups of high impact entrepreneurs on re-energizing epic experiences with business icons such as Jesse James, Tony Hsieh, Tony Hawk, Tim Ferriss and John Paul DeJoria. Whether that’s blasting 80mph through the Baja, experiencing a Zero-gravity flight, flying MiG jets in Russia, going on an African Safari, scuba diving in between tectonic plates in Iceland or helping create self-sustaining villages in Haiti and private brainstorming sessions with Sir Richard Branson on his private island

He calls Potomac, Maryland home with his wife, Missy, and 2 mini mavericks in the making, Zack & Zoe.



Preface



The Back Story Of How These Rules... These 34 rules were inspired on my way home from Necker Island, Sir Richard Branson's private island. I came for a brainstorming session with Virgin's charity foundation - Virgin Unite.

Branson has always been one of my business heroes from the way he lives his life to the fullest to his business success. I've been fortunate to have the chance to meet many of my mentors/heroes and most of them left me feeling uninspired. With Branson - it's the opposite. I'm even more impressed and inspired.

I met Richard for a few moments at SpaceShip Two's unveiling because I'm signed up as one of the first 'astronauts' on Virgin Galactic's sub-orbital space flight - but this was exponentially different. Being with him and about a dozen other guests created a cool, intimate environment for real conversation and interaction.

Flying on the way home from Necker I was so excited with our time there that I started creating my own rules for successful entrepreneurial endeavors that have helped me become financially independent before the age of thirty. I thought it would be top 10 list but I kept writing in my journal and it came to 34 tenets....

Note: Since that first trip we typically do an annual retreat to Necker Island with a select group of entrepreneurs along with Richard Branson. If you'd like more details see Maverick1000.com

1 MAVERICK RULE #1

It's got to be a BIG idea that you, your team and your customers can “get” in seconds.

Why?

Because there are just too many competitors out there. There's just too much noise going on. If you read the book *Blink* by Malcolm Gladwell, it's got to be something that you can get in an instant.

A good example of this is Uncrustables. That's the peanut butter and jelly that was pre-done, that literally you take it from the freezer, stick it in your kid's lunch box, and by noon, when they have lunch, the thing is thawed out.

It's just a done-for-you peanut butter and jelly sandwich. It sounds incredibly stupid, but it's been brilliant for Smuckers and the company behind it. 8 Minute Abs is another great example of a big idea.

The big idea right there is that title alone. I talked to the founder of it, sold millions and millions of copies just from the title, which is a big idea in itself. Eight minutes to get six-pack abs. If you've seen the TV show *24*, there's another great example. The big idea there is that everything is going to be filmed in real time, 24 hours, in one entire day, from 6am to 6am the next day. It's just an amazing concept, and it has just worked incredibly well.

Personally, my Instant Sales Letters product (www.Instantsalesletters.com) was my first \$1,000,000 product thanks to the big idea of handing people the “FISH”. Everybody has heard the saying if you hand a man a fish you feed him for a day – but if you teach a man how to fish you feed him for life. Well that's kinda B.S. because people want the fish handed to them and that's how this initial product eclipsed the 7-figure mark, by providing pre-done sales letters on a silver platter.



MAVERICK RULE #2

Strive to create 10 times to 100x in value for any price you charge. Your rewards are always proportionate to the value you provide.

There is an unyielding natural law that your compensation is tied directly to value. You simply cannot provide incredible value without getting richly rewarded.

I have something that I look at every single day in my planner. It says, ***"I get rich by enriching others 10 times to 100 times in value what they pay me in return."***

If I sell something for \$100, I want to provide at least \$1000 if not \$10,000 in value to them. The way you do that is by understanding your customer's end goal.

Think about what it is that they really, really want. How can you get it for them? If it's a financial-related product, or a return on investment product, then it's how can you provide them with more profits, more money, at the end of the day?

If it's something else, you can still provide that 10 times to 100 times the value. Is it 10 times in time savings? Is it 10 times in peace of mind? There are a lot of ways you can do it.

Another thing you can do to help make your offer even better, and approach the 10 times to 100 times, is start enlisting partners. I'm an American Express Centurion member, the Black Card, and they do something really great where they enlist partners. They work with Mandarin Oriental, and all these high-end hotels and travel companies in different places, and if you stay for one night, you get another night free. With some airlines that they're partners with you get a free automatic upgrade. You get a free companion first-class ticket on international flights. It starts increasing the value for what you pay for your credit card.

Start creatively thinking about how you can exponentially increase the value for any product or service you provide and who else can help you with that.

MAVERICK RULE #3

You must charge a premium price so you have a large margin to provide an extraordinary value & experience.

If you look through the history of business, the low price provider has typically always failed. If you go back to J.C. Penney, Sears, and Woolworth, they all could not sustain that low price. (The jury is still out on Wal-Mart.)

You have to charge a premium price so you can provide an extraordinary value and experience. People are just banging their heads against the wall trying to undercut their competitors. I think that's wrong. Look at numbers. If we want to make \$1 million, it takes 100 customers at \$10,000 to do that. It takes significantly more customers at \$10 to get to that \$1 million.

The infrastructure, the support staff, everything that you need is just completely different, and price is largely elastic and not tied to cost. This is a big deal. A lot of people have been taught keystone pricing, which is if I have to pay a dollar for something, I should be selling it for two dollars.

That's not the case. If we're creating that 10 times to 100 times value that we talked about in Rule #2, price is largely elastic. People will pay for the premium experience. We've all been taught that you get what you pay for. Having a higher price means that people automatically put you at better quality, better profits. Having the margins in place, then we can create an experience beyond any sort of competitor.

When my wife, Missy, and I were in Venice, we had a bill of \$45 for two cups of coffee in St. Mark's Square. The reason they could get away with that is because it's an experience, not only the entire atmosphere but they also have an incredible band playing there.

Even Starbucks, which has crazy margins for a \$5 cup of coffee, provide an experience of their own beyond the product itself. Charging premium prices lets you do the things that you couldn't do on a budget. If I was charging \$2 for that cup of coffee in St. Mark's, I couldn't hire the band, have them out there playing, and do all the things that you want to create an incredible experience.



MAVERICK RULE #4

Provide a ‘Reason Why’ customers should do business with you and pay you a premium.

This rule jumps off on #3. Quick example: I was just in Vegas recently for one of my Maverick meetings. We're eating at one of the best sushi restaurants there in Vegas, and the waiter is brilliant.

I love listening to people as they tell me the stories. They essentially sell you. The waiter came up, and he was just talking about the special they had, which was Wagyu beef.

He explained that these are hand-massaged cows, they're fed ultra premium sake, and they have classical music played to relax them. Only a tiny portion something like 1% of 1% – is at this level. It was some crazy amount, like \$180 for a couple of ounces of this beef, but it was damn delicious, and I bought it because of the story of why I should pay a premium.

Psychologists have scientifically proven providing the ‘reason why’ works.

If there's just one thing I could use in my marketing – this would probably be it. I typically try to use ‘reason-why’ in nearly any promotion and you'll see the inside scoop in just a moment.

Telling people the reason why you are doing something is one of the most powerful influencers of human behavior. Robert Cialdini, Ph.D. in his book “Influence: The Psychology of Persuasion” talks about an experiment by Harvard social psychologist, Ellen Langer, that concluded people like to have a reason for what they do.

[Side note: I've read Cialdini's book 9 times and highly recommend it.]

Her experiment consisted of people waiting in line to use a library copy machine and then having experimenters ask to get ahead in line.

The first excuse used was “Excuse me, I have five pages. May I use the Xerox machine because I’m in a rush?” This request coupled with a reason was successful 94% of the time. However when the experimenter made a request only: “Excuse me, I have five pages. May I use the Xerox machine?” this request was only granted 60% of the time. A significant drop.

Okay now for the shocker.

It may seem like the difference between those two requests was the additional information of “because I’m in a rush”, but that’s just not the case.

Because in a third experimenter, the experimenter asks “Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?” There’s no reason mentioned or new information presented, just the words “because”.

This time a full 93% of the people said yes simply due to the word ‘BECAUSE’! And it didn’t even matter that there was no reason given. Just the word because triggered a magic response.

Using this psychological ‘trigger’ can massively increase your Marketing success. Maxwell Sackheim, famous for the long-running ad “Do You Make These Mistakes In English” and originator of the book-of-the-month concept, says this: “Whenever you make a claim or special offer in your advertising, come up with an honest reason why, and then state it sincerely. You’ll sell many more products this way.”

And this powerful strategy works just as well today.

Using this secret weapon for my Dad’s medical equipment company, I helped them produce a massive 1,073% return on investment simply using “reason-why” copy. (This was a huge breakthrough because typically you’d have to do one-on-one sales to doctors for items like this.)

The premise was how can we sell a product for the incredibly low price of only \$447? (Regularly this product sells for about \$695 - \$895.) Then the ad went on to explain that the reason why the price was so low was because the manufacturer wanted to gain market share and get nurses and doctors accustomed to using their product. It was a huge winner and a big moneymaker for the client. Here’s an ad I wrote using the ‘reason-why’ concept that’s ultra simple to apply to your business. Simply jotting down “X” number of reasons why a customer should purchase from you is usually more than what most competitors do. It provides a logical crutch to an emotional buying decision.



5 Reasons Why More Patients Choose Dr. Bui For Cosmetic Surgery



Hoang M. Bui, MD

1. Affordable Cost – Cosmetic surgery shouldn't just be for the wealthy. At last, any procedure is affordable with easy financing options to meet any budget.

Let Dr. Bui Help You Discover Your "New You":

- Breast Augmentation
- Eyelid Surgery for sagging, puffy eyelids
- Facial Rejuvenation
- Tummy Tuck
- Liposuction
- Rhinoplasty and more...

Call Today For Your Free Consultation

2. Personal Contact – At many offices you only meet the doctor for a few brief moments during your consultation. Here you see Dr. Bui and he will personally spend as much time as you need to feel comfortable and to openly communicate your desired results.

3. Results As Expected – Dr. Bui will honestly tell you what you can and what you cannot expect after surgery. Plus, you'll be able to see dozens of actual 'before' and 'after' photos of previous patients.

4. Quick Recovery Time – Using the latest breakthrough

surgery techniques, Dr. Bui is able to greatly reduce your healing time. Usually you'll be back to your normal routine in just days instead of weeks.

5. Experience – Dr. Bui is certified by the American Board of Plastic Surgery and American Board of Surgery.

Why not call Dr. Bui today for your personal, one-on-one consultation (a \$100 value) absolutely free. **Call [redacted]-2553 right now and take the first step to looking and feeling great!**

Hoang M. Bui, MD

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Call 1-[redacted]-3038, Anytime 24 hours

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I've used the multiple reason-why approach for so many different things because it works.

Another example...I used to own a Voodoo PC, a Voodoo laptop. There's a great story, or reason about how they build these super high-end laptops, test them, and make sure that they're the absolute best, so that you're paying a super-premium for them, and it's worth it.

Having that story gives you the reason for charging premium prices. Stories are so deeply ingrained into how we are influenced, how we take in information. Stories are one of the best ways of sliding underneath what I call prospects' "advertising BS radar."

MAVERICK RULE #5

Get paid before you deliver your product or service. And when possible figure out how to create recurring revenue from transactions so you can keep getting paid.

People give me a hard time on this. They say, “Oh, I can’t do this, I can’t do this.” You know what? You decide how you’re going to have people pay you especially as you consider the value of your product or service typically drops precipitously after delivering it.

One of my mentors is Dan Kennedy and in the speaking world, you typically would invoice corporations, who pay you maybe net-60, maybe net-90. But he decided that that was pretty stupid.

He got paid 50% up front just to take a date off the calendar and then he wouldn’t get on the airplane to go to them unless they paid him before the actual event. That was his rule, and people went with it even though almost every other speaker never did it that way.

Selling for my father’s medical equipment sales, and service firm, we had quite a few government contracts - where we would ask them for their credit card numbers ahead of time. (Trust me, this was pretty uncommon since this was the United States’ Government after all. They’re not used to paying in advance.) But we would get their credit card numbers by simply stating, “Look, this is the only way we’re shipping you out this equipment.” Most people at that time didn’t know they had government-issued credit cards and we got paid in advance. Let me tell you, that does something for cash flow. It’s significant.

The second part of this, is when possible - and it’s very possible - is to figure out how to create recurring revenues from your transactions, so you keep getting paid. This is huge and will remarkably impact your business if you give it some thought.



Most people are in a one-time transaction business. They simply will make the sale and go away. If you can make the sale, then make it so that customers will keep paying you over and over again, you're in much better shape.

There are automatic replenishment plans. If you're selling anything that people will eat, drink, that goes anywhere, down the drain even, cleaning products, whatever the case is, you can create automatic replenishment plans. There are service contracts and audits that you could do, there are all sorts "of the-month" type things; you name it. If you look around, there's something "of-the-month": "beer of-the-month," "wine-of-the-month", "hot sauce-of-the-month", etc.

Those are all smart, because you get paid every single month, and it creates much more stable cash flow. A really advanced secret is you can create what's called "optional continuity," which is super-advanced, where you bundle together your continuity with a product that you sell.

For instance, I can sell one of my products, and then the customer would be automatically enrolled in my newsletter which is x-amount per month. I might give them two months free to check it out, and then after those two months, they're automatically charged monthly. You can either make it 'pre-checked' or the customer has to check the box, depending on how you want to structure it.

I can't even begin to tell you what that does to your cash flow. Regardless of what happens in your business, you wake up every single month and you've got x-amount sitting in your bank account.

MAVERICK RULE #6

You get to make the rules for your business. Don't let industry norms dictate how you're going to work or who you're going to work with.

Mavericks break the rules.

Every rule in your industry was created by somebody somewhere down the road. Then it was followed by everyone else, and it became the dogma of the industry. Who cares?

The establishment would like you to play their way, but the real breakthroughs come from other ways of doing it.

Look at network TV. We had the big three, and then Fox came along, so maybe the big four. Then we had cable, which broke the rules and fragmented the marketplace. Now we have YouTube.com, which fragmented it even more. They didn't play by the rules. They said, "We're not going to build a network and start going out to TV stations to broadcast our stuff. We're just going to let people broadcast their own stuff."

Their payday was to the tune of over a billion dollars after being bought by Google. I bet someone else, at some point, will come along and break the rules that YouTube would want followed.

Right now, we're in a time where it's about creativity and not following the same rules dictated by the status quo. We have opportunity now to choose who you're going to work with. It could be totally virtual. We're in a global economy, with outsourcers, virtual assistants – absolutely, the sky is the limit. Who you're going to work with via a team, or who you're going to work with as your customers... which is another rule we'll get into shortly.



MAVERICK RULE #7

Create your business around your life, instead of settling for your life around your business.

I think this is huge.

You need to decide the parameters for your life, and mold it to your business to fit that. Not the other way around, which most people do just kind of squeezing life out if there's room afterwards. I think that's wrong. I think you've got your priorities backwards then.

If your goal is to build a multi-billion dollar empire, then yes, you'll probably have to have some sort of compromise and sacrifice to put a lot more hours in. But I really think that you can create the sort of life that you want first, and then have your business fit that.

Think about a big glass sitting in front of you as your life. What do you put in there first? Most entrepreneurs would just build their business and make that the biggest 'rocks' that went inside the glass. Then you're left with trying to fill in the crevices with your so-called life. What if instead, you set your rocks as your highest values and priorities of what you really wanted. Then you filled the rest of the glass with how your business would conform around that.

Whatever takes priority in your life is where your energy is going to flow. When I was starting my most recent company, I wrote down a list of everything I wanted in that business, and then I worked my business around that.

For me, part of that means being at home to watch my children grow up but also having the freedom to take part in incredible once-in-a-lifetime events and experiences around the world. It also means serving only the people I truly care about and who are appreciative of what I contribute to them.

MAVERICK RULE #8

Consistently and constantly force yourself to focus on the ‘critically few’ proactive activities that produce exponential results. Don’t get caught up in minutiae & bullshit.

This is the 80-20 rule you’ve probably heard of. It’s the Pareto Principle, which says that 20% of your effort is going to produce 80% of your results, and vice versa. 80% of your effort is going to create 20% of your results. It’s important to figure out what are those “critically few” activities that produce the significant results. If I look at my main publishing business, there are probably three or four products and things that I do that account for 80% or more of my revenue.

If I simply focus in on those, I’m going to have way more time to go do anything else I want to do: create more businesses, have more fun, give more without falling into the trap of “busy-ness”.

It’s easy to get stuck thinking “Well, I’m working really hard” type thing. It’s critically important to know what to say no to, or what to put off, what to procrastinate on, and what not to.

The interesting corollary is it’s not always the 80-20, but it’s some sort of fraction. With my publishing business, a lot of the revenue was driven by our affiliate partners.

We have about 50,000+ affiliates who drive our revenue, drive countless numbers of traffic to our Web site, and we only pay them when the person that they referred to our site makes a sale.



With them, it's really closer to a 95-5 rule. With 5% of our affiliates are responsible for 95% of the revenue coming in, so to focus in on those 5% would be the absolute best use of my time there.

I have always taught you need to do at least one proactive thing per day, minimum.

I know that might sound almost too easy, but sometimes if you only get that done - you're still moving your business forward. Ideally, I like to do that at least the first thing in the morning.

It's typical that as the day wears on, your energy level decreases, you get more e-mail, you get more phone calls, all kinds of stuff goes on. I like to do that first thing in the morning, turn off my phone, turn off my e-mail, and get at least one proactive thing done.

MAVERICK RULE #9

Seek to minimize start-up risk but have maximum upside potential.

A perfect example of this is going back to one of my business heroes, Richard Branson. Virgin Mobile was one of the first companies to do what was called a virtual network.

They made a deal with other cell phone companies to use their capacity to use their network, so they didn't have to spend the - I don't know what it would cost - hundreds of millions, or maybe billions, to build their own network.

In the U.K., where they started, they have millions of customers, and to start it up they simply did a deal with T-Mobile to use their network. Here in the U.S., they use Sprint. Their upside is tremendous with startup risk very minimal, because they didn't have to build their entire network.

Let's break this down to something smaller. You don't need to create 10,000 sets of a product to sell. You don't go to China and get 10,000 bobble heads made when you think it's going to be the next big thing. Yes, you might pay more to have some small prototypes created but it gives you the opportunity sell a few and see if there is a pulse.

That's a big deal. Even if you lose money on the first couple units, that's no biggie. Because we're testing the market (I'll save this for another rule coming up.)

An old friend of mine named Melvin Powers is huge in the mail-order book guy. He's sold tens of thousands (probably hundreds of thousands) of books via mail-order. He has tons of titles.

What he used to tell me that he did was he would sometimes write an ad for a book that was already out there and for a book that he wanted to create before the book existed. He wanted to see if anyone bought it, and then he would fulfill it with somebody else's book that had a subject similar to what he was talking about in this ad.



It wasn't a bait-and-switch type thing. He was testing the marketplace that way. The upside was incredibly lucrative, because he could then create the book and start selling it himself.

Note: There are new marketplaces out there that allow you to 'test' products first and get orders before you produce anything. Check out www.IndieGoGo.com and www.KickStarter.com. You'll be amazed at what you can do here!

MAVERICK RULE #10

Get your idea out there as fast as possible (even if it's not quite ready) by setting must-hit deadlines. Let the market tell you if you have a winner or not. If not – move on and fail forward fast! If it's got potential – then you can make it better.

My very first product that I sold on my own was a manual to cosmetic surgeons, teaching them how to get more patients.

This manual came about when I started consulting directly with some doctors, and I decided I wanted to leverage my activities. I created an ad and had ten doctors who requested more information. After 6 weeks and a few follow-up notices, I finally sold the first course. I was ecstatic and jumping up and down super excited until I realized I didn't have it done. No problem.

I wrote back to the doctor who ordered it, something like this, "I appreciate your order. This material is going to be republished. We won't be charging your credit card until it's done. You should expect it within 30 days. Thank you."

I had a must-hit deadline, and the marketplace told me, "Hey, you've got something that we want," so I worked my ass off, working until 1 or 2 AM a lot of nights to create this manual. Then I had something that I could keep selling and make it better. That was my first publishing venture that turned into a \$15k/mo revenue stream and gave me the confidence to make the hard decision of leaving a family business.

Look, if the product or service has potential, you can make it better. www.InstantSalesLetters.com was my first online product. I literally woke up and had the idea for at three o'clock in the morning. The first version was probably



just okay. We might have had like 20 different letters in there. But, here's the important thing, the marketplace told me it was a good idea. It told me that they'd pay.

This is not via surveys – I typically don't trust survey data. I like people voting with their wallets! That's the way that I can tell if it's going to work or not.

And I continue doing the same thing. I created a must-hit deadline for Maverick Business Adventures®. I had this idea for combining business sessions with unique adventures and philanthropy for probably two years – just floating around in my idea journal. I finally said, "Screw it – I'm getting this thing out there!"

I told all my subscribers, about 100,000 of them, "Hold me accountable to this. We're going to do our first Baja trip in January of '08. "I wasn't 100% sure how I was going to pull it off, but the team came together, and it happened, all because of this must-hit deadline. Something magically really occurs with these must-hit deadlines. The date for the Baja trip was going to come and go regardless if I got 1 person to attend or a couple dozen. I think we ended up with about 24 attendees and it was the right group to jumpstart what later became Maverick1000.

I love setting dates that force you to create the material you want. In the publishing world, I teach people all the time to create a 'live' event, whether that's a series of webinars or an actual physical live event. That way you must get it done and out there.

MAVERICK RULE #11

Find partners and team members who are strong where you are weak and appreciate being paid on results.

Most partnerships occur because people want some sort of buddy in business, or they don't want to go at it alone. I think that's a really bad idea.

You need to bring in the people who are strong in the places where you're weak. You want to find complementary skills, complementary team members that don't overlap what you do.

Why do I need another Yanik? You need someone that fits hand in-glove with what you're doing, and what you can't or will not do.

The other part of this rule says they hopefully appreciate being paid on results. I typically want to want my partnerships to be all about the upside. Fixed costs kill us. Variable costs are great, because they are based on results.

Like I said, my entire publishing business is driven by affiliates, our network, so we only pay them when the people that they refer to us purchase something. That means that we're getting money in advance, one of my other Maverick rules, and then we're paying them on results.

Trying to find partners and team members who appreciate being paid on results is pretty powerful.



MAVERICK RULE #12

Your reputation always counts. Honor your obligations and agreements.

This might seem like overly basic, but it's not. If you make a bad deal, you made that deal. Of course you can renegotiate, but you need to do so in good faith.

I've done things where I've brought a partner in and promised them that they'd get this amount, and they ended up not essentially doing what I thought they would do. I still paid them, because I don't want anyone coming back and saying I don't live up to my side of a deal.

Sometimes I change up the deal against myself.

My buddy, Jeff Walker, was reminded me the other day about when we met and the deal we struck. He was speaking at our very first Underground® seminar and the typical arrangement is a 50/50 split. I saw what he was selling and it required quite a bit of hand-holding and mentoring so I told him it should be 60/40 his way. He's never forgot that and it's paid dividends 100 times over for me. Your reputation precedes you.

I was just rereading this book *Middle-class Millionaire* by Russ Alan Prince and Lewis Schiff today. There's a great story in here about a guy named Steve Bell who had a little business doing office remodeling. He had a little niche market remodeling dentists' offices and everything was good until one of his main general contractors was suddenly arrested on cocaine trafficking charges. All of the sudden all the money that they owed him was seized by the Federal Government. Ouch!

Bell owed more than \$100,000 to his own subcontractors and suppliers and had no way to pay off the debt. He went to his lawyer, and the lawyer told him to declare bankruptcy.

He said, "I'm not going to do that. I'm going to pay off all my suppliers. I'm going to make it right to everyone; they just have to allow me to pay them back on my terms, and then I'll pay back every dime with interest." That's all he was asking for, some time.

He did a couple different things, started up his own business again, lived three years with no credit, and he was able to purchase a showroom with no credit because one guy believed in him because he was a man of his word.

It took him six years, but he was able to pay off every single supplier. He created an even better, stronger business that did over \$27 million last year, according to this book. One of his old suppliers from his 1981 business meltdown was with a company that he struggled to pay \$5000 to, and now that company gives him an unsecured line of credit worth \$2 million. I think that's incredibly instructive right there.



MAVERICK RULE #13

Never, ever get paid based on hours worked.

Now this is one I get a lot of flak on.

But the last I checked there's only 24 hours in a day. Pretty much no matter what you do, you are limited. That means you've got a ceiling, a cap, on your income. I can charge \$100 an hour, and that might sound pretty good or I could charge \$500 an hour, and it might sound even better. But...

Right now, I very, very rarely do it. I charge \$1,000 per hour for consultations or \$10,000 per day. The reason I very rarely do it is because I'm trading my time for money. I'd rather create leverage. There's pretty much no leverage in doing that. Even highly-paid celebrities are missing out on huge earnings because they're paid essentially by the hour. It sounds crazy but how do those mega millionaires go broke? They blow up because of this fundamental law about getting paid based on hours worked.

That's why you see really smart ones leveraging their reputation and taking a % of revenue or even equity stakes. The rapper 50 cent was able to parlay a deal with Vitamin Water into a huge payday by doing more than simply endorsing it. (50 cent made close to \$100M after Coca Cola bought Vitamin Water for 4B.)

MAVERICK RULE #14

Leverage your marketing activities exponentially by using direct response methods and testing.

This is a rule I learned when I was 18 years old and first got interested in direct response.

Direct response marketing simply means getting a direct response that you get directly from your end user. Either getting them to purchase or take some sort of action. Think of it as the exact opposite of an image or brand building advertising campaign.

A lot of business owners think that since Coca-Cola and Pepsi are so prominent, that's the way we've got to advertise and 'get our name out there'. Bzzz....wrong! That's probably the 180-degree shift of the way you want to advertise unless you have the deep pockets these multi-national conglomerates do.

You want to be able to get people to respond directly to you. When I was 18, I'd try to sell medical equipment, and I used to do it the hard way. I would knock on doctors' doors, I would talk to them one-on-one, and I would face rejection all the time. It sucked.

Then I learned about how I could write a direct-mail piece. I could write a sales letter, a postcard or today, obviously, a Web page that would reach 10 people, 100 people, 1000 people, 10,000, a million people at once.

I leveraged what I was doing, because that same sales message was repeated perfectly without me being there. Right now people are going to my Websites, and they are purchasing because I have provided them with a sales method that they can use to give me money without me being there.

What this allows us to do is to get a direct response is once we created a version of this that works, an ad that works, then we can start leveraging it, running it in more media.



If I run one ad in a magazine and it starts bringing me in \$1.50 for every \$1.00 I spend, now I can start running in two different magazines, three different magazines, four, five, ten, and keep tracking it and know what it is bringing in. We'll talk about the sister rule to this in #15.

This is the same for online, pay per click campaigns or buying online banners, or whatever the case is. We want to be able to use direct response so we know what is coming in, and when it works, that we can leverage it, and start going bigger and bigger.

The other part of this is using testing, and that gets to how much higher is high? If you have an ad that is working already, we want to test that. Direct response is scientific where we are able to test - literally one word can have a difference. There have been tests where the ad headline is "Put Music into Your Life" versus "Puts Music into Your Life." Adding the letter 's' literally had a significant, double-digit response change to what happened.

We can keep testing one variable against another to see what we can do to do better because our ad is going to cost us the same fixed amount regardless if we get five customers or ten customers, right?

The leverage comes from being able to try different things in there and test them scientifically so that we can start bringing in double the conversion, ten percent more, twenty percent more. You keep getting bigger and bigger, higher and higher.

MAVERICK RULE #15

Measure and track your marketing so you know what's working and what's not.

The only way to do this is by using direct response marketing. Otherwise you are playing blind archery. We want to do more of what works and less of what doesn't.

Companies think that they can't do this if they are not online because it is not a perfect media to test, but you can do stuff as easy as, "Ask for extension 1234," and you know 1234 correlates to an ad you are running in so and so weekly.

Or use "Ask for Darlene," and you don't have a Darlene that works there, and you know that correlates to one of your ads. You simply have everyone answering the phone with a sheet of paper and the 'Darlene' column gets another tick mark. Simple.

You can do a lot of easy low tech ways, or you can do it where you are tracking literally from start to finish. A lot of this has been made a lot easier via online and the software & tools out there. Online you can track where a prospect comes from, which page they entered on your site, how many contacts it took to make the sale, how much they've spent with you, etc. All this adds up to us being able to make smarter decisions about where to put our active marketing dollars.



MAVERICK RULE #16

Bootstrap. Having too much capital leads to incredible waste and doing things using conventional means.

Look at the big Dot-com fiasco and flops from 2000. High-flying with over-stuffed pockets of VC money paid \$500,000 to get major rock bands to come play at their kick-off parties. Webvan, one of the biggest flops of the Dot-com era, spent a billion dollars building an order system infrastructure because they didn't follow my other Maverick Rule of minimizing their investment and having unlimited upside potential.

My friend, Alfred Lin, former COO of Zappos.com had a quote that I love, "Lots of money only killed one thing – creativity."

Do you remember Pets.com, with their stupid little sock puppet? They were buying Super Bowl ads because they had so much cash to spend. Your creativity comes from having to do more with less, and a good idea should be self-sustaining with a small amount of capital invested. Anytime I advise others on starting-up a new venture, I try to have them put just in a minimal amount of cash in there. Enough said.

Note: Sometimes I don't follow my own rules and it gets me into trouble. I ended up sinking close to 400k into Maverick Business Adventures before we figured out the business model. Trust me, that's not that fun but it was an incredible learning lesson. That was the amount at the time that truly forced me to look very closely at what we were really doing and it was a legitimate business or simply an expensive hobby. I'm proud to say, after a few business model tweaks it's now solidly in the black and the big vision behind is even more expansive and exciting than before.

MAVERICK RULE #17

Your partners and employees actions are their true core – not what they tell you.

It is too easy for people to simply talk a big game, but there is a difference between their walking the walk and talking the talk. You can tell your partners, your team, by what they actually do, what they accomplish. Results are what count.

Do they say one thing and then what they accomplish is another thing? I think you can use this rule in pretty much all of your relationships.



MAVERICK RULE #18

Keep asking the right questions to come up with innovative solutions. “How?”, “What?”, “Where?”, “Who Else?” & “Why?” open up possibilities.

I think this rule is huge. It has been responsible for some of my biggest successes and breakthroughs.

I like to take a single sheet of paper or a new page in my journal. At the top I will create a heading of whatever problem I am struggling with at the time. Let's say it is “How can we add an extra million dollars in revenue this year?” Your questions dictate the kind of answers that you get, and asking yourself the right questions is going to get you to where you want to go.

Asking, “How can we add a million dollars in profit this year?” is the beginning. Don't edit yourself; don't censor yourself. Just keep going. Typically the first two, three or four answers are going to come really easily, and those are the typical, conventional ones. Also, a more refined question gives you even better answers. For instance, “How can we make a million dollars in profit this year without adding additional team members?”

You really want to blast through those and keep going and keep brainstorming until you get to some really unconventional ones.

In Robert Kiyosaki's best-selling “Rich Dad, Poor Dad” series, one of my favorite distinctions was pretty revealing. Kiyosaki tells of his “Poor Dad” looking at a beautiful stretch of beach and saying, “I can never afford to live here.” And conversely his “Rich Dad” looking at the same stretch and saying, “How can I build something here?”

It's the questions that open you up to all sorts of possibilities instead of simply saying "I can't afford it" and closing down that conversation in your head. Our minds want to search for answers.

Some of my favorite questions are:

- Who else would purchase our product at a premium?
- Who else has more to gain than I do from seeing this succeed?"
- What other companies already have a key relationship with our best customers before, during or after the time they would buy from us?
- How do I create 10x -100x in value here?
- If <insert name of mentor> was tackling this how would they do it?

That gets your brain thinking in the right direction. Our minds are set up to be problem-solving, and especially as entrepreneurs, we are geared for that. Giving yourself the right problem and the right parameters is half the battle.



MAVERICK RULE #19

You'll never have a perfect business and you'll never be totally “done”. Deal with it.

This is something that I have personally struggled with.

Your inbox might never be empty; there is always going to be one more thing or lots more to do each day. It is just an evolution. There is pretty much no perfect business. It is an illusion.

One of my mentors, Dan Sullivan, talks about the illusion of the horizon. All of us can see the horizon, and we keep walking towards it, but the horizon doesn't get any closer. It is really an illusion. The same is true with an absolute, perfect business.

The same way that we can't be upset that we can't reach the horizon, we can't be upset that we can't have an absolute, 100% perfect business, and you're never going to be done.

If you are an entrepreneur, you're going to have a lot of messes, and that is just the nature of what we do.

Every time I compare myself and my business to an “ideal” that's where the trouble arises. But when I can focus gratitude on what is going well and where we are making positive progress things just naturally shift and flow better.

MAVERICK RULE #20

Focus most of your time on your core strengths and less time working in areas you suck at.

A lot of people are used to focusing on their weaknesses. They think, “Let me try and make myself better. I am not a good accountant, but let me learn accounting principles and focus on this even though I hate it. I’ll grit my teeth while it makes me a pissy person to be around, but I’ve really got to work on this because it is a weakness.” I say that is wrong.

Once again, I bring up Dan Sullivan. His company is Strategic Coach, and one of my favorites books from his organization is called Unique Ability. In there it talks about finding what your unique ability is: something that gives you energy, something that you are passionate about, something that you love to do and you are outstanding at it.

I would also recommend a book by Marcus Buckingham called Now Discover Your Strengths, with an online strength finder. It is pretty interesting to see what your strengths are and what your weaknesses are. This has been an ongoing process for me from assessment testing to journaling to more intuitive discovery methods of following my bliss.

I love when I can spend my time doing the things that I really love. Focus in on that. Life is too short; why try to work on stuff that you are not excited and happy with, gets you annoyed and saps your energy.

Don’t focus on your weaknesses to try and grow them. Bring in the team that has the strengths where you have weaknesses. People are waiting to fulfill those roles for you.

Once again this goes back to the 80/20 principle. Work on focusing 80% of your time on where you are strong at.



MAVERICK RULE #21

Make it easier for customers to buy by taking away the risk of the transaction by guaranteeing what you do in a meaningful way.

There is always a risk when two parties come together. You want to make sure that you are the one who has more at stake, and put the risk on your shoulders. People get freaked out about offering guarantees. I ask them, “Do you stand behind your product? Is it something that you believe in fully? If the answer is no, you should be making a better product or service, or you should get out of that business.”

In most cases the answer is “Yes, definitely. We think it is the absolute best out there,” or whatever the case is. Then I ask them, “What happens if you have a dissatisfied customer?” The answer is “We do this, or we do this, or we do that.” Guess what! Most people tell their customers about that after the fact. They don’t tell their customers until they have an unhappy customer.

I think that you have to highlight your guarantee, but turn it into a meaningful guarantee. This comes from mail order companies. People are scared of giving longer guarantees. Longer guarantees have been shown that you get a lower return rate. It is counterintuitive, but it makes sense.

If I said, “You have a fifteen-day guarantee to try this out. If you don’t like it, you can return it, and we’ll give you your money back. So you’ve got 15 days.” You have probably marked it on your calendar, and you are thinking about it. But if I say, “You’ve got a year to check this out and then you can get your money back.” That’s a big difference without so much pressure. Going back to the ‘meaningful’ guarantee, you have to do something that makes an impact on your customer beyond the typical industry standards.

The guarantee “Absolutely, positively overnight,” for FedEx. That is a meaningful guarantee. Dominoes Pizza built their business on a guarantee: “Hot, fresh pizza in 30 minutes or it is free.”

A meaningful guarantee doesn't mean always falling back on giving money back. If I'm an ophthalmologist doing LASIK surgery, my guarantee is "Hey, if I screw up your eyes, I'll give you your money back," that doesn't hold water; that is not that great.

It has got to be done in a meaningful way. A couple of quick examples that I really love: this is from the late, great copywriter Gary Halbert. He was marketing a skin cream and created something called "the bottom of the jar guarantee." Other people have used a similar guarantee now in the cosmetics world. "The bottom of the jar" guarantee says literally "You can get to the bottom of the jar of this pearl cream, and if you are unhappy for any reason, just send us the empty jar. That is how confident we are that it will make you look younger, and your friends will accuse you of having a facelift." Now that's meaningful.

For Maverick Business Adventures®, we creating a guarantee that says, "The biggest smile on your face ever guarantee," that you walk away from one of our experiences, one of our trips, having the biggest smile on your face or you can ask for your money back for your membership.

Or for the Underground® seminar we typically have a guarantee where you can sit through the entire event for the first day and if you're not positively thrilled you can ask for a refund, plus we provide \$250 towards your hotel that night. Have we got called out on it? Absolutely. But it only helps us make the experience even better and make sure we are really over-delivering on what we promise.



MAVERICK RULE #22

Always have something else to sell (via upsell, cross-sell, follow-up offer, etc) whenever a transaction takes place. The hottest buyer in the world is one who just gave you money.

You've got a golden opportunity to increase your transaction value and to increase your profits as soon as someone's credit card comes out. It's incredibly easy and it doesn't matter if you are selling offline or online.

Have your telephone operators ask for, "and would you also like...?" It is just like at McDonald's. You walk in and they say, "Would you like to up-size this?" or "Would you like fries with this?" It has been worth billions of dollars to them, and it is so simple.

It is at the point of transaction where there are these instant leverage points. On one of my sites we used to get 66% of people taking an upsell which is giving us an additional amount of money just because we asked them right at the point of purchase when they got their credit card out.

You can do follow-up offers where you let customers have what I call "money burning a hole in their pocket." So if they just purchased something for \$100 from you, you give them all \$100 back in credit if they use it by X date towards something else, obviously more expensive than \$100.(or you double it or triple their credit to make it even more compelling.) It is an incredible opportunity for you if you are selling anything. Just create more places where people can give you more money. The effect on your bottom line is just tremendous.

One of the fundamental models in direct response is RFM which stands for Recency, Frequency and Monetary value. That is the way that we will figure out who is a good buyer for us in direct marketing. The first one, "R," stands for recency which means that someone who bought something a day ago is much more likely to buy from us again in the same category than someone who bought a year ago. I know that sounds counterintuitive, but it works.

MAVERICK RULE #23

Always go back to your existing customers with exceptional offers and reasons they should give you more money. It's 5x less expensive to sell to happy customers than go find new ones.

This is so simple yet has such a profound difference in profitability. Most companies are always chasing after new customers, new customers, new customers. According to research, it costs 500% more to go get a customer than it does to go sell an existing, happy customer who you know where to reach because they have bought from you before.

Go back with exceptional offers, so go back with offers that reward them for being a customer, and reasons they should give you more money.

Do you remember in the movie "The Godfather" when Don Corleone says, "I'm gonna make him an offer he can't refuse"?

And it's this simple concept that's the backbone of any successful sales proposition you make. (However if I were you, I'd probably leave out the threats of violence in your sales piece.)

A few years ago I was considering the idea of coming clean about a hidden way to literally "steal" an almost endless source of content (on practically any subject you could imagine). I decided to go ahead and hold a 2-hour call to spill the beans about how I'd been able to tap into this mountain of public domain information for years and years. Plus, I asked a legal expert and 2 other guests, who have had success with public domain, to be part of this call.

After setting up the details, I made a quick announcement to my subscribers and the response was crazy. I thought I'd need maybe 150-200 phone lines but I sold 850+ seats to this teleconference call @ \$49/spot or \$97 (if they wanted an audio CD sent to them). For about 2+ hours of work I made a tidy \$47,926.00 but more importantly, I knew this had hit a major hot button.



That's why, after the call I simply asked the 800+ attendees one question – ***“What is the one lingering question you still have about finding, using and profiting from public domain?”***

Okay nothing fancy but the responses and answers I got gave me the ideas for a follow-up product. They told me there needed to be a much more comprehensive and advanced program that took people step-by-step through the process – starting with finding and selecting public domain works to exactly how to profit from them. I decided to hold a private “eclass” for 15 people in which I delivered lessons and homework assignments via email for 8 weeks to attendees. (This eclass sold-out 5 separate times until I stopped offering it as a live course and turned it into a home-study course.)

Now on top of the requests for more advanced help, the responses we got from the survey also centered around “How can I be sure a work is really copyright-free?” and “How can I find a good market or niche to sell information to?”

After reading those questions – I decided the next thing I'd offer in the “Public Domain Riches” family would be something I named “Public Domain Goldmine™”. This product was a “fish”.

The Goldmine product included a bunch of different public domain works plus all the pieces people would need to profits from them (i.e. market research, keyword research, back-end products, etc). Like I said – this really is the “fish” with everything done for them.

Now I had a really big feeling this would take off and it did!

We brought in \$71,624.00 in less than 48 hours and we sold out all 250 packages available in 9 days flat! And we went on to sell out every other Public Domain Goldmine™ package that's been released since this first one.

Now combine this with creating a reason why, so giving them a reason why we are doing a sale or a reason why they can get this at this price – and you'll knock it out of the park!

MAVERICK RULE #24

However the flip side is – fire your most annoying customers. They'll be replaced with the right ones.

Most business owners are scared to death of a customer complaint and fall back on the old rule that 'the customer is always right'. Well, you know what? Mavericks say that the customer is NOT always right.

In some cases if you have really annoying customers, they need to be fired. Remember, you get to make the rules once again of whom you do business with. The worst customers are the ones that don't buy often, refund a lot of stuff, take up your staff's time, and don't provide referrals or anything that is positive for your business.

Nature abhors a vacuum. Get rid of them, and you will get the right sort of customers. Fire them! It's liberating. You don't always have to do it in a mean way (though that can be fun too) but simply allow them to find other resources and vendors who appreciate their business.



MAVERICK RULE #25

The marketplace and competitors are always trying to beat you down to a commodity. Don't let that happen.

When we go to the grocery store and there is usually nothing to differentiate one onion from another onion, the only thing that we can differentiate it with is price. Why? Because it's a commodity. And then price then becomes the only deciding factor.

Competitors who are less astute will try to sell only on price. They will try to beat you down and beat your competitors down by making it seem like you're on a level playing field.

That's also true for the marketplace, if you are not giving them criteria for what makes you different, what makes you special, what makes you premium. Then the only thing they can come back to is price, turning you back into a commodity.

You need to create the buying criteria for what sets you apart from anyone else.

Over 70 years ago, one man had the answer to this...

His name?

Claude Hopkins. And today his advice is even more valuable than it was during the 1920s. Hopkins was one of the most famous ad men and really the Father of modern advertising. His two books "My Life in Advertising" and "Scientific Advertising" are worth reading and re-reading.

I'll save a bit of trouble and hand you one of Hopkins' greatest secrets for attracting more business.

Listen closely - the secret is *EDUCATION*.

By educating a prospect about how things are done in your business, even it's the same exact thing any one of your competitors could tell, will produce a tremendous selling advantage.

Let me share with you how Hopkins used this advertising secret to rocket a so-so beer brand from 5th place into a tie for 1st place in just a matter of months. Listen to this:

Schlitz Beer hired Hopkins to increase their falling market share. Every beer manufacturer at this time was screaming “PURE” in their ads. In fact, companies were spending a fortune just advertising this 4 letter word as big and as bold as they could.

They even took out double pages ads to put that word in even bigger letters. All this shouting and no explaining was making zero impressions on the buying public. Nobody ever explained what ‘pure’ really meant until Hopkins came in.

The first thing Hopkins did was take a factory tour. On this tour he was shown plate-glass rooms where beer was dripping over pipes. Inquiring the reason for this, Hopkins was told that those rooms were filled with filtered air, so the beer could be cooled without any impurities.

Next, he was shown huge expensive filters filled with white-wood pulp that provided a superior filtering process. The manufacturer then went on to explain how they cleaned every pump and pipe, twice daily to assure purity. And also how each bottle was sterilized not once or twice, but four times before being filled with beer.

Then, Hopkins was shown the 4,000 foot deep artesian wells dug to provide the cleanest and purest water available, even though the factory was right on the shore of Lake Michigan. (At this time Lake Michigan was not polluted and could provide clean water.)

Finally, Hopkins was lead into a laboratory and was shown the mother yeast cell, that was a product of 1,200 experiments to bring out the robust flavor. And he was told all the yeast used in making Schlitz beer was developed from that original yeast cell.

After his tour Hopkins exclaimed, “Why don’t you tell people these things?”

The manufacturer’s response was because every beer manufacturer does it the same way. And to that Hopkins replied, “But, others have never told this story...” And he went off to create an advertising campaign explaining to people what makes Schlitz beer pure. Once again he told the same story any brewer could have but he gave a meaning to purity. And this is what took Schlitz from 5th place to a tie for 1st place in market share.

Really, this whole process is just educating.



Educating prospects about the how's, the why's, the good, the bad and the ugly. You simply cannot over educate people.

Now maybe you're thinking anything from the 1920's can't possibly work today -- WRONG!

Murray Raphel, a retail direct marketing consultant, tells the story of how he was visiting one of his clients, Ethan Allen Furniture, and he noticed carpenters in the back room repairing furniture. He asked, "Do you make furniture here?"

The reply from the manager of this store was, "No, those are carpenters doing work on Ethan Allen wood furniture." He went on to explain how every customer is given a lifetime guarantee on all their wood pieces. And he quickly added, "But all Ethan Allen stores do this."

But of course no other store advertises this fact.

Soon Raphel ran an ad stating *Every Piece of Ethan Allen Wooden Furniture is Guaranteed For Your Lifetime!*

And wouldn't you know it, a competitor soon ran the same guarantee in their ad. But guess who got the credit for the guarantee?

This also helps set the buying criteria for customers. And you can even do this in the B-to-B world. For the government contracts that we would bid on, we would actually create RFPs (Request for Proposals) for the purchasing agent. We would write the RFPs to hit the buying criteria that would only fit us. That way agencies couldn't bid it out on a strictly price basis.

We would make sure to write in something like, "Provide a loaner for the equipment within 24 hours. Provide this, provide that," on top of whatever was the equipment that they were looking to spec out. Other companies bidding had to meet all of those things, and really no one else could meet it except our company.

It is pretty powerful to develop this mindset of everyone is trying to make you into an ordinary commodity and your job is to make sure that you stand out as extraordinary.

MAVERICK RULE #26

Develop and build your business's personality that stands out. People want to buy from people.

Since I work with a lot of online companies, I have to confess most Websites are just completely boring. They put people to sleep. You can't tell if there is anyone behind it or not.

Having a personality bonds your customers to you. It is more original, it creates a dynamic of "What's going to happen next?" feeling with your customers. Plus, it's definitely more fun.

You can highlight your personality as an individual or a company personality. If you want to get people direct bonding to you - let them in behind the curtain. Tell them about your personal interests. People bond there. I am an ice hockey player, I play beach volleyball and I love adventure sports. Let them in on those personal interests.

Let them in on your family. I tell people all the time about Zack and Zoe and my wife, Missy. Tell them about your likes and dislikes. Show your warts and all. This is really big. Now with online blogging, and video, all of that makes it easier.

I will show the good, the bad, and the ugly. The good for me is meeting people like Sir Richard Branson, and going off on these crazy, amazing trips. I show them my new car that I got, or I show them a picture of the kids and so on.

The ugly might be things like when I fell out of my attic because I didn't know you were supposed to walk on the beams. I will post that up on my blog, pictures of me falling out of the hole that I made.

Or I might show a picture of me and my buddy dressed up in an Elvis outfit doing an exotic car rally or something. Most people would never show that but this goes beyond simply a commercial transaction now.



The flip side is you can also create corporate personality, too. Demotivators.com does this with sarcastic, entertaining, against-the-grain sales copy on there. I love it. They have a book there that they sell. It comes in three different editions. This goes back again to creating a premium price.

One of the editions goes for like \$1,300.00. It is a huge price for a book. It says, "Is this book for real? As sure as ISBN number is blah-blah-blah, this book is for real. If you don't believe us, order a copy. Watch as our real financial department really charges your real credit card for the real dollars. "Very sarcastic, pretty witty, and it spices up your whole experience. You want to do business with those people.

Creating personality is a key aspect of bonding, of creating zealots and super brand advocates for your business and creating more profits for your company.

MAVERICK RULE #27

Create your own category so you can be first in the consumer's mind.

I like to think of our prospect as having a limited amount of little cubbyholes in their heads. What's the first thing that comes to mind when I say, "Pizza." Probably Dominos, right?

What about "Next day delivery?" FedEx, of course. How about "Auction site?" Yes, eBay.

Finally, what about "energy drink?" If you're thinking Red Bull, we're on the same page. 5-hour energy did a great job coming in and not competing by having another drink but actually offering a different kind of product. It was a shot that also had a benefit implied in its name '5 hours of energy'. Red Bull now has created shots but I believe 5-hour energy is still the marketplace leader because they created their own category within the energy category.

There is a phrase I heard from one of my friends that says, "You can't out-Amazon Amazon." Amazon owns the marketplace and our own little cubbyholes for if you want to go buy books online, right? Now they have expanded and it is a lot of different things, too, but they are first in the consumer's mind for books online.

Recently, I interviewed Joan Shelley, who owns Knobgallery.com and they have over 150,000 knobs and pulls. They are not trying to be everything to everyone in the bath and kitchen industry. They just simply want to have the biggest assortment of knobs and pulls. That's it. And that's exactly what you have to do - slice off your own niche so you have your own category.

I just saw something interesting today as I was fluttering around the Internet. There was a guy who offers sales coaching for shy and introverted people. How many sales coaches are there out there? Dozens or hundreds probably, but for shy and introverted people all of a sudden he owns that place in the consumer's marketplace if they think that they are shy and introverted.



MAVERICK RULE #28

Go the opposite direction competitors are headed – you’ll stand out.

You cannot be a “me, too” because there is too much competition. Why would you want to be? You need to have something different to get noticed.

If you remember the old VW Bug ads, they were great because it was an era where everyone was shouting, “Bigger horsepower, bigger cars.” Car makers are falling all over themselves trying to create a bigger and bigger model, and here comes this sort of ugly car from Germany with the ad that highlighted the fact that they were different. It would say something like, “Small is beautiful,” and have this tiny VW on there with a ton of white space. That campaign created by Doyle, Dane & Bernbach, won the #1 most influential ad of the 21st century.

It is amazing the results just going the opposite direction can have. A personal example from my own business is a seminar I put on called the Underground Online Seminar®.

Fact is, there are tons of Internet seminars out there but when you line them all up against each other, there is very little differentiating any of them. They pretty much all have the same speakers and the same set-up. What I decided to do was create a seminar where I brought in some of my friends who are real world successes and who are making millions of dollars online but who you pretty much never know. They are just quietly doing it.

That is why it is called the Underground®. They are just doing it underground. It sold out weeks ahead of time when the first seminar came out. It has been sold out every year for the last nine years (and counting) because of this unique concept of going the opposite direction than where your competitors are.

Note: To get early notification about the next Underground Online Seminar® dates, check here: www.UndergroundOnlineSeminar.com

MAVERICK RULE #29

Mastermind and collaborate with other smart entrepreneurs if they have futures that are even bigger than their present.

"If you can grasp this principle and apply it you may have, for your efforts, whatever you want on this earth!"

Those are the words of Napoleon Hill, who first coined the term "MasterMind" in his widely-regarded "Think & Grow Rich" and "Law of Success" works.

In case you don't know the story, Hill was commissioned by Andrew Carnegie to interview 500 other successful men and women looking for the secret to success. One of the key concepts he discovered was the power of a MasterMind group. Every titan of industry from Henry Ford to Thomas Edison to William Wrigley, Jr. all tapped into this either "by accident or design" as Hill says.

The benefits of masterminding are huge. These achievers would all go off into the woods together for a week at a time or a couple of days at a time and just not be disturbed. Sure, they'd probably have a good time, but also talk about business, talk about things they needed help on. They'd collaborate and jointly support each other.

I have previously run several mastermind groups, and there is this magic that happens.

None of them are beholden to one another since each person runs their own business. They are people who can tell you, "Well this is the stupidest thing I have ever heard," or "I can't believe you are going to do that." They are not yes-men or women.

There is also accountability when you get into a group like this where you feel like you need to perform so that you can report back to the group. There also is a friendly competition that occurs.



Masterminding doesn't always have to be in person. You can create your own mastermind group in your head if you read the biographies of successful entrepreneurs, successful people in general. Start thinking about what so and so do, or what would this person do, and what would they advise me to do? Or, you can set up a virtual meeting with others. That's just one of the benefits we facilitate for Maverick1000 members.

Being part of so many different groups and seeing which ones worked and which ones didn't I'll give you a few pointers:

1. Confidentiality within the group is imperative.
2. Trust among the group (this grows as the group shares more time together).
3. True peer-to-peer with a qualification process (i.e. start-ups and multiple 7-figure business owners don't typically have the same issues.)
4. Openness and focus on giving not just taking value.
5. Commitment to the group.

I think there is a real power that happens when you collaborate with people who are big thinkers. Plus, it forces you out of your normal routine and element. As entrepreneurs, a lot of times we are "lonely" because there are not many other people who can relate to what we are all about unless it is a fellow entrepreneur.

Also it is not that easy for us to celebrate our victories because it's hard to find the right people to celebrate the victory with – and that brings up the next rule...

MAVERICK RULE #30

Celebrate your victories. It's too easy to simply move on to your next goal without acknowledging and appreciating the 'win'.

As you become more and more successful, you expect that success, and then it is easy to not pause and stop and celebrate. You can just become too flat-lined and not really appreciate the things that are going well, not acknowledge it, and not celebrate the victories. Like I mentioned, you can celebrate it with your peers. They understand, get it, and appreciate your victories.

Also the corollary is celebrating it with your team and those who have helped you achieve it, not simply just moving on with business as usual, but let's have a great blow-out party if you really did get a goal that was hard to reach and pretty powerful and sent your company the right way.

The other thing that this is really interesting for is that when you stop and create this celebration, it lets you hold onto that feeling. You want to remember that feeling of celebration and of victory.

You can remember that feeling as you are going on to your next challenge and your new endeavors so you can look back on it and create that same energy, same mental state that you were using before.



thirty-one
MAKE YOUR
BUSINESS
AND DOING
BUSINESS *with you*
FUN!

MAVERICK RULE #31

Make your business AND doing business with you FUN!

Stop taking yourself and your business so damn seriously.

In fact, this is one of the reasons I started Maverick because most entrepreneurs never stop and create lots of fun in their lives. (Don't get me wrong we also work on these trips with real business sessions – but they are not in a typical seminar environment.)

Just a quick example: one of the previous Maverick experience that we did was zero gravity flight in Las Vegas among a couple other activities. What I did is surprise everyone with Elvis wigs and sunglasses for everyone. You're in Vegas, right? So why have a little bit of the King floating around there with the sideburn wig and glasses. It was great with some awesome pictures!

At my Underground® events I try and have a ton of fun. One year we brought in a band, Mini KISS. There are all little people who are KISS impersonators. We do things like this every year with a different spy theme. Another year we held a dinner at the Spy Museum at Washington, D.C. where we had Boris and Natasha impersonators. We've done things like doing an actual spy mission on the streets of Los Angeles. People want that fun and they want that experience like we talked about earlier.

Look at Southwest Airlines. It starts with the CEO, Herb Kelleher. It starts at the top. The flight attendants, if you've ever been on a Southwest flight, they will sing. They will rap. They will have a good time. They look like they really enjoy it. There has got to be a genuineness to it. It can't just be like, "Oh, I heard Maverick Rule #31 that we have got to go have fun, so we are going to institute mandatory crazy hat day. Friday is crazy hat day; wear it to work. Woo hoo!"

If it does not have an authenticity to it, it is not going to work. Sam Walton, Wal-Mart founder, is famous for losing a bet to his COO at the time who said that they couldn't make a net profit before taxes of 8%. He got in a hula skirt down Wall Street and started doing a little hula dance. That was his bet. Making it fun keeps that excitement level for you and your team.



MAVERICK RULE #32

Do the unexpected before and after anything goes wrong so customers are compelled to ‘share your story’.

Let's start with the before. I think that comes from having unadvertised, unanticipated bonuses. Take, for example, Zappos: We had my friend, Tony Hsieh, CEO of Zappos.com, speak at a previous Underground® event. He's an amazing guy with a great company surpassing \$1Billion in sales.

My wife, Missy, is a huge Zappos fan. She loves it. Every time she orders something they say it'll be there in two to three days. They automatically upgrade you to overnight shipping if they can. It is just a little thing, but every time your Zappos box shows up a day earlier than when you think, it creates that "Wow!" experience for you.

I think any sort of unadvertised bonus that you can give to people, that's what we like to do. If they buy something from us, a lot of times they will get something delivered to them that they weren't expecting. You want to create that surprise.

On a previous Maverick trip we gave away personally engraved bottles of Johnny Walker Blue to everyone. They had no idea that was coming. We like to keep that surprise and suspense. Or one time in Sweden, we had the entire group picked up by dog sleds instead of a standard sedan transfer to their hotel. These are the little things that create stories that then people go out and obviously word of mouth is the best advertising you can get.

A great example of after the fact if something goes wrong, Ritz-Carlton has this down to a "T." They have what they call "Wow Stories," and they share them with the staff and everyone.

One somewhat famous one is a honeymoon couple that was there at the Ritz-Carlton to go on a honeymoon. They had planned this honeymoon in Hawaii for six months, and it was booked already. The husband was diagnosed with cancer so they couldn't go to Hawaii.

They were in L.A. which they felt was the closest they could get to Hawaii. A bartender found out about this after they were talking because they ordered Mai Tais and he was like, “What are you guys doing ordering Mai Tais?” He found out the story.

The bar manager got someone else to cover the bar. She found the manager of the hotel, and they just went to work. They went to the hall prop room and collected everything that reminded them of Hawaii: a fishing net, a collection of star fish, sea shells, a poster of Hawaii with hula dancers at a Luau. They went into the couple's room and gave it a complete makeover. They even found a little bucket of sand and put a little sign that said “So and So's Private Beach” with a bottle of champagne waiting.

They put them in there and said, “Let me take you to your Hawaiian honeymoon suite.” The next three days the staff did everything possible to remind them of a Hawaiian vacation.

What other place would do something like that? That just creates so much good will. So many people just have to share that story just like I am sharing it right now. I don't even know this couple. It is incredible.

Another quick example from the Ritz-Carlton is actually similar. The honeymoon suite in Hawaii had been booked for a long time but somehow their room for the first two nights was double-booked, so they had to stay in a regular suite. They were obviously annoyed, frustrated, and upset. The Ritz-Carlton staff handled it well giving them extra amenities and all sorts of thing while they were there for those extra two days. Then when they finally got into the regular honeymoon suite, spelled out in rose petals was the word, “Sorry.” Amazing. The woman just could not stop talking about that.

Personally, I had dinner one evening at the Modern restaurant in NYC. It's a really nice Danny Myer restaurant set inside the Museum of Modern Art. We had the tasting menu and were eating there, and there is a couple behind us, an old, 50-ish, couple, who are just having a ranting, crazy argument.

Like, “Your mom is an idiot; I can't believe she's coming to dinner for thanksgiving,” blah, blah, blah. I mean, it was just crazy. I can pretty much tune out anything, so it wasn't bothering me.



It was bothering the other guy I was with. Danny Myer has a great book out called *Setting the Table*. It's worth picking up. He has a philosophy in this book, called *Setting the Table*. It's called "Enlightened Hospitality," and it's teaching his staff to look out for the guests, kind of anticipating what they need, what they want.

They saw that this was a bad situation and they did something I'd never seen before. I was pretty amazed. What they did is they came up to our table and literally took a pitcher of water and spilled it on the table.

They said, "Oh, my gosh! I'm so clumsy. I can't believe I did that. Let me clean that up right away. We can't have you sit at a wet table." They moved us to the far end of the restaurant where it was much quieter and away from those people without embarrassing them.

MAVERICK RULE #33

Get a life! Business and making money are important but your life is the sum total of your experiences. Go out and create experiences & adventures so you can come back renewed and inspired for your next big thing.

To me this is big. It has to come from making it a priority. You've got to schedule it or else it never happens. I tell people to create a "BIG Life List". These are things that you want to do, things you want to have, people you want to meet, experiences you want to have. Anything that just helps you live life in a bigger way.

Personally, I have done everything from bungee jumping, running with the bulls, exotic car rallies, zero gravity flights, HALO skydives and I'm even signed up to go into space on Virgin Galactic. Pretty much you name it. I just want to experience everything that life has to offer.

Every time I have gone on one of these cool adventures, I come back renewed, inspired, new ideas, re-energized so that I can go tackle what is going on in my business or go on to the next big thing. There is a great book called *The Power of Full Engagement* by Jim Loehr and Tony Schwartz. In there it says, "The richer and deeper the source of emotional recovery, the more we refill our resources that are more resistant we become."

It is not just going off to go play golf. That is okay; it is better than nothing. But if you go experience zero gravity flight for instance, that is a real novel experience, and that is a richer, deeper emotional recovery. Then we can refuel and refill our resources and become even more resilient, as they say there in the book.

Another thing is it just makes you more interesting at a cocktail party. What do you want to talk about? Do you want to talk about your golf game, or so you want to talk about how you went off-road Baja racing or dove with great white sharks? There is a big difference there. (Check out the bonus chapter on creating your own Ultimate Life List.)



MAVERICK RULE #34

Give ~~back~~ forward! Commit to taking a % of your company's sales, talent or resources and make an impact.

If you want, call it tithing. I don't. There is magic in giving a fixed percentage of your income willingly to charities, religious organizations, or just individuals in need. I donate five percent, which is roughly ten percent of all of our profits across the board in all of our companies to several charities.

We have given away hundreds of thousands of dollars that have made an impact. A lot of people talk about how they want to donate a huge sum of money to a charity or to their church or wherever they want to. They never get around to it because they don't feel like they have enough right now or it's the right time.

I think it is because it is not a systematic, regimented giving plan. If you would have told me years ago that I would be regularly giving out \$10,000, \$15,000, \$20,000 or even more in checks each month to charities, I would have told you that you were absolutely crazy. I could use the money myself for something else.

When it just becomes the way you operate, it just gets easier. I found this out the first time from the late Foster Hibbard who worked with Napoleon Hill. Foster talked about setting up a "giving account." It is pretty simple. You just take a fixed percentage of the money that comes in to you and put that in your account each time you receive it.

I do it monthly, but I have noticed significant jumps in my own income once I started doing that. Some of the wealthiest, most successful people of all time I think have discovered this secret. I've heard that Rockefeller walked around every day with a roll of dimes and he gave them away.

Andrew Carnegie was one of the biggest philanthropists building public libraries. A lot of people like to say how filthy rich or how greedy rich people are but I found that to be just the opposite. Truly wealthy and successful individuals are some of the biggest and most generous contributors around.

I firmly believe you cannot out-give the universe. If that statement is true in any way, anything you give comes back to you in kind multiple times. From a pragmatic standpoint you could look at this as a return on charitable investment. I wouldn't quite do that, but it is just an incredible feeling. I like to support entrepreneurial charities, so we work with Village Enterprise Fund, Virgin Unite and Frank McKinney's Caring House Foundation project.

There is an incredible feeling knowing that just one check you wrote helped sustain an entire village of entrepreneur up-starts or helped build a house in Haiti, or when you get a hand-written note back. One of the charities I support talked about how surprised they were to get a \$15,000 check out of the blue and what that help actually meant to their program.

I think it is pretty huge, and I tell people, "Don't do this out of guilt. Do it with a light heart without expectation of what is coming back to you." It is almost one of those "Woo-woo" things.

If you don't think you can donate a percentage, raise your prices so then you really can. Just make this a habit - make this part of what you do.



2013 Edition Update: Why I've Stopped "Giving Back"

Ok I admit I was wrong...

I used to say "Give Back" was one of the key concepts of the Maverick Entrepreneurs philosophy.

I've now realized that wasn't correct at all!

As a copywriter, I'm pretty careful about many of the words I choose. Your words (and even your internal dialogue) have a tremendous impact on how you think, feel and behave. By saying the words 'giving back' this implies entrepreneurs, like us, have taken something.

So let's think about that....

I assert that successful entrepreneurs can only succeed by providing and delivering value. Period. End of story. It's simply a universal law. In fact, one of my core values in my first journal said, "I get rich by enriching others 10x - 100x what they pay me in return." There's no other way that it could possibly occur because the marketplace is always self-correcting.

The notion of 'giving back' seems to smack of an undeserving indebtedness for success. And there's quite a bit of guilt tagging along that some people are happy to pile on. How many people read about a billionaire and say, "Oh, that guy or gal is so rich - they should give away a few million."

Should you begrudge Steve Jobs, Richard Branson or Bill Gates for their wealth? Absolutely not. Bill Gates created immense value on the planet via his contribution to micro-computing and that's not counting the thousands of jobs, additional utility, new startups etc.

My friend and mega mansion builder/real estate artist/philanthropist, Frank McKinney, sums it up with a saying he told our Maverick group in Haiti, "We have to be careful not to weaken the strong in order to strengthen the weak."

There is something about the very core nature of entrepreneurs to be multipliers of growth oriented, innovators and value creators. Going back to Bill Gates, his greatest contribution going forward will be around the Gates Foundation eradicating disease and new educational initiatives.

And he's not alone. Other billionaires aren't content to just give back - they're giving forward. They're applying entrepreneurial talent, energy and capital to solve some of the biggest issues facing the globe.

But you don't have to be at the level of a Gates or Branson to make a difference. Today, a cadre of 21st century Maverick entrepreneurs, innovators and game changers are leading the way. Changing the way business is played and rules we keep score by.

Who says it's only about one measurement on your P&L?

Business as a force for good is good business. Look at TOMS shoes. Yes, they've been the poster child for creative impact with their buy one, give one initiatives but it's for good reasons. They've created a powerful (and profitable) business model tied directly into doing something that will have an impact. And their customers want to help spread that story.

I love the development of businesses that are doing something that matters along with the causes they can support in a real, genuine and authentic ways. Fact is, there's a huge change that has to happen for charities and non-profits as well. The status quo of only looking at a donation model is dying. We need more creative partnership opportunities and self-sustaining programs.

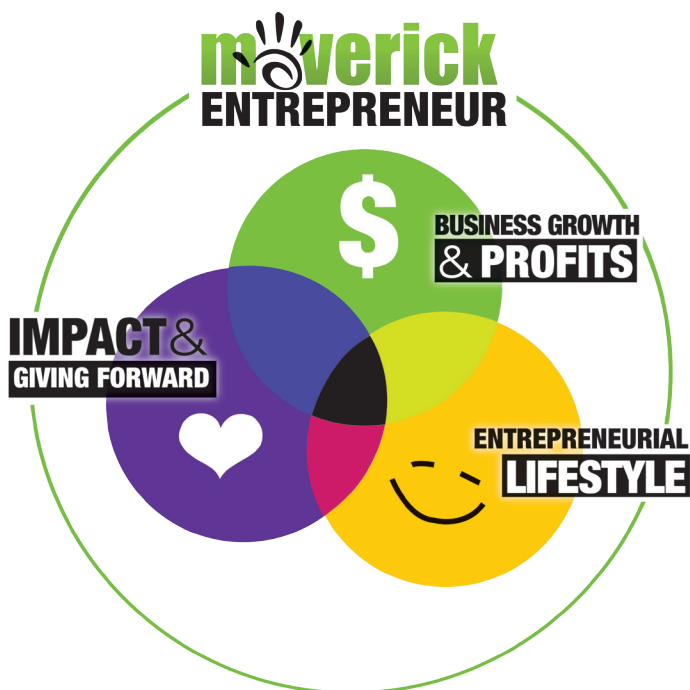
I believe entrepreneurs and maverick thinking will get us out of the mess we're in today on so many different tracks. Entrepreneurs are the lifeblood of innovation, adding value and solving problems (big or small).

It's time a small group of committed entrepreneurs came together to have a compound effect for positive change. That's the idea for the 3% Forward Pledge. I'm challenging you to pledge 3% (in any combination) of your sales, unique talent and product or service for a cause that matters to you and has a multiplier impact for good.

Let's commit to a small, it'sy teeny weenie part of your business capital, time or products making a measurable impact in your community or across the globe.

Check out www.3percentforward.org for the pledge!





www.MaverickMBA.com

www.MaverickBusinessAdventures.com

www.Maverick1000.com

www.MaverickDNA.com

Bonus Chapter: Creating Your Ultimate BIG Life List

I've always been a fan of lists and I know many other successful people share this notion. What better list can you create than a list for your most memorable and exciting life? I call this my "BIG Life List".

This is pretty easy and encompasses everything I want to do, have or become before I die. The hard part is sitting down and just jotting down the list but before you get there let me start with my own list.

On my www.InternetLifestyle.com blog I have a running list of the experiences I want to achieve (as you can see on the right) but my personal BIG list extends beyond that as I mentioned before. Here are a few examples from my list (aside from what you see on the right):

Do:

- Host Saturday Night Live
- Fly my own plane
- Stand-up comedy at a club
- Dance the Hakka with the All Blacks in New Zealand
- HALO skydive
- Taste a 100+ year old Bordeaux
- Dance all night in Ibiza
- Leave \$10,000,000+ to meaningful charities in my lifetime

Have:

- Own a fully restored MGA
- Name engraved on Stanley Cup as an owner of the Washington Capitals
- Create my own liquor brand
- Create a charitable foundation to educate young entrepreneurs
- My own vineyard and produce award-winning wines

- Fly into space
- Climb Mt. Everest
- ~~Players Run~~
- Scuba dive the Great Barrier Reef in Australia
- Raft the Colorado River
- ~~Play in a celebrity hockey game~~
- Ride the 10 biggest, baddest roller coasters
- Dog sled in Norway
- ~~Fly a MiG Jet to the edge of space~~
- Go on an African Safari
- ~~Zero G flight~~
- Swim with dolphins in the wild
- Gumball 3000
- Fly to the moon
- ~~Drive a race car 200 mph~~
- Hit a hole in one
- ~~Kiteboarding at Necker Island~~
- Swim with Great White Sharks in South Africa
- ~~Stay at the Ice Hotel in Sweden~~
- ~~Baja Racing~~
- ~~Attend the World Cup~~
- Bungee jump 1500 feet out of a helicopter
- ~~Paraglide~~
- Have a huge raging party at the "Bridge Suite" in the Atlantis, Paradise Island Bahamas
- Be part of Edinburgh Fringe Festival
- ~~Running with the Bulls, Pamplona, Spain~~
- Drive my convertible across the country
- Attend the Winter Olympics
- ~~HALO Skydive~~
- ~~Bungee jump~~



Be:

- A semi-professional beach volleyball player
- Financially independent
- Part of an IPO as an insider
- In the Olympics
- NY-Times Best-selling Author
- Live to be a vibrant and healthy 127-year old

Most of my own BIG List is centered around “DO” but that’s just me personally. Yours is unique to you. Right now my list spans about 97 items and it keeps growing. I believe in one afternoon you could get at least 25-50 items on your own list. The first few are easy but then you really have to dig into what would make you happy?

- *What excited you as a kid?*
- *What have you always wanted to do?*
- *What have you always wanted to be?*
- *What have you always wanted to see?*
- *What have you always wanted to have?*

Just don’t get bogged down in what other people will think. Don’t put something on your list that doesn’t excite you or put it there because you think you’re supposed to. Hey – if you don’t want to save the whales – screw ‘em. Don’t put it on your list.

Keep thinking without putting conditions or restrictions on your list. It doesn’t matter if you think it’s dumb or couldn’t really happen or think others will laugh at you. So what? Go with your heart and just get it down.

There’s no harm in writing it down even if it doesn’t happen – that’s how some of my improbably ones have been accomplished that. I’ll tell you about in a moment as we move on to how you start having fun and checking off items...

How do you get your big list completed?

1. Write it down.

Yes, writing it down is the first step and I absolutely guarantee you if you did nothing else but write 50-100 items in your BIG List you'd be surprised at how many actually got done after 1 year without you ever looking at them again. I don't look at my Big list everyday - it's not that necessary but I do certain things to make sure I can check them off.

Fact is, as I was writing this section I went back over my own list again and was amazed to see that 2 things on my list were in the process of getting accomplished in the next 3 weeks (as of this writing). One was kiteboarding at Necker Island and at the same time lunch with Sir Richard Branson. I'm heading to Necker Island in a few weeks and I'll definitely try kiteboarding on the island - plus I'll be there with Richard for several days so lunch is inevitable. Pretty cool! Just the mere fact of writing it down and releasing it into the Universe gives you an advantage that circumstances might be set into motion to start conspiring to work for you. (Hey, that's my belief anyway!)

For instance, I've previously written down I wanted to be a semi-pro beach volleyball player. I really didn't think it would happen but I figured it wouldn't hurt to write it down. Well, now I'd technically be considered Pro (even though I wouldn't consider myself one).



It started when I was IM'ing with my friend, AVP pro, Albert Hannemann, and he was telling me his doubles volleyball partner just bailed on him at the last minute for the final tournament of the '07 season in Cincinnati. I was joking around on IM that we should play together in the tournament since he couldn't find anyone else. HA! Yeah, right - like he needs a 5'8"partly-out of-shape partner.

Imagine my surprise when he said "Yes!"

Al-B and I have been friends from the Volleyball vacations trips (VolleyballVacations.com) he runs and I've given him some advice on marketing and promotion. I know my skill level and it's not pro. I hadn't played more than 3 times this entire Summer and I was making some really stupid mistakes on easy serves.



We got knocked out in the first qualifying match 18-21 and 19-21 (ugh!). I guess it could have been much worse but I really thought we should have won that match. Though in consolation I did get 3 or 4 service aces, couple big digs and a few kills out there. The promoter from the AVP Cincinnati event loved our story about coming together on IM and joining up for this tournament. He suggested I make a \$1000 donation to buy tickets for local Special Olympics athletes to come watch the tournament. It was a great idea and that's exactly what I did.

Actually Al-B and I both share the same views about giving back. He runs the "DIG for kids" charity and I promised I'd support that this year. In fact, we made a deal for next year (if it happens again) that I'll make it really fun and do something like donating \$100.00 for every point we score, \$250.00 for every dig I make and something crazy like \$5000 for every block I make. Hopefully, I'll get to redeem myself in another tournament.

Now since I not only got volleyball pro checked off I decided to add a few more to the list on the plane ride home including another sports one of "Get my name engraved on the Stanley Cup". Hey-why not? Here's another one that's interesting.

Do I really think I'll be in the Olympics? I dunno. Probably not - but there's a tiny shot. Who knows? My publicist mentioned to me the other day he was friends with the former publicist for the U.S. Bobsled & Skeleton Federation. I don't know how many people are waiting in line to go 80mph headfirst down an icy track so who knows if I'd get a tryout. Maybe - maybe not. But if I didn't throw it out there to the Universe and right it down I know I wouldn't hear the faint knocking on the door of opportunity.

2. Schedule it.

This is where a lot of people fall down. It sounds a bit too rigid but for busy entrepreneurs unless you schedule your fun (most of the time) it won't happen. It sounds a bit counter intuitive doesn't it? Fun should be spontaneous and free? Well guess what? If you stick to your typical schedule - it'll never happen because your work will keep expanding to the allotted time you give it. You can always do one more work item and your inbox is never going to be empty.

Think about your vacation for a moment. That's scheduled and it happens precisely because it is scheduled. The more fun you schedule into your life - the more you'll get. Or what about when you were a kid - most of us had mandatory fun built into our days with recess, right?

Why isn't there recess for entrepreneurs?

Now you probably won't go and play dodge ball this afternoon but you can have your own recess if do something about it yourself. Some of my most memorable fun times have been things I've gone out and not waited for them to fall into my lap.

This might sound a little ‘type A’ (which I’m definitely not) but you have to put fun activities on your calendar or else your fun & entertainment by default becomes vegging in front of the TV or working more. Of course, it’s great to be spontaneous but unless you are completely free of responsibilities you’ll need to make plans. And making plans could be as simple as inviting friends over for a night of games or as wild as running with the bulls in Spain.

3. Recruit Others.

It’s tough to get everything on your BIG list done yourself (especially if you’ve really stretched). That’s why it’s important to share with others, who can help you, what’s on your ultimate life list.

But there’s a caveat here. I’d be selective of who I share with. You don’t want a negative, dream-stealing vampire to suck their fangs into your life list. But when you find positive, excited individuals ask them what’s on their “to-do” list for life and see if you don’t have a resource or a step in the right direction you can give them. And those same successful people have their own connections and people they know that might get you where you want to be.

3. Making Fun Personal.

It’s too easy for life to simply pass you by unless you proactively create your own FUN plans! You are responsible for your own enjoyment out of life – stop waiting for others to do that for you.

Planning a fun activity is the first step but most ‘normal’ people don’t go beyond the typical Friday night out of dinner & movies – but you’re not normal. Plan something unique and exciting for your friends to do.

But don’t stop there...I’m always thinking about how I can add a little more fun to regular events too. For instance, my last birthday party (September 25th for those of you who want to send me lots of presents!), Missy invited our friends over for a nice catered party. Well that wasn’t enough for me. I decided we should have “party quirks” like in the Improv TV show “Whose Line is it Anyway”. So each guest upon arriving at the party would pull 3 different party quirks from a hat like these:

- Make an animal noise after you make a point in a conversation.
(i.e. Moo, Quack, etc.)
- Tell people they have something on their face but they never seem to get it off.
- Your tongue has become swollen by an allergic reaction to the sushi or shellfish.
- Be the most annoying person always on your PDA or blackberry and interrupting conversations to check it.
- Slap or push people for emphasis in conversation.



- Talk about government conspiracy theories (i.e. JFK, Aliens, Elvis is alive, etc.)
- Your hands are magnetically attracted to anything metal.
- Be an extremely close talker (stand extra close to the person you're having a conversation with.)
- Use a totally fake British accent with British slang (i.e. Loo for bathroom, Bobby for police officer, Bird for girl, etc.)
- Talk on your cell phone loudly because you are VERY important.
- Any last word someone uses in their conversation with you – you say, “Speaking of __ (their word) __” And then move on to a totally different subject.
- Say words that can be construed as sexual in nature or have double innuendos
- Refer to yourself only in 3rd person (i.e. <Your Name> doesn't like shrimp)
- Do not use anyone else's first name. Guys are “Ace”, “Pal”, “Big Guy”, “Bud”, “Champ”, “Killer”, “Sport”, etc. Gals are “Sweetie”, “Love”, “Honey”, “Babe”
- Finish other people's sentences for them.
- Eat off a stranger's plate 3x (the same stranger).
- Give tours of the house like you are a Realtor
- Check your cell phone signal and ask guests how many bars they have.
- High 5 everyone!
- Work the crowd giving lap dances
- One up everything other people say. (i.e. “Yeah I just got back from skiing in Canada”. You: “Oh yeah – I just got back from dog sledding in Norway for 2 weeks.”)

There were a few people who didn't perform their quirks and they will be banned from future parties but it was pretty funny when people did actually play along. My friend, Rob, had the cell phone bars and he kept getting people with it. And my personal trainer, Jeff, got the “high five” quirk and it was perfect for him.

Even if you got an awesome experience planned you can still add more fun to it just like when my buddy,

Frank Kern, and I did this exotic car rally called the “Players Run”. We one-upped most of the other participants by coming out as Elvises. (or what that be Elvi?) Each day we were a different Elvis from 1950's jailhouse rock Elvis to fat, bloated Elvis.



If you need some ideas for something fun – why not take a class? I've done Improv classes and a stand-up comedy class and really loved it.

(Actually there's some footage up on my InternetLifestyle.com blog if you do a search.)

Think about something you really wanted to do as a kid but never got around to it – most communities have all kinds of continuing education available if you look for it.

Be the person that initiates and makes it happen or be the person that brings a chicken suit to add to the adventure. (Yes, I've done that too and it's damn funny!)

Here are some good books that might help get you going:

Die Happy: 499 Things Every Guy's Gotta Do While He Still Can

by Tim And Michael Burke

1,000 Places to See Before You Die: A Traveler's Life List by Patricia Schultz

No Opportunity Wasted by Phil Keoghan (host of the Amazing Race)

101 Things to Do Before You Die by Richard Horne

Fact is, life is going to pass with or without you taking charge (just like in business). It's the people who are proactive and put fun activities on their calendars who live life to the fullest. I have a saying – “You can't control how you'll die but you can control how you live.” It's the difference between being a spectator to being a participant.



Shutting Down Your Excuses

At this point a little voice inside your head might be whispering (or shouting) about all the reasons you can't do this kind of fun stuff in your business or in your life. It's these excuses that will sap the spirit and energy out of your life. As entrepreneurs, we're naturally inclined to create so let's smash these final excuses to create what you really want in your life & business.

For incorporating more fun in business side, here are the 2 typical excuses I hear:

1. What would my customers think if I did all this different stuff?

I tell you what they'd think – they'd think you were awesome! Fact is, right now they most likely DON'T think of you at all. Do you know the #1 reason customers cite for leaving a company they're already doing business with? The top reason by far is the feeling of neglect. By creating a fun atmosphere of business – your customers will wonder what that crazy guy/gal is up to next. By infusing your personality into your business they'll want to buy from you because you are 'real' to them and not some faceless multi-national conglomerate.

2. It's just not professional.

I love the part about being 'professional'. There's a wide gamut of 'personality' you can bring forward for your company. Look at Sir Richard Branson. His adventurous spirit is firmly imprinted on his 300+ Virgin companies. And I wouldn't say they aren't professional – but the employees do seem to enjoy themselves. Of course, you need to be smart about this. If you're a neuro-surgeon you wouldn't be going on yelling like a madman in TV commercials like "Crazy Eddie" used to do in the electronics business.

You have to make the choice do you want to be just like every other business in the world – or do you want to be a Maverick? You get to set the rules and you get to decide how you play and who you play with. When incorporating more personal and fun in your business you don't need to become someone or something you're not – you simply magnify who you are or what your company already stands for.

Okay now how about some of the common excuses you might be making for not having more fun in your personal life. It's too easy for all of us to simply believe we'll 'get around to it' or 'someday' we'll have more fun but one excuse or another comes up. Try these on for size...

3. I don't have time to do this stuff

When I hear people say I don't have time for something really means that item is not a priority for them. Quite simply, the excuse of "I don't have time" is commonly accepted but if you stop and think about it we all have the same 24 hours in a day. It's up to you to decide what is a priority. And if a priority is living a full, rich life with incredible experiences and adventures – then you'll create the time and schedule items from your BIG Life List.

Think about where you might be spending time now and make the conscious decision if that's what you want to do or would you rather be doing something from your big list. Or what are you doing now that you could pay someone else to do? I don't cut my own lawn, clean my house, wash my car, drop-off my dry cleaning, buy stamps or a dozen other simple activities. Why? Because I know I can easily pay someone to do this and it frees me up to either create additional revenue streams or enjoy my life.

4. I can't leave my business long enough to do this

A close cousin to 'not having enough time' is believing you can't get away from your business long enough to knock off any of the fun items on your list. You can get a lot done in just a few days and your company will not fall apart with you. If you cannot leave your office for a few days without things getting off-track you have some serious system issues that need to be worked on. (Leaving will actually expose them to you.) Most times if people are left to fend for themselves without the "big boss" approving everything – most things will still get done correctly. Maybe not quite the way you would do it but the end result would be close enough and you'd have the freedom to enjoy your life.

In fact, I think freedom is the operative keyword for entrepreneurs and unless we exercise that freedom by stepping away from the office it slowly collapses. And we become nothing more than highly-paid servants to our businesses. You might believe you're indispensable but nearly everyone (including you) is replaceable. It's important to step back and see if you are truly operating on activities in your business that are core competencies and unique abilities where you excel.

You've probably heard of the Pareto principle or 80/20 rule. It states that approximately 20% of your activities produce 80% of the results. Conversely 80% of your activities create 20% of the results. So if you focus on the critical few activities that produce 80% of the results – this will free up your time to do even more outside of work.

5. My <friends/family/dog> will think I'm crazy

So what? Maybe they will – but who cares? My wife and her family think I'm pretty nuts – but I don't mind. I realized I'm wired differently and that's ok. Typically, my wife, Missy, won't come with on my adventures and that's fine because she has a different idea of vacations than I do. We do things apart and we do things together.



Now on the other hand my step-mother is a huge worrier and doesn't want to know when I go jump out of airplanes or when I go Baja racing. She's ok if I tell her after the fact - when I'm home safe and sound. And that's fine too. The only thing that's not fine are people who attempt to reel you in because they know better or think they're helping. They might say, "Don't you care about your family?" or "Aren't you getting too old for this kind of thing?" or my favorite, "You can't always get what you want."

These negative people are simply replaying the tapes spinning in their heads. They can keep their boring and dull existence - I'd rather create the kind of memories that last forever and give me something more interesting to talk about than the local football team or the weather.

Bonus Interview

One of the people who I tremendously admire and respect is Frank McKinney for his incredibly generous giving. Frank is truly an American original. He's a real estate artist, two-time international best-selling author, and a visionary who sees opportunities and creates real estate markets where none existed before.

At the age of 18, with \$50 in his pocket, without the benefit of higher education, Frank left his native Indiana for Florida in search of his highest calling. Today,



Frank builds eight-figure, nine-figure, even ten-figure, oceanfront spec homes. (Meaning that there is no buyer lined up before he starts building it.)

Frank has been featured on 20/20, on Oprah, on the cover of USA Today, or even in the Wall Street Journal where they referred to him as the "Daredevil Developer and Real Estate Rock Star."

Here is a bonus transcript of a recent interview I conducted with Frank.

Special Note: Combining his spirituality with his personal and professional activities is integral to Mr. McKinney's success. Mr. McKinney now spends a tremendous amount of his time on civic and philanthropic causes, specifically, his Caring House Project Foundation. More info: <http://www.frank-mckinney.com/caring-HouseProject.php>

We also plan an annual trip to Haiti with Maverick members and Frank McKinney. More information at www.MaverickBusinessAdventures.com

Frank McKinney 17 Extreme Success Secrets

Yanik Silver: Welcome, everyone, to another exciting call. This is Yanik Silver from InternetLifestyle.com and MaverickBusinessAdventures.com. With me is my special guest, Frank McKinney, who I am really excited to be able to interview and grill a little bit today on the 17 Secrets of Extreme Success.

Frank is truly an American original. He's a real estate artist, two-time international best-selling author, and a visionary who sees opportunities and creates real estate markets where none existed before.

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Some of you may have seen Frank featured on 20/20, on Oprah, on the cover of USA Today, or even in the Wall Street Journal where they referred to him as the “Daredevil Developer and Real Estate Rock Star.”

There's so much more about Frank that we could spend the whole hour talking about all the different things that he's done. Another big part of Frank's life that I know we're going to get into because it's one of the reasons we're doing this call is his Caring House Foundation charity that he has done a whole lot with serving people who are in underprivileged areas, building housing for them.

I'm proud to say that I've helped sponsor that. It's such a good cause. We'll be talking about that for sure.

Frank, is there anything that I left off that you want to fill in a few gaps on?

Frank: No. First, just a big huge thank you to you, Yanik, for not only what you've done with your students in teaching people to live a full and balanced life, to succeed in what I call “the business of life.” You are highly regarded out there. A lot of people speak extremely highly of you. I don't tend to get involved with anybody unless they check out okay. Your reputation is stellar, not to mention your recent generosity through our Caring House Project Foundation.

I've been looking forward to this because everybody tells me how great your calls are. We haven't done one together so I'm jazzed to share the better part of an hour.

I think, while we're going through this, a good thing for folks to do while they're listening is to pull up Frank-McKinney.com, if that's all right, Yanik.

Yanik: Absolutely.

Frank: If you pull up the home page, Frank-McKinney.com, as Yanik and I are bantering back and forth, you can see some of the exciting for-profit projects that we're doing. As Yanik referenced, we're building the world's largest and most expensive spec home at \$135 million. Simultaneously, we're building the largest certified green, environmentally-friendly home at \$30 million, which is actually about 15 times more expensive than any house built to green standards. There's a little bit about the books we've written; but most importantly, on that homepage, you can click and learn more about this upcoming experience we're going to be hosting down here in Florida that Yanik is going to co-host with me.

Yanik: Yes, I'm very much looking forward to that. We'll definitely get into that.

From \$50 in your pocket to building \$135-million spec homes, that's along journey. I hope to get a little bit of some of Frank McKinney insight out of you. I've read your book, *Make It Big*, which I thought was great. The 49 Secrets for Building a Life of Extreme Success. I definitely suggest anyone to go out and get it. You also have one just on real estate. The name escapes me, I'm sorry to say.

Frank: Frank McKinney's *Maverick Approach to Real Estate Success*.

Yanik: Great! I haven't read that one but if it's anything like the other one, it's full of great insight as well.

We're calling this "The 17 Secrets of Extreme Success." I'm hoping that we can go through 17 secrets; at the very least, maybe the biggest ones that really have led to where you are. Taking us from that kid in Indiana leaving with \$50 in his pocket to now building houses and sell multi-million dollar mansions.

Frank: Sure.

Yanik: Let's start with the one that I pulled out of your book: how to recognize your highest calling and passion early on. A lot of people have this problem of feeling bored, feeling that they're not involved in their full capacity. If you find your highest calling and your passion - correct me if I'm wrong - but it doesn't seem like work anymore.

Frank: You're right. Most people can search an entire lifetime to determine what they're professional highest calling is. I believe we both - you and I and everybody listening - have both a professional and a spiritual highest calling. The beauty, the "ah-ha!" nirvana moment takes places when you're able to put those two together and dovetail professional with spiritual highest calling.

When we're seeking, we kind of need to find that professional one first because spiritual highest calling doesn't pay too well. It makes a huge impact with human capital but as far as financial capital, there isn't a whole lot there.

What I did is, as a juvenile delinquent, high school dropout who went from high school to high school, I ended up graduating from my fourth high school in four years with a 1.8 grade point average. I came to Florida with that \$50 bill in my pocket, Yanik, seeking my highest calling. I didn't know I was seeking it at the time.

Of course, at 18 years old, you don't know much. I began to, by the process of elimination, determine what it was that I didn't want to be any longer. That's a lot easier than determining what you do want to be. What don't you want to be, Frank?

I didn't want to be a troublemaker. I didn't want to be the cause for my mother



to turn prematurely grey. I didn't want to be a drain on society. I didn't want to constantly be in trouble, constantly looking over my shoulder, digging myself out of a ditch.

I started to eliminate one by one the self-defeating characteristics that I think we all have, everybody at different levels. Clean the plate. I'm a firm believer that there are only a handful of times in our lifetime that we can take the imaginary eraser, turn around and look at the imaginary chalkboard, and erase the past: when we come out of high school, when we come out of college, when we get our first job, when we get married, and when we have kids.

That's it! In my opinion, those are the do-overs. I came out of high school, took out that eraser, and said, "I'm going to leave these damaging characteristics, then less-than-disciplined characteristics behind. I'm going to go to Florida and seek my highest calling."

Yanik: Frank, let me stop you for one quick second. I'm curious about this. You said there are times when do-overs can occur. So someone couldn't just stop tomorrow and say this is my list of what I don't want to do?

Frank: Those are your built-in do-overs. Those are the five opportunities that you've got to take it out. Those are times that I want to make sure - everybody goes through those five - most everybody goes through those five phases. Recognize those.

If you're a parent listening and you have a troubled teen, I'm less worried about the troubled teen as I am about the parent freaking out about the troubled teen. If you've given them that good foundation, you can encourage them by saying, "Johnny, you've got an opportunity coming out of high school to get rid of that bad behavior."

Those are the automatic ones; those are the built-in mulligans, if you're a golfer. You've got five of them. Absolutely, after a call like today's, you realize that, "Wow! I've got the power to grab an eraser and turn around and begin, one by one - it doesn't happen overnight - erasing the oversleeping and overeating and drug use and womanizing and gambling.

All these things that make us ordinary people.

I have a favorite saying in my first book. To live an extraordinary life, you must resist an ordinary approach.

Yanik: Yes, that's definitely one of the things I want to get into.

Frank: To live an extraordinary life, you must resist an ordinary approach. What's

ordinary? Some of those vices I just referenced. Some of them aren't even vices; they're just bad habits.

I wanted to get rid of all of those and seek my highest calling. When I wrote my book, obviously, I recognized what I was doing back at 18 was seeking a highest calling.

There are five criteria, and I want to go through them very quickly, that need to be considered if you're thinking that Internet business building or real estate construction or being a Tupperware manufacturer - it doesn't matter - five criteria that need to be met for something to be considered the highest calling. The first one is it's got to involve your heart. It's got to be something that you find emotionally fulfilling. Just put that on the piece of paper: heart involved; emotionally fulfilling.

Next, if the heart's involved, the head needs to get involved. It's got to be something that you've got potential for. For example, I want to be an opera singer but I can't carry a tune. Just cross it off the list; it's not going to happen. I want to be the King of France. I want to be the heir to the throne.

Some people's expectations - and I'm all for dreaming big - but let's be realistic. Let's start to cross off some of the things that the head does not have potential for.

Number three is where most people lose and don't stick with it long enough. It's got to be something that you want to do and feel that you can do for a long time. It might change. There's no doubt. You and I have had a few careers. I was a tennis pro, then I wanted to be an actor, and I wanted to be a stuntman. Then all of a sudden, at 22 years old, I latched onto this real estate thing. I realized that for it to be classified as a highest calling, I needed to be willing to put in time. Perhaps a lifetime in pursuing it.

The fourth item is it's got to be something you feel utilizes all your God-given gifts and talents. I don't believe that we're given certain aptitudes for nothing. I'm not a highly educated person. I didn't go to college and I had that 1.8 grade point average. God gifted me with certain aptitudes and I wanted to make sure I was utilizing those. My highest calling utilizes those.

Lastly, most importantly, your highest calling is something that has to make a difference, not only in your life but also in the lives of others.

Five criteria. Page 17 of my first book, first chapter. Check them off. If something that you're pursuing out there doesn't meet - or you don't feel it could meet those five criteria, move on. The worst thing that could happen in one's life is waking up at 45 years old and realizing you haven't done anything. Would have, could have, should have. But didn't.



I found it really easily when I quantified those five criteria, like getting involved in this charity that I started ten years ago. I feel as much passion for what I do in the not-for-profit world as I do in the for-profit world. To be honest with you, I run my charity like a business. The only difference is there is no profit motive, no financial profit motive. I've got a human capital profit motive. It meets my five criteria.

Yanik: Something I should have pointed out is that Frank has successfully won the Badwater Ultramarathon.

Frank: A 135-mile race across the desert.

Yanik: Through Death Valley.

Frank: Yep. I didn't win it; I finished it.

Yanik: Finished! Anyone who finishes is a winner in my book.

Frank: That's the toughest footrace in the world according to National Geographic and the Discovery Channel. One hundred and thirty-five miles.

Yanik: That's amazing. You run that for your Caring House Foundation and you're one tough, dedicated guy to be able to go through that.

Let's talk about the flip side: finding the passion and the higher calling for the spiritual side. You said we also have that.

Frank: This gets a little deeper into the conversation. It's something that shouldn't be glossed over because I have found through my interaction with very, very wealthy people - the average selling price of our houses since 1992 has been \$12 million. I have the good fortune of meeting a lot of very successful, ultra successful people. Over the course of the last 15 years where we've been operating at that price point, I've met my fair share of unhappy billionaires.

In the same span of time, I've met my fair share of very happy homeless people. What's the difference? These people got to the top rung of the corporate ladder; they got there, put their hand on their forehead looking out over the horizon, and said to themselves, "Is this all there is?"

They became extremely depressed with the pursuit of the almighty top rung via the almighty dollar and were left spiritually hollow. They had no reason to get up in the morning other than to go look at their brokerage account or their bank account and count the number of cars in their garage.

Especially the younger we are, we are very impressionable. When I was in my 20s, it was all about the Ferraris and the fancy cars. We think that's the defini-

tion of success. It's not when we compare it to those who leave the legacies that we're proud of.

You might like to watch MTV Cribs and watch a rapper or somebody who has made their instantaneous fortune. I would check back with a lot of folks in ten years to see if they have that flash-in-the-pan variety of success or the legacy type of success that is generational in nature.

Once I felt - well, I didn't feel; I know I was being mentored by these billionaires. As I sold them the houses, I got to become friends with them. Since I lost my father in a plane crash in 1992, I have a tendency to latch onto the father figure and learn from them.

I found that the ones who had come in contact with and embraced their spiritual highest calling were the ones that were living the most balanced, fulfilled, and happy lives.

It wasn't just reserved for the wealthy. I did my sister's taxes one year. She had a year where she earned five figures. She had a five-figure income. Two of those figures were separated by a decimal point.

In other words, she earned less than \$1000 - \$989 and some cents. I did her taxes. She was the most fulfilled, happy person because she was over in Tacna, Peru, working at a center for children who actually had to go to work at three and four years old because they have to make ends meet for their families. The center allowed these children to be kids for a day.

There have been countless instances. As a matter of fact, the next book I'm writing is entitled *The Tap*. It's about God tapping each and every one of us on the shoulder and learning how to listen for that spiritual highest calling tap. What are the signs? Unfortunately, most of us don't answer that.

For me, very simply put, I'm a simpleton, an uneducated guy who is in the housing business. Simple. Yes, they're fancy; yes, they're beautiful; yes, it's a spec house. We don't know if we're going to have a buyer or not. At the same time, if you strip it all down, I'm in the housing business.

Why not take what I know, which is the housing business, and provide shelter for those who don't have any? That's as simple as it was back in 1998 when I started my charity. I wanted to live out my childhood dream of being the modern day Robin Hood. I wanted to sell to the rich - not steal from them. I wanted to sell to the rich and I wanted to provide housing to the world's most desperately poor and homeless.

After being in business for myself since 1986, come 1998 - 12 years later - I was able to finally bring together that professional highest calling with the spiritual



highest calling. Not only have I felt more fulfilled, my business has taken off. It doesn't matter what your religious preference is. I will tell you that there's a passage in the Bible in the Gospel of Luke. I will paraphrase it. To whom much is entrusted, much will be expected. The more that you are entrusted with, the more that will be expected from you.

I take this spiritual highest calling very, very seriously. It's a responsibility. It's a stewardship that needs to be developed.

You might be thinking, "That's easy for Yanik to do because he's a multi-millionaire. It's easy for Frank to do because he's wealthy. You guys are set up and you're in a position to take care of those less fortunate."

True but untrue in that the three T's reference in the Bible - time, talent, and treasure - Yanik has the treasure to share and he does so very generously. You may not. You listening may not. What about the first T? For Frank, it started with the first T. I started with sharing time.

I used to go around in a beat up, old Econoline van bringing hot meals to the homeless in the back alleys of the bad neighborhoods of West Palm Beach, Florida. One night a week. That was it. That's all I did. Every Monday night, before Monday Night Football, for three years straight, I went out and served meals to the homeless.

It was very fulfilling. It was all I had to give. I didn't have talent. I didn't have, certainly, that much treasure. As I began to develop a talent for fixing up houses, I used to go out and fix up houses in neighborhoods for an elderly shut-in woman who was an invalid and couldn't come out and paint her front porch. It was little things like that.

Then, I realized that was good. I developed my talent. Then I started to make a little money and we moved onto the third and final T, which is sharing our treasure.

That, tome, is pursuing one's spiritual highest calling. You would be amazed. Give and it will be given back tenfold, they say. I haven't seen the tenfold return but I'll take "give and it will be given back to you even half that." Fivefold. You will be amazed at what happens in your professional life once you tap into your spiritual highest calling.

Yanik: That's interesting because I've started publicly sharing what I've been doing for a long time privately. We give away 5% of all our gross income to different charities. I've made tremendous income jumps just when I started doing that. I didn't do it just because I thought I would get a tremendous amount back. It felt really good to have these random checks go out to charities and they would be like, "Wow! Who is this guy?"

Just being able to share the treasure, like you said, at this point.

Frank: But, look at what's happened to your business. It's exploded. There's a reason. There's an absolute design to that success, Yanik. The folks who don't understand that are the ones who are going to wallow in mediocrity for the rest of their lives.

Yanik: The interesting thing is when I decided on that, it didn't start off being big five-figure checks or anything like that. It got easier to write those checks when I said this is the rule for how I run my business.

Frank: That's great! I want to be able to borrow that at some point because Yanik uses the term "it's the rule." It's part of the business plan. It's not like this is a chore. If you're giving and it's a chore, you shouldn't give. If you're sharing your blessings with those less fortunate and it's a pain in the ass, then you shouldn't be doing it. It is part of Yanik's responsibility to do so. He recognizes it as a responsibility and he embraces it as a responsibility. Look how good he's doing. Yanik: Right. Actually, I want to clarify one thing. It's 5% of the gross, which includes about 10% of the net. Just so I don't give people the wrong number and they think, "Yanik is full of BS."

Frank: Whatever it is, it's tens of thousands of dollars.

Yanik: It ends up pretty good.

Let's move on or we're never going to get to the 16 other secrets.

Frank: I'm sorry. I get long-winded.

Yanik: No, it's great! I like when you dig deep into it because it gives you a lot of insight.

Let's talk about one of the things in your book that I thought was really insightful. That was "why do you want to create a personal value or mission statement." It's something that I haven't done in a formal sense. I would love to hear your comments on it.

Frank: My first one I did about 12 years ago. I update it annually. I felt and had read in the past - I don't remember where I read this - it was a long while ago. If the United States has a constitution to govern and guide its citizens, why shouldn't I have a personal constitution?

Why shouldn't I put together a vision statement? It's more than a mission statement; it's a vision statement for my life that when things get a little out of kilter or are tempted to become out of balance I can refer to. It takes time. It's not



something you can just sit down at your desk and just do. It took me months and months to come up with something that is no longer than a third of a page including three or four paragraphs - short, little, one-or-two-sentence paragraphs. What is it? What vision is it that you have for your life? I'm a big believer in writing things down and you will see it come to fruition. I would go on a personal retreat. Somewhere very far away from where my nine-to-five existence was. By myself.

I remember one year I went to St. Lucia. One year I went to the Cayman Islands. One year I went to the top of a mountain in Colorado. I really had my own little retreat and began to formulate my personal vision statement.

Once I've got that written down and it's something - where I am right now at this moment is not in front of me. I'm at one of our job sites. In my tree house where my office is, I have it plastered right in front of my face. I look at that thing every single day to make sure I'm on track.

Very few of us are born with an overabundant supply of what I call "vitamin M," which is internally-generated motivation. We need to typically get this from outside sources. I generated the mission statement. By looking at it and reading it, it keeps me focused. We're all tempted to go off track.

We're all tempted to not live up to the expectation we have for ourselves. With that personal vision statement and the fact that I keep it current every year, it's been a very invaluable tool for me.

Yanik: Is that beyond just goal setting? Is it beyond finding out what your true value is?

Frank: Yes, it's way beyond. There's never a checkmark next to the vision statement. It's not a to-do list. It's a guiding principle. Listeners, go take a look at the Constitution. That thing has been around more than a couple of hundred years - 230 years. That is the kind of vision that you want to have for your life. It is one that withstands the test of time, something that you can apply today; you can apply ten years from now.

I'm constantly kind of raising the bar with the vision. Getting back to that principle that to whom much is entrusted, much is expected. I tell employees around here if I ever come into work one day and say, "Let's just do it the way we did it on the last house. We did well. We sold the house in six days," you ought to go start looking for a job because I've lost the fire.

The same thing holds true for the vision statement. It's got to be a holistic approach to how you envision living your life both professionally and spiritually, how you want to be perceived, the legacy you want to leave. It's almost like that

headstone test. What is my headstone, what is my eulogy going to read looking back?

You've got a chance to dictate what it is that's going to be said at your funeral. It all starts with how much thought you put into that vision statement.

Yanik: Is it pretty broad or is it really specific about things like, "I'm going to be earning X number of dollars."

Frank: Let me see if I can find mine on my computer. It is very broad.

Yanik: So it's just guidelines.

Frank: Yes. It's a guide and a compass.

Yanik: Okay. While you're looking for that, I want to talk to you about my favorite thing. I always joke with my wife Missy that to be extraordinary, you can't be ordinary. You sum it up in a different way. What was it you said?

Frank: To live an extraordinary life, you must resist an ordinary approach.

Yanik: Okay.

Frank: Very simple. Going back to the days when I was teaching tennis to very wealthy people - by the way, where I earned my Ph.D. in entrepreneurship and my Masters in real estate was on that tennis court teaching people who walked the talk. This is pre-infomercial, late night "buy my real estate course and learn how to make a million dollars." This was people that had actually done it. This was probably around the time Carleton Sheets came out. He's been around more than 20 years. These were people I just admired. They drove up to their tennis lesson in a fancy car. They had a beautiful wife and kids and a yacht. I wanted to learn from them. I didn't have the benefit of going to school. This was my classroom out on the tennis court.

What I found was characteristics that - most ordinary people find solace in habits, usually bad ones, and in vices. If you look at the extraordinary people that you look up to - I mean, really look up to. I'm not talking about the flash-in-the-pan. I'm talking about the ones who have been around for a while. They don't oversleep. They don't overeat. They don't drink. They don't take drugs. They don't gamble. They don't womanize.

On and on. There is a whole list of things in my book that I talk about that I started to just get rid of. Those are ordinary - and a lot of them are fine. If you go to Las Vegas and you want to gamble, that's cool. You want to have a glass of wine



with dinner, that's fine with me. But when they become a vice and when they become a drain on your highest calling, that's when you've got to look back, take stock, and say, "You know what? My idol, my mentor, doesn't do those things." People I looked up to back then in the early days, these were people that weren't household names. These were people I just saw living the dream, the lifestyle of the rich and famous with Robin Leach days. I just wanted that. I realized that to get it I had to stop doing some things that were damaging to me.

To live the extraordinary life that I'm able to live, the extraordinary life that you're able to live, with your family and your new children and this whole Maverick Business Ventures thing, people are going to come on that because they want a piece of the extraordinary life that it represents.

It's simple. It really is an easy way by process of elimination to live an extraordinary life. You have no business complaining if you go down your black list of the things you do that are unhealthy, unwealthy, and unwise. You have nobody to blame but yourself.

I can sit here and talk until the cows come home. Until you decide to make a lifestyle change, nothing's going to change.

Yanik: The extraordinary part carries over so much than just your own personal habits like what you were talking about, Frank. It goes beyond your houses, the type of Hollywood production you have for the grand openings. I've been invited to a recent one. Unfortunately, I couldn't make it. I've seen videos of you jumping the motorcycle over the house - not over, but in front of the house.

Frank: It actually was over.

Yanik: [Laughing] So if you missed, you land through the roof.

Frank: Actually, I jumped a motorcycle over the replica of my very first house I did. It was a very small house.

Yanik: [Laughing] All right.

Frank: Not the mega house. No, no.

Yanik: [Laughing] I see that carrying over in everything that you do. That's the way I think about it, too. If somebody is doing something one way, why do it that same way? Why not put your unique stamp on it, be extraordinary.

I guess that kind of carries over to another part of your secrets, which is having the flair in everything that you do.

Frank: I think the important lesson there is I have competitors in my industry that I'm actually very good friends with. One of them is Mark Pulte from the Pulte Home family. He doesn't use his last name; he uses Mark Timothy which is his middle name.

He deviated from the family business and he builds beautiful mega-mansions on spec. We go to lunch regularly. He's the polar opposite of me; he's very conservative with a nice banker's haircut, very soft-spoken, doesn't really do grand unveilings; if he does, it's a three-piece quartet with a harpist.

Yet he does very well, so what he does and the niche he's carved out works extremely well for him. He's branded himself.

Taking a contrarian approach to life is more often than not very rewarding. It can be financially rewarding. When I say contrarian approach it's really, using a real estate term, location, location, location.

I don't buy it; I don't follow it; I never have followed it; I've gone the opposite; I've made markets where they hadn't existed before. That's a business model, and you can look at Michael Dell or Bill Gates or anybody whom you look up to who established a marketplace. They went in an opposite direction from the herd. That is living an extraordinary life.

Life is actually, as you and I have in common, about experiences; it's not about sitting back and reading about somebody else's experiences. I like to create what I call my own reality. I know that sounds a little far out there.

I watch a little bit of the news which I hate, but I have to keep current, especially on the financial side. But there's a reason, Yanik, that I work out of a treehouse. You'll get to see that when you come down in November. I have a beautiful ocean-front treehouse with 12 windows in it. I've got a shower; I've got a toilet; I've got a sink; I've got broadband; I've got a bamboo desk, hardwood floors; I've got a loft with a king-size bed and a flat screen TV. It's my domain.

Now I have a main office where everybody else works. I go there once a month. I'm not an architect, but I create this 70,000-square foot house with 22 bedrooms, 24 bathrooms, and an 18-car garage. I created that up there. I wrote my books up there.

I'm a firm believer in creating one's own reality via life's experiences. I've gone on your Web site and you like getting up in front of people and doing a comedy routine. That was hilarious! That took a lot of guts and built a lot of confidence in you. I'm sure I couldn't do something like that.

Yanik: The funny thing is I was actually more nervous to do that than stand in front of 3,000 people that I spoke to in the UK last year.



Frank: I'm sure because, if you bomb, the tomatoes don't feel too good.

Yanik: Yeah. Where is that confidence? Where is that kind of gumption, for lack of a better word, that you said that you can design your own reality?

Frank: It starts very simply. It starts with celebrating each little, humble victory in your life as a triumph and achievement. That's a long way of saying building confidence.

Celebrate each humble victory. When we were kids, assuming you had a decent set of parents or even relatives, you were patted on the back or on the head quite often. "Great job, Yanik! You brought home an A today. Great job, Yanik! You built a fire in Boy Scouts!"

Whatever it is, we got the pat on the back. But that went away when we left home and often people are very busy trying to tear us down, especially those who succeed at a higher level trying to find fault, shoot holes through your theories and concepts, and what have you.

Well, I learned at an early age that I needed to celebrate each humble victory as a triumph and achievement which, in turn, caused me to build confidence, and in building confidence I was able to say yes to opportunities more than no. Therefore, the experiences I was able to create for myself, the reality of not being influenced.

This is true especially now. I know this call isn't about real estate, but I'll tell you what. You don't have to be in real estate to realize the negativity and the pundits that are just slamming the real estate markets right now.

I'm going around the country doing this 911 emergency, "Frank, please come and talk to my real estate investment club because my members are freaking out with all the negativity that's permeating the airwaves."

I don't buy it. There are factual issues about the real estate market. I'm calling it The Great Real Estate Depression of '07. "Frank! You're Mr. Glass is Half Full. How can you say those words?" It is a reality. We've never seen a market like this since 1929.

Where do the opportunities lie? Where's the silver lining? We're not going to get into that; I'll save that for another call, but they're there and I'm going to show you how to find them. That's because I live by my own reality. I live with this abundance mentality knowing that I can create my own profits when everybody else is being in despair.

Yanik: Right there. That's another great insight into your character, not letting external forces dictate where you think the profits are going to be.

Frank: Never. Don't get me wrong; I do my homework; I'm not a seat-of-the-pants kind of guy. Some of the best deals I've made in my life, Yanik, are the deals I didn't make. I know when not to pursue something.

At the same time, when the talking heads are on CNBC I'm usually the only one, like on Fox recently, where I took the opposite side of the argument. Yeah, real estate values are down across the country for the first time since 1929, and yeah, foreclosure rates in Florida have doubled over the past year; even across the country they've gone up 36% month over month.

I can quote all the stats, but what are you going to do about it? Are you going to sit there and complain as the talking head does or, if you're a real estate investor, wouldn't you imagine this is the best time since 1929 to be out there in the real estate marketplace buying? It is!

It's like if you could call a bottom in Microsoft or Dell or Intel or what have you, you call bottom on that stock and you knew what the bottom was, wouldn't you buy it? You would because those are strong stocks.

The same thing holds true for the commodity known as real estate.

Yanik: Excellent. Going back to your time as a tennis instructor and learning from successful people and now firsthand dealing with them, the people that buy your houses, talk about some of the things you've learned and what makes truly successful people tick and why you should learn from them.

Frank: I think we covered that when we said to live an extraordinary life you must resist an ordinary approach. Mind you, I've sold 36,000 since 1992 and I know that doesn't sound like a lot, but each one of them averaged 12 million bucks. I haven't sold one to anybody who has inherited money. I've sold every house to people who have earned it by being a titan of their own industry in way, shape, or form. I've found that they're extremely disciplined which doesn't come naturally. I am now very disciplined, in bed at 9:00, up at 4:30 every day except Sundays I get up at 6:00.

They are extremely quick decision-makers. I've witnessed it! They walk in the door of my house on a Tuesday, and we're talking about a 12 million dollar purchase, and they're sleeping there on Friday night.

I can't make that big of a decision that quickly! Most of us can't decide on what pair of shoes to buy in the mall. But what I've learned is that psychologically what we do, and I say "we" as the average person, that's detrimental as compared to the ultra-wealthy when it comes time to make a decision, is think we need to do an exorbitant amount of research. With the information that's avail-



able to us today to do such research we've got to dig deeper into spreadsheets and we've got to do a comparative market analysis and so on.

What we're doing, Yanik, is making excuses to pull the freakin' trigger. These guys, not just in buying my houses, that's the way they live their life. They gather the data very quickly; the initial intuition they kind of hit the seat of their pants is what typically tips the scales in which direction to make the decision.

Many people say, "You know what? This house isn't for me. I'm not going to do it." When it comes time for me to see an opportunity, you better believe that the old paralysis by analysis does no longer set in with Frank McKinney because I've watched the wealthy make very rapid fire decisions, huge decisions that you and I and the average person would see as almost irresponsible.

But you know what? They're not irresponsible. But they're not looking for a way, subliminally and subconsciously like the rest of us are, to actually say, "Ah! Well this one item on the spreadsheet tells me I shouldn't do it! I finally found the reason why I shouldn't pursue this new Internet business!" If you look hard enough you'll find a reason not to do it.

Yanik: That's a great point. I like that. If you look hard enough you always find a reason not to do something.

But also, you're not advocating, like you said before, seat-of-your-pants and just completely winging it.

Frank: No, but I am advocating that if you're unsure go back to that seat-of-the-pants intuition that you had at the very onset of your research to allow you to kind of tip the scales.

Yanik: Talk about your intuition. I'm always fascinated by that in successful people. How do you use that? Have you seen that used? Do people really make big decisions that way?

Frank: Yes. They do, and intuition is something that, fortunately, we're all born with. It's something that needs to be exercised; it's something that needs to be visited very, very often.

The unfortunate thing is that most of us doubt ours. We doubt it; we kill it; we squash it like a bug. We don't allow our subconscious to act on that intuition. Let it happen! Let it flow! Go with it and see what happens!

This is an easy post-mortem, but how many times can you go back in your life and say, "Boy, I wish I would have. I was right the first time, darn it!"

I do a lot of the post-mortems. I look back; when we're done with a project we get together. I shouldn't say "post-mortem;" that's kind of negative. But after the whole thing's over we review what we did right and wrong, and often the things we did wrong were because we pondered too long; we contemplated too long instead of just running with it.

Yanik: How do you open up more of that intuition or how do you make sure that you're listening to it?

Frank: Well, the first thing you do is carve your niche a little deeper and a little wider than most, but you stick within your niche.

In the real estate circles now, what's unfortunate is that you have so many different ways to make money in real estate. You have being a contractor, being a renovator, being a flipper, or being a buy and hold; you have commercial real estate; you have short sales; you have wholesaling. I could go on and on. The unfortunate thing is that very few people spend enough time carving that niche a little deeper and a little wider. The whole reason I wrote my second book, Yanik, is because I take the reader on this journey from a \$50,000 fixer-upper to a \$100,000,000 mansion. I know people who can talk the concept, but I don't know anybody who can walk the talk.

I have done that! I'm in the same niche! I haven't deviated in the least! I'm still doing what I was doing 21 years ago only there are a bunch more zeros at the end of the acquisition and sale price.

By sticking with that niche, I now know, my intuition is so keen when it comes to knowing what to do in order to touch the five senses, sight, sound, smell, touch, and taste, of my buyers and raising the experience that my buyers have with their five senses to the state of subliminal euphoria, I mean drunkenness, to where they can act on their own intuition and buy my property rapid fire.

The important lesson there is to stick within the niche. You hone your skill. I know within half an hour when somebody walks through the door of one of my houses if they're qualified and if they're going to buy it. It's because I've spent 21 years honing the intuition specifically to the field of my expertise.

Yanik: That's interesting. I guess the more and more you listen to your intuition, the stronger it gets and the more you can rely on it.

Frank: That's a good point. Listening to it is one thing, but acting on it is another. We first have to listen and recognize that typically, more often than not, our initial intuition is going to be right. With pulling the trigger and acting on it we going to be right and then we're going to be right again, and then, oops, we're going to be wrong once.



That seems to set most people back to ground zero and that's unfortunate. I don't look at it that way. Sometimes I have pulled the trigger, relied on my intuition, and been wrong. As you know, we learn more from our mistakes than from our successes, so I get into what it was that I did wrong and where did I take the left when I should have taken the right, and I make sure it doesn't happen again.

Yanik: Excellent. Let's talk about something that you have, obviously, become very good at and that's what you call gently, yet progressively, flexing your risk muscle and threshold.

Frank: In Chapter 25, my second favorite chapter in my first book, it says, "Gently, yet often, exercise your risk threshold, which is your risk tolerance, your tolerance for risk, like a muscle. Eventually it will become stronger and able to withstand greater pressure."

If I was looking out over the same group of 3,000 real estate wanna-be's and I was giving a talk and trying to inspire them to get involved in the business to make a bunch of money in real estate, what I've quantified over the last probably decade is that the difference between me and most who are pursuing a professional career in real estate investing is my ability to exercise that risk threshold. It doesn't matter if you're going to be the president of the neighborhood Tupperware club or if you're going to start an Internet business or if you're going to get into the real estate business, unless we have to be able to embrace fear and risk. It doesn't mean we're not afraid; Frank McKinney is afraid every single day of his life, but I've never let that fear stop me. That's the big difference.

"Oh, Frank, you're a dare-devil. You have disregard for your body and your financial well-being." That's a bunch of crap. I will tell you one thing. I'm a lot less exciting than I look. My wife calls me a nerd in sheep's clothing based upon the research that I do and the fact that when it's time to exercise that risk threshold I do it.

Mind you, I've done it for 21 years. I know no other way, Yanik. I get paid once or twice a year contrary to a lot of multiple streams of income. That's not my niche; I don't do it; I wait to get paid when I sell a big house. We have some other investments that actually do pay a little bit every month.

But if you take nothing else from this call today, go to Chapter 25. If you buy the book, go right there, make a beeline for that chapter and read how important it is, regardless of whether you're listening because your husband or wife made you listen to this call, it's about embracing risk and embracing fear, staring it in the eyes, recognizing it for what it is, and not letting it stop you.

How many folks are listening who have what I call the nine-to-five cubicle mentality? By the way, none of us are born Internet business builders and none of us

are born real estate investors; we're all doing something else before we get to this real estate business or Internet business. What is it going to take to get you out from behind your nine-to-five cubicle?

When we're done here, go to www.Frank-McKinney.com and click on About Frank McKinney. Underneath that is Frank's Top 10 Reading List. Click that and you'll see about 20 books, even though I still call it the Top 10. One of my favorite books is written by one of my favorite philosophers, Anthony De Mello. He looks at fear this way. He says, "We've been conditioned since adolescence to fear the unknown."

Fear of the unknown, right? You've heard it, Yanik, right?

Yanik: Right.

Frank: Fear of the unknown; I've heard it. He dispels that notion in a very clear way in that he says, "How is it possible that we fear something we are unaware of? How is it possible to fear something we don't know?"

It's not possible! What's possible and what happens is that we fear leaving the known. We don't fear the unknown because we can't! It's unknown! We fear leaving the known.

We fear leaving the nine-to-five cubicle mentality; we fear leaving the tennis court, in my case. When I was a tennis pro I was dreadfully fearful of putting my hard-earned money into that first \$50,000 fixer-upper.

So exercising that risk threshold like a muscle very early on and in small increments like going to the gym and starting to do curls with a two-pound dumbbell and moving up to a 40-pound dumbbell, that's what it's like. After a period of time you'll get there and you'll then realize when you're confronted with fear, it's usually associated with opportunity.

What's your choice? I mean, fear, risk, or don't risk. If you don't risk you're just going to maintain that cubicle mentality. You risk it, and I'm not talking about gambling. Frank McKinney will walk through a casino to get ideas but I'll never put a quarter in a slot machine. There's a big difference between calculated risk and gambling.

Where do you think your life is going to lead if you can exercise that risk threshold like a muscle?

Yanik: So you suggest progressively moving that forward, not just taking one big leap?

Frank: No. That's the beauty of the second book. Even if you're not into real estate, I take you on this journey that starts with a \$50,000 fixer-upper. I offer



up today that the biggest risk I ever took was that first \$50,000 fixer-upper, pulling that trigger, taking my hard-earned money. This was before other people's money. I earned \$36,000 baking out there in the hot sun teaching tennis and I took that and bought that first property. That was the most significant risk I ever took in my life.

Yanik: Excellent. All right, let's talk about the simple thing you can do each day to make sure you're having fun and following your journey. You said that your wife says here that you're what?

Frank: I'm a nerd in sheep's clothing.

Yanik: You definitely have a lot of fun regardless. It might not be every single day that you're out there living it up and jumping motorcycles or doing the crazy things that you do like running 135 miles in the hundred-gazillion degree heat.

But what do you do each day to make sure that you're having fun?

Frank: The best lesson I could give on that is, again, from my first book. I know some of you don't need me to teach you because I know you live it.

In Chapter 46 it says, "Each day you're on the concert stage of life, so you better make it rock. Approach each day with a little flair."

I'll never forget going to see Siegfried and Roy for the first time before he had his accident. We were sitting in the audience and they were great performers. There was a couple that was celebrating their 15th wedding anniversary and they had seen Siegfried and Roy on their honeymoon 15 years before.

I was overhearing them talk about the energy that the show had and that it was even better than they remembered 15 years before and how the performers gave their all.

If you're into rock-and-roll groups, KISS is another example. They've been around for a long time and they give it their best everyday on the concert stage of life, so you'd better make it rock.

We don't need to be performers, but aren't we a performer in our own rite with regard to what we do for a living. So for me, I wake up every day, and like you said, every day it's not jumping motorcycles over houses. A lot of days I'm on a construction site wearing construction boots with a hard hat on eating my lunch with the rest of the workers out there.

But I want to make sure that by the end of the day I have made an impact on the legacy that I am ultimately going to leave behind when I'm gone. A lot of that has to do with the non-profit stuff that we do. I'm working towards that next 135

mile race across the desert or whatever it may be, or the next theatrical presentation when it comes time for the unveiling of one of our masterpieces. That makes life worth living.

I've always felt that 97% of our life is spent in ordinary times pursuing the extraordinarily gold moments as represented by 3%. Really, when you think about it we're all in pursuit mode and we're pursuing something. We're in ordinary time, and then we get married; remember when you had your children, Yanik, how extraordinarily golden that was; when you made your first million; when we sold our first house. There are not a lot of times, so I just try to recognize and embrace that 97% as I'm going through it and try to bring a little flair to those multiple minutes.



Afterword

If being a “Maverick” resonates with you, there might be a few resources to take the next step for us together...





**“1 Maverick Entrepreneur Can Change an Industry...
1,000 Together Can Change the World”**
(Are You One of Them?)

Maverick1000 is an invitation only, global network of exceptional entrepreneurs connecting in bold new ways to challenge and collectively support each other's biggest business goals, engage in exclusive experiences and co-create a significant, worldwide multiplier impact.

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