

Inspired Marketing!

The Astonishing
Fun New Way to
Create More Profits
for Your Business
by Following Your
Heart

Joe Vitale
Craig Perrine



John Wiley & Sons, Inc.

Praise for *Inspired Marketing*!

“If money is tight, life seems forced, and worry is at an all-time high . . . be grateful you have been inspired to seek out this book! It’s not a coincidence that you came across these pages. Consider *Inspired Marketing* your ‘prescription’ for hope, peace, and success in your business and in life!

Dr. Joe Vitale and Craig Perrine show you how to stop forcing your ideas, your products, and your marketing plan, and start allowing your gut instinct to lead you from a place of inspiration to success!

Finally, two highly successful, true-blue guys who know firsthand that you can only reach the pinnacle of success by being true to who you really are! You will not be the same person when you are finished with this book, neither were we!”

—Susan Klaus and Stacey Oberzan, www.no-more-big-hips.com

“I have rebelled at traditional sales letter marketing, because it never felt ‘right’ for me. I have just finished *Inspired Marketing*. Thank you. I feel empowered to share my own inspiration in a new way that feels right. Bravo! You have brought together people who have truly succeeded because they believed in themselves and their talents, and faced the world as an adventure waiting to be discovered, challenged, and conquered. Reading every word of their journeys has opened up a freedom within me, to go out there and make my niche my own! My gratitude to you and Joe for this gift of successes of people who conquered challenges, and enriched their lives and the lives of others—and had fun doing it! Now that is what life is supposed to be about.”

—Mary E. Mazzullo, www.SeminarPhotography.com

“The time for *Inspired Marketing* is long overdue. As a marketing veteran of twenty-five-plus years, I sometimes wonder about my legacy. And there’s always burnout to consider, especially after a grueling schedule.

That’s why discovering *Inspired Marketing* was so refreshing. It re-energized me about all marketing can be. Craig Perrine and Joe Vitale provide key insights and so do other marketers I’m proud to call my colleagues.

Whether you’re a marketing newbie or an expert, or even a guru, I know you’ll have the same reaction I did. I highly recommend you get this book and reference it often. Inspiration is the Holy Grail when it comes to marketing and this book gives you the real story on how you can benefit professionally, personally, and spiritually from reading it. Great job Craig and Joe!”

—Marc Harty, Marketing Strategist, www.PRTraffic.com

“With this book Joe and Craig put heart and soul into marketing and give entrepreneurs a bold new way to prosper and feel great at the same time.”

—Mitch Meyerson, Founder, Guerrilla Marketing Coaching and author,
Mastering Online Marketing

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To Donny Deutsch

—*Dr. Joe Vitale*

To my father, Dr. M. W. Perrine, my mother, Nancy
Perrine, my sister Stephanie Lewis, and my lifelong
writing mentor, Margaret Edwards, PhD.

—*Craig Perrine*

Goethe may have said it best when he wrote the following inspiring message:

Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness.

Concerning all acts of initiative there is one elementary truth, the ignorance of which kills countless ideas and endless plans.

That the moment one definitely commits oneself, then providence moves, too.

All sorts of things occur to help one that would never otherwise have occurred.

A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance which no man could have dreamed would come his way.

Whatever you can do or dream you can, begin it!

Boldness has genius, power, and magic in it.

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—*Dr. Joe Vitale*

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—*Craig Perrine*

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Introduction

A DAY IN THE LIFE OF INSPIRED MARKETING

It's a normal day. You wake up, you blink, you open your eyes, and you do your normal routine. Another day ahead of you, very much like the one that just passed. Perhaps there's an adventure for you. Perhaps there is something stressful right around the corner. You don't really know because the day has just started. You ponder this as you sit down to breakfast.

Your train of thought is interrupted as the entrepreneur in you notices all the branding and marketing messages that start to call for your attention. You've bought the same coffee for years, the same cereal, even the same butter and English muffin. While familiar, you're now looking at the slogans, the designs on the labels, even the packaging shapes from a new awareness. You've been up for 37 minutes, and it dawns on you that you're surrounded by marketing messages that you've never paid much attention to . . . or have you?

You ponder how many of your purchases were decisions and how many of them were unconscious habits as you get in the car to commute to work. The radio is on your favorite station and as you start down the road you notice the commercials. Why

not? Traffic is slow, nothing else to do. One is for a weight loss program. Another is for a local real estate agency. Then pest control. Then the DJ starts to talk about the dealership where she bought her new car. You get the feeling that maybe, just maybe, it's not entirely altruistic that she's telling you to stop by and ask for Jim if you're in the market for a car because he took real good care of her.

You've had enough radio. Time to control your environment you think. So you reach into your stack of CDs and as you put one in, you notice the logo for the record label that signed the artist. They, too, want you to buy their other artists' CDs, which doesn't bother you because you like the music.

At work you turn on your computer and check your e-mail. Sure enough, there are more marketing messages. Some of them you recognize as legitimate, but then you get mad at all the spam messages flooding in. Why do these people think you need to enlarge or shrink parts of your body and why are they so concerned? What would happen to you if you actually clicked on one of their links? Then, of course, there's the ever lovable Nigerian official who has a tremendous amount of money waiting for you, if you'll only send him your bank information so he can get all this money to you. Who falls for that, you wonder?

The first e-mail you open is from your buddy with a YouTube link in it. Something funny to start your day off on the right foot. When the clip is done you notice the flashy ads on the right side of the YouTube site. Which reminds you, it's time to check your personal e-mail account at Yahoo.com. There, you see similar ads. One is about lowering your house payment. If the headline is true, it looks like you could save a bunch and they're offering to calculate your new payment if you just click.

Then the phone rings. Your friend wants you to Google a natural herb called Ginko Biloba or something like that. Supposed to help with eyesight, she says. When the search results

come up you see some listings. There's one on Wikipedia, then another couple of sites that look like they have articles. Then some vitamin sellers. Then, along the right side of the page you see there are sponsored links for the herb, product reviews, and super strength versions for sale. You wonder, *Which one should I pick?* One of them says, "Sign up for our e-mails and receive 10 percent off your order today."

You're not sure, so you leave the page open, but now it's time for your lunch appointment. You walk down the street to a nationwide chain restaurant for your meeting. As your meal is delivered, you smirk as you realize you've been surrounded by marketing messages all day. You wonder to yourself, *How did I discover this place? Was it an advertisement, did a friend tell me about it?* You really don't remember anymore but they, too, have an advertising slogan.

The rest of the workday you're too busy to think about such things, but as you walk in your front door in the evening you noticed UPS delivered the MP3 player you ordered from Amazon.com the other day. You smile because now you have something to listen to as you work out, and it was so cool to order with Amazon's one click program that you signed up for. Which makes you grateful that it's so easy these days to get what you want when you want it . . . especially when you shop online.

As you settle into your evening routine you realize that yes, in fact, the various items that you've got for dinner also have labels, branding and marketing messages on them. You click on the TV to watch the latest episode of your favorite reality show waiting for you on your DVR. Sure enough, in the show itself, you see that even the contestants carry subtle marketing messages. One of them has a T-shirt with a Nike logo on it. One of them is drinking a Coke. Then, as you fast-forward through the recorded commercials you feel a sense of power

over the advertisers because you can skip their messages and watch your show.

Then it's time for bed and as you climb in you notice the *Entrepreneur* magazine you'd set on the night table. As you flip through the articles you find a story about a young couple who started an online vitamin store. They have unbiased information that's easy to search along with a lot other interactive features that is bringing them a lot of business, according to the reporter. The inspiring way that they started up their business makes you really identify with them. They started by programming their own web site after college and bought Google Pay Per Click with their credit cards two years ago and now it's a million-dollar company.

It's heartwarming because you've always wanted to start your own little business and stop commuting to your job. At the end of the article you smile and feel a connection to their success story and then it hits you . . . you never bought the Ginko Biloba earlier so why not go to these people's web site and get it from them? You turn on your phone's Web browser and in just a few clicks your order is placed. You smile again knowing that in a couple days UPS will drop off your order.

In that moment, whether you are aware of it or not, you were participating in a form of inspired marketing because the true story of the vitamin company stood out from all the rest of the noise, hype, and promises. That is what this book is about.

Inspired marketing is the kind of marketing that you need today to truly reach customers who are either jaded, bored, or simply don't see the majority of the marketing that's out there. The dilemma for both the consumer and the marketer is how to connect people with products that they really want to buy and stand out from all the things that they don't want. Inspired marketing is a win-win for both. It allows marketers to follow their

hearts and tell their stories to a marketplace that wants what they have.

These days there is just so much information coming, things to remember and things to think and worry about—all the different forces that act in your life come together and keep you in a constant state of trance of one form or another. (This aspect of selling is covered, at great length, in Dr. Joe Vitale's recent book, titled: *Buying Trances: A New Psychology of Sales and Marketing*). The inspired marketer, we believe, has an edge as you will see within the stories in this book.

Inspired marketing allows you to encounter a marketing message and feel good about buying. You feel a human connection with the seller. You feel like you're part of something that's fun and beneficial instead of feeling manipulated, conned, or just strategically sold.

Inspired marketing feels good. It's often playful, real, and a little rough around the edges. That doesn't mean it can't be polished and elegant, but it does mean that it's not a formula that you've seen a thousand times before.

Inspired marketing represents an evolution in marketing and sales. In a way, it's also something that's been around forever. It harkens back to a time when people went into the general store and talked to the owner and had a cup of coffee. Or went down to a local craftsman and had them build something exactly to order. Inspired marketing, at its best, captures the essence of the creator of the product or service and channels the passion and enthusiasm that arise from the benefit of what's being sold directly into the awareness of the consumer, in a way that connects with the heart and not just the mind.

That is the big difference; the feelings feel genuine, they feel authentic, they feel real, they feel safe, they feel exciting, and they feel playful. They feel like something you would come back for and buy again. Inspired marketing lacks pressure. It

lacks coercion. It lacks a sense of “buy now or you’ll lose out.” It simply says, “Here is something that you want, here’s why you want it, we have it . . . come and get it! We’ll bring it to you, we’ll make it easy, we’ll make it fun!”

This is in contrast to marketing that induces fear in the consumer that if they don’t buy what you’re selling, they will somehow suffer. Their headaches will continue. They’ll miss out on the special deal. They won’t get relief from their problems. While effective perhaps, this kind of marketing doesn’t feel good.

Inspired marketing comes from a place of love, appreciation, passion, and excitement. The difference between inspired marketing and coercive marketing is that everybody wins. At the end of the day, you would do the same thing all over again because you feel better and enriched by having participated in the transaction.

In this book, you are going to discover true stories of real people who have followed inspiration. Each one of them had to be edited down to fit within this book because truly, we had three times more stories to tell as pages to fit them on. You’ll see that we’ve made the actual uncut chapters and more available for you free in our membership site at www.inspiredmarketing.com.

As you read, take notes on inspired ideas that come to you. You’ll want to keep a pen and paper handy and an Internet connection, too.

The thing about inspired marketing is that it’s not all about ego and the conscious mind (the left brain), which we usually associate with business. It’s also usually not about formulas. Actually, it goes beyond formulas. It comes from a place that you will see right here in this book, that is from another place. Some will call it the unconscious, some will call it gut intuition. Some may even call it God or the Divine.

Inspired marketing at its most breathtaking, does, in our experience, connect the everyday act of buying and selling things, consuming and enjoying products and services, solving problems, having experiences and being entertained, with other forces that are at work. We all know and recognize when we see, feel, hear, smell, taste, experience, and imagine them. In a world that is digital, ever-changing, fast-paced, synthetic in many ways, created, airbrushed, scripted, preplanned, and manipulated—inspired marketing is a breath of fresh air. It rings true in a way that traditional marketing just can't.

You may wonder if, somehow, inspired marketing comes from super geniuses; people who have unattainable levels of creativity and experience. While certainly experience, know-how and training are a part of some of the stories you're going to read, you will also find people who started out having no idea how they were going to accomplish what they were setting out to do. People who set out on a journey, in many cases, simply taking one step at a time, purely on the faith that when they took that next step they would know how to get to the next step after that.

Inspiration does not require planning. It does not require knowing all the answers before you start. Inspiration is its own source of guidance. All you really need to bring to the table is a willingness to play along and a faith in the journey ahead and in things as yet unseen.

Prepare to be challenged. Many conventional beliefs and things that you may have thought were true and necessary, may be turned upside down in the pages that come. That is because the very reason inspired marketing is different is the fact that it does come from a different place than what you're used to. The very reason of why it seems to work so well is because it is unexpected, refreshing, unpredictable, untamed, and unwilling to compromise. Come along for the ride. It can be wild, unpredictable, and immensely rewarding.

1

How to Create the Most Unusual and Unforgettable Marketing of Your Life

Joe Vitale and Craig Perrine

Joe: I've written countless books on marketing methods, techniques, tools, and tricks. And they all work. But I've gone past all that now. I now use a different method of creating sales letters, web sites, and more—and this new method works better than anything I've ever done in the past.

To help me explain this powerful, fun, and creative new approach to marketing, I'm going to interview my maverick marketer friend, Craig Perrine. Craig has strong credentials. He's a master list builder, famous Internet marketer, popular speaker, and a nice guy, to boot.

I'm very excited about this because we're going to break new ground. We're going to be talking about a new technique, a new way of living, a new way of being, a new way of thinking. Something you may never have even considered before. Something you've probably not heard about before. I think I'm going to be like the scout riding in with this message for you today.

Craig is one of my longtime friends. He's somebody I interviewed for my Hypnotic Gold special edition (HypnoticGold.com) a while back where we examined an offer letter written by well-known advertising executive Bruce Barton that got a 100 percent response rate. It's in my book, *The Seven Lost Secrets of Success*, and we analyzed it to see what made it so successful.

And that became one of the most talked about, one of the most collectible Hypnotic Gold interviews ever, and so I couldn't wait to get my friend back on the line to explore this new strategy and this new way of being. I'm talking about Craig Perrine of MaverickMarketer.com. You've surely heard his name before. He's known for his hypnotic storytelling and for the engaging and inspiring stories in his newsletter and in his blog. He's also a popular speaker. He's been showing up on some of the Internet marketing circuit special events quite a lot recently. He's also spoken at a couple of my events and I know his entire family. I love everybody in that family. Craig is one of my best friends in the world right now and hopefully he's on the line.

Craig: Absolutely, Joe. So glad to be here. Thank you for that wonderful introduction.

Joe: You are welcome. I'm excited about this and I suspect you are, too, because we've had some private conversations about this new way of being. What I'm talking about here is inspired marketing. We know about paint-by-numbers approaches to coming up with products or services or web sites or headlines.

And I have actually taught that method. I'm known for that. Some of you have bought my books or my products or my entire courses where we've gone into that. Craig has also done the same thing, but now we've gone to the next level. And that's what I want Craig to help me with. The topic is inspired marketing, and I'll just go ahead and begin by asking Craig how he would define that.

Craig: Well, it means the kind of marketing that clearly comes from an authentic place. It's a real person, it's a real story and it captures your attention because it is different from run-of-the-mill marketing.

I think people are more moved and more inspired by marketing that speaks from someone's actual experience, like a story about how the product was created. I can give you an example of a site that Aimee Rousseau just launched that you told your list about.

Joe: Yes, tell us.

Craig: It's called HealingPainting.com and this really couldn't have been anymore inspired. You obviously recall that you had surgery recently. Aimee and I had also been at a number of your events that focused on the ancient Hawaiian healing tradition called Ho'oponopono, and Aimee is just really fascinated with that. She's also been an artist her whole life. If she could just sit by the canvas and paint all day long, she would. She probably wouldn't even stop to eat. I say that for background because when we found out that you were in the hospital, the first thing that popped into her mind was that she

could paint something and infuse it with the spirit of what we've been learning with the ancient Hawaiian healing process. We could then give it to you and you could perhaps use it as a healing painting. This literally happened within a half an hour of hearing of your operation. Aimee sat down and painted.

Joe: Now it's important to realize this was not a strategically created site. It was not a strategically created product. And I think this is an example of how inspired marketing separates itself from what might be called traditional marketing.

In traditional marketing we look around for a product. We look for a service, we look for a need, we look for a want and we go and fulfill it, and there's nothing wrong with that. That approach obviously works and that is something I've talked about before. But we are going in a different direction. We are going to a different level here. It's important to realize that Aimee heard that I went in for emergency surgery, my appendix had burst, which was a big deal for me. I had never been in a hospital, never had surgery, and Craig and Aimee were aware of this. They were also shocked and concerned and they wanted to do something to help. So again, there's no strategy here. This is just a heartfelt moment and they want to do something.

Aimee, who is an artist, decides to paint this original piece of work; it's a bluebonnet, which we had learned is a powerful image in a seminar we had just taken together. Well, as she's painting it, she is repeatedly saying, "I love you, I love you, I love you." Not necessarily to me but she was saying it to life. So she was in the spirit of life as she was painting. She's in the spirit of love so she's infusing the painting with love. And I'm going to explain this at length because I want everybody to understand that this was not a premeditated plan where she's thinking, "Oh, I can create a product and I can

give it to Joe and if he likes it he can promote it to his list and I can make a bunch of money.”

The motivation was on an inspired level where there was a knock at her inner door and a voice saying, “I want to do something.” She then creates this painting. When I’m well enough to have a visitor, Craig and Aimee drive down here, come to my house and present it to me and I’m moved to tears. Again, they didn’t have any clue about what they’re going to do with this thing. But now, seeing my reaction, they might start to hear a voice in the back of their brains that suggests, “Well maybe we can produce this and sell it as a painting since Joe seems to like it.”

Then, a few days later I do something that was also not premeditated. I write a letter to my list telling them the whole story. I sent my list to HealingPainting.com where Craig had put up a web site with the image and virtually instantly, people started to buy the art work and they kept on buying it until it became such a giddy experience that I understand Aimee was just dancing on the walls and the ceilings and could not be contained because she was so full of bliss.

Again, the bottom line for me is this came from what I’m going to call “an inspired place.” This is inspired marketing. I want to make sure everybody understands this is different from consciously trying to create a product. This was a natural product that came out of the moment.

Craig: Aimee is not a marketer. She’s an artist, so this blew her away that people wanted to get the same print that you got. You know, I put the page up and I said, “Hey, if people want this then that’s great.” It does become something that you can market right?

Joe: Yes.

Craig: You’re absolutely right, Joe. The original idea wasn’t preplanned. The message is you can look in your own life

and if you're open to it, things can happen and you can turn that into marketing because it's authentic. We all want to buy things. We all want to solve our problems. We want to have fun and get things that we like.

But we also are, I think, by and large a little bit numb and jaded by the typical advertising approach. It just doesn't look warm and authentic. Just look at the popularity of the recent Doritos and General Motors ads during the last Super Bowl. They were all videos taken and submitted by actual customers that then became successful commercials.

Joe: Yes.

Craig: Now that is a clear signal from the public and a response from the market saying we just want authentic real stuff. We want to feel like there's a human being on the other side of this message. That's what I find so inspiring about taking an idea, running with it, and then using something like the Internet or a web site or video and boom, you've got a message and it's out there reaching people. And they can connect, they can find out about what you have. Your greatest opportunity is probably something that is right in front of you that you are already excited about. You just haven't recognized it yet.

It's so gratifying to watch Aimee really glow with the response that the market has had to her painting. You know artists love to get their work out and it's not that easy. So when it happened in this way, boy, that really stunned her and it was really magical.

Joe: You just said a lot of people are overlooking what I guess we'll call the gold in their own backyard. It's their own personal experience and their own personal story. This is why I'm a great believer in using coaches and I even started a program at MiraclesCoaching.com to connect people with objective professionals who can look at them, listen to their

stories, look at how they're living and being, to see what it is that they might be dismissing that is actually true gold, which can be turned into money.

Inspired marketing seems to come to me and maybe to you differently than traditional marketing. For example, if I had a book or a new software program, an e-book I came up with and I was going to write web site copy for it, I might pull up my own writing software, Hypnotic Writing Wizard at Hypnoticwritingwizard.com, and start going through the process.

I'd come up with a headline and I'd draft my copy and that would work; it does work for lots of people. That's a controlled approach to doing copywriting. But what if I let go of that and I go into more of a meditative space? Maybe I occupy my mind by reading a book for awhile. Very often, while I'm reading, an idea just bubbles into my awareness. It will come by grace. It will come from my unconscious, my right brain, from a divine being, whatever you want to call it. Or, if the weather is nice enough, I'll relax outside with a cigar in the evening. While I'm just sitting back and giving thanks for being alive and for all I have in my life, I may get inspired to write some copy. This is different from controlling the copy. It's more like allowing the copy. I want to give one quick example of how I came up with a seminar.

A while back, I invited Dr. Hew Len to come to Austin. He is the therapist I wrote about in my new book, *Zero Limits*. He once healed an entire ward of mentally ill criminals by using the Hawaiian healing technique called Ho'oponopono I mentioned earlier. While sitting with him over breakfast one day, I received the idea to hold a weekend workshop that I was going to call "The Manifestation Weekend."

Now, it's important to understand I received this idea. We weren't talking about weekend workshops. We weren't

talking about projects. I did not need another project. I have many projects. I have many books. I have many speaking engagements going on. I am a busy guy. I wasn't brainstorming to come up with what to do next to make a bunch of money. Rather, the idea seemed to descend upon me. I describe it as *inspired* because it seemed to come from somewhere outside of myself.

I actually started to dismiss it thinking, "Oh, I'm too busy. I don't want to do this Manifestation Weekend, oh, just forget it." But the idea stayed with me for two or three days. I knew that it wasn't going to leave and that inspiration was still there, so I sent an e-mail to my list. It was one of the most poorly written e-mails I've ever written. It read something like this: "I'm thinking about holding something called a Manifestation Weekend. I think I'll charge a thousand dollars per person. I can only have, I think, 30 people in the room. If you're interested, let me know." I wasn't very persuasive. I didn't follow all the rules of good copywriting. I didn't follow any of my own rules. I just sent out a truly authentic and heartfelt little message that was prompted by this inspiration. Within three minutes somebody signed up. In a little over 24 hours we virtually sold it out. I've already done that workshop twice and of course it led me doing a Zero Limits Workshop with the man who helped inspire the whole thing, Dr. Len. My whole point here is that there's a different way of writing copy; there's a different way of creating a product. There's a different way of doing business online and off, and that's what I'm exploring here and that's what I'm putting under the umbrella of "inspired marketing."

Craig: There's a lot of fake, very slick stuff out there. If you look at the production value of television for example, all the images are so smooth. But at the same time there's probably nothing, I believe, less credible than a perfectly orchestrated

video on television. I find if I'm sitting down across the table from somebody and they tell me a story about something that just happened to them, that to me is a lot more credible. A lot of the stuff you'll find on YouTube, for example, is very credible—some of it's just crazy but some of it goes viral and spreads around the world. It wasn't created in Hollywood or masterfully directed. Somebody just used a video camera to capture real life.

When I wrote the story at HealingPainting.com I didn't sit down and sketch it out. I wanted the headline to lead readers into the story, but it pretty much wrote itself. The story doesn't have a hard sell or a strong close. I just figured, "If you like the painting and you want one, here it is. This is the deal." I just told the story of how it all came about and why I thought it was powerful. I've done that before where I've just told the story about something that happened and it's been very effective as marketing. It was a crazy story. It's probably one of the zanier things I've done.

Joe: Oh you've got to tell me this one.

Craig: I came into my driveway. My 18-month-old son was walking over to where I had just that day discovered a wasp nest in the ground. And so I instantly whisked him away, but I got close enough to the mound that I was a little concerned. I brought him in the house and before I knew it I felt a little tickle in my pant leg. I thought, "Okay, that generally is not a good feeling," so I dropped my pants right there in the entryway to my house and—

Joe: Here's the headline, I dropped my pants right there in the entryway to my house.

Craig: There was a wasp crawling up my leg.

Joe: Uh-oh.

Craig: I had been stung by one of these things before. These are not normal wasps. When one of these fiendish little things

stings you it actually eats a hole in you. I was amazed that it hadn't stung me. It was just crawling up my jeans. We're talking above the knee here. So anyway, I stomped on it, although I didn't really squash it or anything and I took a picture of it. Why? Because it hit me, I'm going to put it on my blog.

And then my wife came down and saw me with my pants down around my ankles with a camera in my hands taking a picture. It was a crazy scene. I don't remember the subject line right at the moment but it said something about a wasp crawling up my leg. And so I wrote this crazy piece and my point was that stories are engaging. Stories capture you and this one was picked straight from real life. And that ended up being a promotion for one of your hypnotic product launches.

I said, "Look, the guy that I learned to write hypnotic stories from is Joe Vitale and his course is launching. You're still reading this because I wrote this crazy story so you might want to check out his course."

Joe: Wow!

Craig: And it was a very effective promotion. Can you plan that? No. I wouldn't have put a wasp up my pant leg.

Joe: Right.

Craig: It's more like what you said. The idea to share a shocking and crazy—just crazy—experience with my list was the idea that I received and I was giddy. And I thought this was hilarious, especially because I didn't get stung. It was crazy and it was fun and it's been talked about in a number of teleseminars. That story got a lot of traction. But it all started with a relatively silly idea. I told a story and then I tied it into the product that I was promoting.

Joe: What I'm hearing is that there's an authentic story here. We all know about the power of stories. I'm known for hypnotic

stories, and telling a story is a great way to get below people's conscious radar. Their defenses are up if you say, "Go buy this car." But if you tell them a story about a car you bought and how thrilling it was or about a car somebody else bought and how thrilling it was and how it felt and how the neighbors looked at it. That story communicates a lot of what you wanted to say directly but it goes right into people's awareness. I know the power of stories, but what you're saying here, that I think is different, is the authenticity of the story is what's important. In other words, you didn't make up a story about a wasp, you actually had that experience, which later you turned into a blog entry.

Craig: Yes.

Joe: I did something similar when I went through the emergency surgery, which again was a first for me and a big deal. I never intended to write about it. This was a private incident. The word got out, of course, because I promoted Healing Painting.com, and I had mentioned it in some other places and people started sending me cards. And one very nice woman wrote me and said, "I'm very sorry to hear that you had to go through the emergency appendectomy. I'm glad that you're okay but I'm really confused. If you're the genius who wrote *The Attractor Factor* and you're one of the stars of the movie, *The Secret*, how did this happen? I want to know how it happened so I can prevent it from happening to me."

When I first got the e-mail I thought, "Oh, I don't want to hear this. I don't want to deal with this." And then I thought, "Wait a minute. This is a legitimate question from a human being who is really wondering about this and if she has this question, other people on my list probably do as well." Well, I sat down and I was totally honest about it. I wrote a blog post called, "Did I Attract Surgery?" If you want to know more about it, go read my blog at: <http://blog.mrfire.com/>

where I analyze and explain the whole thing. Well, that blog post got a 30 percent response from my list—the largest I have ever had in my history of doing Internet marketing. A stampede of people went there. Why? I am sure they all wanted to know the very same thing that was on that one kind woman's mind who e-mailed me the private little note. They all were wondering but they couldn't write me for one reason or another. Maybe they were silent out of respect, maybe out of fear. Maybe they thought I'd never see their e-mail. But her question was authentic. And I wrote about it on the blog post the same way I just described it.

I didn't fabricate it. I didn't have to think it through much. It was similar to what you said about HealingPainting.com basically writing itself because you just told the story. When you come from this inspired copywriting, this inspired marketing, this new way of being, this new way of thinking, most of what you've struggled with in the past now seems to come with a natural flow. I didn't have to work to write my blog entry about attracting surgery. I simply explained the story in my next post, answered the question to the best of my ability and then told my list, "If you want to know the answer, go to my blog." I stand back and get a 30 percent response. Amazing.

Craig: It's candid. You gave a real answer. And that is precisely what I think is so compelling.

You were talking earlier about the problems that people have in writing copy, the things that get a lot of people stuck. Maybe they're not salespeople, they're not professional marketers but they want to get in this whole information publishing thing. And then they go to write sales copy and they freeze, because they haven't been trained in all the stuff that we think you need to know.

They can't write like that, so then they don't write anything. But what we're saying is that if you just tell the story of

why you're excited about something, you find that your excitement makes it easy and then it all flows out. We're back to the idea that you need to promote things you're excited about.

Joe: Yeah. That's been one of my secrets in writing copy that gets results. I look for what I'm personally excited about in the product, and I write about it in such a way that the other person is going to understand the benefit to them as well. As simply as possible I explain why I'm excited about this product or why I'm excited about HealingPainting.com. I just spell it out. And if the person reading it feels a connection, they'll buy. If the person reading it does not feel a connection, I won't try to manipulate them or persuade them or influence them because it's probably not a match. I don't try to force-feed the sale. I've redefined marketing as a heartfelt expression of your love for a product or service told to the people who would most welcome hearing about it.

When you do that, then you have a win, win, win. You win, the customer wins and whoever made the product that you're selling wins as well. This to me is more of a higher consciousness, higher integrity, more loving, more spiritual even, more inspired approach to marketing. This is what I prefer to do. Now, I also want to point out I can't help but feel we're talking about two things here. First we're talking about being authentic—telling our authentic story, telling why we're authentically interested in a product or service. Our work is much easier because it's rooted in our integrity. We are not trying to fabricate our emotion. We are not trying to fabricate our enthusiasm. We are not trying to fabricate a story. We simply speak from our heart.

The second thing we're focused on is this whole idea of what I keep referring to as inspired marketing. In this situation, the inspiration comes to you by grace. You are not

thinking about it; it just seems to descend on you. It may be an idea for a product. It may be much like my experience of sitting at breakfast a year or so ago in Austin when suddenly an idea just came into my awareness, “Hold a Manifestation Weekend and announce it to your list.” And I so didn’t want to do that, but the idea wouldn’t leave me and I ended up pursuing it. I, of course, have done this with other things, even my pursuit of Dr. Len who’s featured in the book *Zero Limits*. All of that has been inspiration driven. It isn’t something that I tried to control. It wasn’t like I was sitting around saying, “Wow! I’d like to have an idea for another book.” It was more like it came to me. Do you get a sense of what I’m talking about here, Craig, with this inspired marketing?

Craig: Absolutely and I’ve had some similar experiences. The conventional way of thinking about “what am I going to do next” is to look around at some problems.

And I’m not knocking that. I’m just saying if you’re open to it and you get one of those flashes of an idea, then you feel like it just came to you. You’re going to feel a sense of excitement, passion and childlike enthusiasm.

It will have a *feeling* more than a *thinking* aspect to it. The conscious mind is really only aware of a fraction of who we are and what is really going on. The conventional way of doing things, of marketing and coming up with strategies, relies on your own conscious thoughts to make decisions.

However, you can tap into the greater power of grace and have something just literally come to you. Most likely you won’t even be paying attention. You won’t even be engaged in marketing.

You might be doing something fun like reading or watching a movie or riding your bike or playing with the kids or throwing a ball for the dog. My advice is to recognize that the best idea for what you can do next is probably not

something you can consciously preplan. You may find that the best thing for you to do is to listen to those inspirations when they come in and act on them. Consider putting other things that were already on your plate aside and running with the ball when it's thrown to you, because it's not something you can explain.

It may, in fact, directly contradict conventional wisdom. It frequently comes from something absolutely unexpected and yet that's where the greatest achievements in human history have come from—the unexpected and what we're calling “the inspired.”

Joe: Well in writing the book *Zero Limits* and doing the research, I discovered that our conscious mind is the mind that we're trying to control the entire universe with. We're trying to create products with it. We're trying to write content for our web sites with it and use it to be persuasive in our copy. The conscious mind can only be aware of something like 15 bits of information at any one time. It's our unconscious mind that is aware of billions of bits of information in any one moment. It is just overwhelmingly intimidating to think that your conscious mind is going to be able to figure out all the right products, all the right angles, all the right web sites. It doesn't have a clue. What an ego trip!

It's like your conscious mind is looking through a tiny little peephole, a little crack in the universe and whatever it sees through that little peephole, it determines is reality. Whereas reality is 15 billion times bigger than what is revealed through that little peephole. So what I'm discovering is that as much as I love information, and even now I'm surrounded with all these books, I can't retain all the stuff I read. Very often, I'll buy a book that I've already read because I saw it advertised again and bought it, forgetting that I already had it. So I'm learning that I can use my conscious mind, for example, to

state an intention that I want to create a product or service or a web site or a headline or a news release. But I've got to turn it over. I've got to be more in a receiving mode.

My receiving mode may come when I occupy my conscious mind by reading a book. It's busy. It has a toy to play with, the words on the page. And while it's being occupied, my unconscious might surface an idea. Sometimes I play a little guitar, a little harmonica. Sometimes an idea may come when I smoke my cigar, as I mentioned earlier, and I'm relaxing. Sometimes it happens if I go for a walk.

Sometimes when I'm working out and I'm more physically occupied, I will get ideas to the extent that I have to keep pad and paper in my gym. Where do these ideas bubble up from? I would say from my unconscious mind and perhaps even from my connection to the collective unconscious mind. But my whole point here is, in traditional marketing, most of us try to control everything we're doing with our conscious awareness and that is an impotent monkey. It does not have control. It does not have full awareness.

Craig: What I really love about what you're saying is that the ideas that you get through this process are going to be better. They're going to be something that I'm not sure one could consciously construct anyway. Because frequently, they are combining things that don't normally go together and that could be considered genius really. The way that I've taken to dealing with having so much information is I actually don't have any pretense of trying to remember it. I don't take notes.

I trust my unconscious mind is learning and compiling and combining different ideas and something will pop out when needed. And you've seen this Joe, where I've really pushed the envelope, when I've spoken at one of your events where I didn't prepare at all. I just waited to see what I would say when I got on stage, which is terrifying for me because it

goes against everything I've ever been taught about what you *should* do.

In some cases, I've gotten more praise for the things I did, unscripted, than for stuff with PowerPoint and preparation. So, the thing is, you can learn to trust that inspiration and even come to expect the timing of the inspiration to happen just when you need it. I think that some of the discomfort with this idea might arise because you feel like you need to meet a deadline or have a solution *right now* to a problem.

It may be that the best thing to do isn't to stare at your computer and pull your hair out until you get what you want. It may be best to go walk the dog, ride a bike, or smoke a cigar and just forget what you are working on for a little while with your conscious mind. Your unconscious mind can be working on it, especially if you ask nicely.

Joe: You're thinking of Timothy Gallwey, who wrote *The Inner Game of Tennis*, *The Inner Game of Golf*, *The Inner Game of Music*, and *The Inner Game of Work*. I was a big fan of his when those books came out. I don't hear much about what he's doing these days. I have an old recording, this may be 15 to 20 years old, in which he got up to give a presentation and said he had no notes. He said he didn't have any notes because he wanted to be as surprised as everybody else by what he had to say.

He said he was using the very same approach he described in his books. He said there is a self one and a self two. Self one can be likened to your conscious mind and you want to occupy your conscious mind first by giving it something to do. For instance, when you're playing tennis you tell it: "What I want you to do is focus on the ball and look at the seams on the ball. That's all I want you to do." And as it's coming to you, you just look at the seams on the ball. That's all you've got. That's your occupation.

Self two has been asked to win the game. And what he found was that self one, as long it was occupied with something such as staring at a ball, then your unconscious mind, which Gallwey calls self two, is free to go ahead and be the best it can be. That's the masterful part of you. That's the masterful golf player, that's the masterful worker. That's the masterful writer, that's the masterful marketer. But you must give the conscious mind something to do. Otherwise it will try to control the game. And when the conscious mind tries to control the game, you don't do as well. You more often than not cripple yourself, trip over yourself, fail at whatever you're trying to do.

I always loved his approach right down to when he stood up to speak, saying I'm doing my very same self one, self two. Self one has something to do and that's study your faces and self two is going to allow me to be the masterful speaker right now and it's going to surprise self one by what I say, because I don't have a clue as to what I'm going to say.

In my Hypnotic Writing Wizard software, there is a screen that goes blank and all there is is a little green dot at the top of the screen. The dot is kind of like a comforting message saying, "Hey, the program is still working." Just look at the green dot. Just occupy your conscious mind with the green dot.

Craig: You can take the analogy and put it in a different context. Say you want to walk down the stairs, but you have to consciously think about every muscle and every balance point and every bit of calculus that you're actually doing automatically. You'd probably just sit down and ask for someone to come carry you down.

Joe: You'd be the caterpillar tripping over all your legs.

Craig: Yes, we understand that's beyond the conscious mind; it's learned and ingrained and we know where's it coming from.

It's like trying to do exercise the wrong way. If you're trying to do a squat but instead of lifting the weight with your legs, what if you are trying to do that with your lower back? You'd blow out your lower back because it's not meant for that. You're meant to use your much more powerful leg muscles to lift the weight. So if you're trying to come up with a brilliant idea, the very act of *trying* is probably screwing up the whole process.

Joe: Good point.

Craig: What we're finding in common here with these different inspired marketing examples is that there was no trying. In fact, Joe, with the Manifestation Weekend you almost tried to not do it.

Joe: I tried to stop it. My conscious mind didn't want to go with that one. One of my principles that I'm learning is to say "yes" to life. So in other words, this is like a philosophy or mantra that I'm taking on. Sometimes those ideas come to me and I feel in my bones that they're exciting, but my conscious mind says, "You're already busy. Don't go and do that." I'm finding that my conscious mind is tripping me up and what I have to do is just say, "You know what, this is coming from another place. It feels right. I'm going to say yes to it."

When I do, that's when the magic and miracles seem to happen. The Manifestation Weekend was a blow out. Wonderful event. It was so fantastic I announced another one, and it attracted twice as many people. If I do a third one of those I'm going to have to rent a coliseum because so many people want to attend that the prior venues I've held them in have sold out and they've been standing room only.

The point is that the idea came from someplace else. Not from my conscious mind. My rule of thumb now is say "yes" to life. When I do, everything is easy. The marketing becomes almost effortless. The promotion of the event becomes

almost effortless. The orchestration and the participation in the event, the production of it—everything becomes almost effortless. This is almost like effortless marketing or effortless living when you quit trying to control everything and start to trust a larger part of you to lead the way.

Craig: That brings up something I did with our great friend Pat O'Bryan, author of *Your Portable Empire: How To Make Money Anywhere Doing What You Love*. We were just sitting around one day talking and he said, "Hey, why don't we just sit here by the pool and flip on the camera and we'll just talk?" And I thought it was really edgy for me because I'm a little camera shy anyway and just sitting there unscripted, smoking cigars no less, was daunting. But we talked for over four hours.

All through the process Pat kept saying, "Let's put this out there." And I thought, "Why don't we edit it and have it transcribed and turn it into a workbook?" But he just edited it lightly, and we put it out there. I had to come to terms with that conscious discomfort. But it sold like gangbusters and we didn't really promote it that hard.

Here's the part that's really important though and that is the customer's side of this inspired marketing. This is where I really saw the power. I've met a bunch of the people, in person at seminars, who bought that program. And it's changed lives. They said, "Wow, I felt so validated when you said this, that, or the other thing. You just spoke right to me. I finally took action on this." It was so moving to me that we were just talking, but it turned out to be incredibly valuable to the people who bought it. As Pat said, it's had probably the lowest refund rate of anything that he's done.

Joe: That's amazing. Do you remember the link so we can give it out?

Craig: Yes. It's Innergametv.com.

Joe, we have coaching programs. As I've helped people one on one, I've discovered it's not a marketing lesson that they're missing. It's frequently an inner thing. It's a belief, it's a block. Maybe they don't trust their inspiration. Maybe they feel marketing has to be hard and maybe they don't like their product.

It's a variety of other factors that I've called the "inner game" that often precedes real breakthroughs in success. I mean, you and I both, Joe, have struggled tremendously in our journey over the years. It's really interesting to me what makes that change from being at square one to where you were on Larry King recently, Joe. It's the inner space that not only is where the success comes from but what we're talking about here, today, is it is often where you may find your inspiration is coming from. It's not as hard to get something done as we have been trained to think it needs to be.

Joe: Excellent. Well, what kind of final thoughts do you have about this whole topic of authentic storytelling, inspired marketing, and trusting the unconscious rather than the conscious? What about giving up some control and letting the self two or the masterful part of ourselves kind of guide the way to our fame and fortune or the better results that we're looking for with our Internet marketing or off-line marketing?

Craig: I think the biggest thing is to trust that you have something of value to share and understand that it may not come through blood, sweat, and tears. It may actually be easy. It may be fun. It may feel like it's too easy. If it feels a little scary, you're probably on the right track. Just trust that you do have something that you can tap into that will get you the answers you're looking for, often when you're least expecting it. So go ahead and have some fun and enjoy the process and watch your best ideas come through.

Joe: You said that if it's a little scary, that's okay. You might want to explain that.

Craig: Well, I'm getting famous apparently for saying, "Do what you're afraid of and the money will follow."

Joe: Do what you're afraid of and the money will follow?

Craig: I have found in my own progress, whenever I've made a breakthrough there was a certain amount of trepidation, excited anxiety. It's not like dread. It's not horrible. You might worry, "Am I going to make a fool of myself?"

If you don't feel that you may still do something neat but it's not breaking through, do something new.

Joe: No, and I also want to ride off that and offer a final story in case some people still don't understand the importance of staring down fear. *The Attractor Factor* has been my long-term best seller. It's gone through four or five printings. Oprah did a special on *The Secret* last week and of course I'm in the movie, *The Secret*. That caused *The Attractor Factor* to jump back on the best-seller list at Amazon. The book has been translated into many languages.

It's gone through numerous printings. It's led to a certain degree of fame and fortune for me and a minicelebrity status online and off. It's important to realize I did not want to publish that book. I was afraid. When I first wrote it, it was titled *Spiritual Marketing*. *The Attractor Factor* is the reincarnated, re-titled version of *Spiritual Marketing*. And when I first wanted to come out with *Spiritual Marketing* I was scared. I was overly concerned, wondering what the world would think of me. I'm a guy who's been published by the American Marketing Association, the American Management Association and Nightingale Conant. I've spoken for the Red Cross and PBS Television. All very conservative companies, and I thought if I come out with a book called *Spiritual Marketing* it would

destroy my career. I could be blacklisted by these prestigious companies and publishers.

I had to face my fear and say to myself, “You know what, this is coming from within me. It feels right. Yes, I am scared but I’m going to jump off the side of the cliff and trust it. I’m going to sprout wings and float all the way down.” Well I did jump. I didn’t float, I soared and I am continuously going upwards. If I had not come out with *The Attractor Factor* I would not have been in the movie *The Secret*. I would not have been on Larry King. I would not have been associated with the Oprah Winfrey Show. I would not have a best-selling book. I would have missed out on a lifetime turbo boost in my career if I had given in to fear.

Craig: I would absolutely agree Joe, and the thing is, it’s a beautiful paradox. Your greatest joys will often come from a little bit of fear. But that’s what’s going to determine whether you’re successful or not. We often get too comfortable with our pain and our lack of what we really want. We think we have to earn success the hard way. We don’t understand it can be fun. It’s a little scary, kind of like a roller coaster ride, and it can be like you said, it can be like you’re soaring and that is just the most beautiful thing, and I’d love to encourage everybody to trust that they can do that, too.

Joe: This is beautiful. It is important to realize, too, that this whole conversation with Craig Perrine of Maverickmarketer.com has been inspired. Neither one of us had notes. Neither one of us had an agenda or came up with certain points or stories of anything that we wanted to cover. We said, “We’re going to talk about inspired marketing so let’s let the call be inspired. Let’s just trust the process,” which is what we’ve done. So, I want to leave you with two thoughts and those are: go for your dreams and dare something worthy.

Fear is okay. That's part of the evolutionary process. That's part of leaving your comfort zone. You probably know what the next step is for you so I would encourage you to, as Nike says, "Just do it." Craig, thank you for making time to do this. I know you're busy. You're on the speaking circuit. You're doing all kinds of stuff, so I appreciate you making time for this.

Craig: Absolutely, Joe. It's been a lot of fun. Thank you.

Joe: I want to make sure I give out some Web sites here. First of all, I mentioned my blog. There's a link to it off www.MrFire.com and look on the left and you'll see links to my podcast, my blog, and my video blog. Click on one of the blogs and then you can look around to find that article I wrote titled "Did I Attract Surgery?" I also talked about the Manifestation Weekend and that's described at www.Beyondmanifestation.com. I also talked about my *Zero Limits* book, which is available through any bookseller and more information about that can be found at www.ZeroLimits.info/.

The video that Craig did with Pat O'Bryan is at www.Innergametv.com, and then of course, the painting that caused all of this conversation to begin with is at www.HealingPainting.com. That's Aimee Rousseau's site. The painting is there. You want to go look at the painting to see what she did. It's breathtaking. An original work of art.

Craig's primary site is at Maverickmarketer.com. If you want to go straight into the blog it's Maverickmarketer.com/blog.

Thanks. And Godspeed to everybody. Thank you. Over and out.

Never thought of, heard of or done before . . . new groundbreaking ways of creating sales letters, web sites, and more!

Key Ideas:

- Inspired marketing is a powerful new way of connecting your customers that is authentic, doesn't require "strategy," and comes from the heart.
- HealingPainting.com was inspired by the desire to give Joe Vitale a healing gift after his sudden appendectomy. It turned into a wonderful new business for Austin artist Aimee Rousseau.
- Inspired marketing taps into the vast power of the unconscious mind, whereas traditional marketing relies more on the conscious mind.
- By distracting your conscious mind while you write by looking at a fixed object, you can create sales copy that comes from inspiration.
- Hypnotic stories engage your audience far more easily than traditional formula-based sales copy.
- Inspired marketing is based entirely on authenticity and enthusiasm so it can improve your response rate because that energy helps you really connect with your market.
- By using Inspired marketing, you focus on your "inner game" and give up control and trust your unconscious mind to guide you.
- Do what you're afraid of and the money will follow.

2

Dread Marketing? Not Any More

Amy Grant

Amy Scott Grant quit her job in 2004 and hasn't looked back.

She's an inspiring entrepreneur, speaker, success coach, and author, who Joe says, "could well be the next Oprah because of her keen insight, no-nonsense methods, and clear-cut direction."

Since she's been marketing online, she's attracted a growing list of fans and joint venture partners. As you'll discover in this chapter, Amy has learned the difference between following inspired marketing and working much, much too hard on a campaign.

Let Amy's candid story show you the easy way.

Craig: I wanted to interview you about inspired marketing experiences you've had because I know enough about your story, heard you speak, and seen some of your product launches to know you're coming from a place of inspiration.

So, I would love to get your perspective as someone who has transitioned to the entrepreneurial lifestyle and hear some of your inspired marketing stories.

Amy: I can think of two things right off the bat; one is something that was inspired and completely worked, and the other one was something that was forced and did not work at all.

The way that I met this person that I partnered with was very inspired. As a matter of fact, it was at one of Joe Vitale's weekends that was all about inspiration and I was talking to this girl and I thought, "I really like her energy, she's just really fun!" The second you got her talking about her topic on which she was really an expert, she just lit up like a Christmas tree. I said to myself, "It would be fun to do a tele-class with her!"

The project was definitely inspired, but when it came time to actually pull together the sales letter, I had absolutely no inspiration. I had had a number of successful launches doing tele-classes, so I knew what to do. However, for whatever reason, whenever it was time to work on the sales letter I just absolutely dreaded it. I procrastinated till the last possible minute. The letter had to get up the next day or we were not going to have time to promote. I spent the entire day working and reworking that letter into the wee hours. But what I mean by "forced," is that there was no muse singing to me. It was drudgery, and it was not inspired.

The next day we did our launch expecting huge results and instead of fireworks, it was like a sparkler that's going out. Did we make money on that product? Absolutely, we did. But not even half of what I'm accustomed to making from a tele-class. Then it was time to market the audio product. The same thing happened with the sales letter. I waited until the last possible minute, which I have to say, is not like me; I'm really not a procrastinator.

But for this project, it was like going to the dentist. Normally when I write a sales letter, I don't say to myself, "Okay, at 4 P.M. today, that's when I'm working on the sales letter." I never do that; I just say "Okay." I might put it on the whiteboard in my office, in a list of upcoming stuff to work on. And then I might be out in the car, I might be at the pool, I could be on vacation, I could be anywhere, and I will just get the perfect angle for the sales letter. I realize oh! There it is! That's how it's going to go!

I will sit down and write whatever comes; it just flows straight out. Then I'll put it away, and later I'll come back to it and tweak it and have some other people look at it to get their feedback. But this project was forced. I felt like, *I have to do this right now; I have to sit down and craft a sales letter*, and that just doesn't work. When we launched the audio product, we had even less of a response. Of course, it was set at a lower price and had more bonuses. There were more reasons to buy than with the live tele-class, and still it was awful!

Craig: That's a great example of the kind of challenges that people have with marketing, and exactly the opposite of what you are looking for with inspired marketing, and why the contrast is so refreshing when you get to experience the inspired sort. The drudgery, like you said, is just horrible to go through.

You made money on the project, so it's technically a success, right?

Amy: Technically. But my joint venture partners made hardly anything. I felt responsible for that. They marketed this, and the page didn't convert so I looked like a big loser and they didn't make any money.

Craig: The question then becomes, what would have happened if you had just cancelled it? Would you have preferred, in hindsight, to have just said, "forget it," and not done it at all?

Amy: It's funny, Craig, because I want to answer that both ways. I feel like I want to say yes and no. I feel like it was a tremendous learning experience, because it taught me the massive importance of following inspiration as opposed to trying to jam a square peg into a round hole.

The other thing on the plus side is that the course was phenomenal. The logistics around the course were terrible. We didn't attract the audience we'd hoped for. My partner had a very quiet voice, and we didn't find out until it was too late that she didn't have a headset that was comparable to mine. I was blasting their ears out and they couldn't even hear her. But the lives of the people who actually did participate in the class were changed—it was that powerful, and my life was most definitely enriched by the information.

So, I'd say no; canceling the project would have been a huge mistake.

Now, if I found myself in this situation again I would listen to my inspiration. I don't know why for most of us that's not the advice we want to hear. It sounds like nonsense—we want to learn the best way to write a headline. What's the best way to get pages to convert? We don't want to hear, “follow your inspiration.”

I'll give you an example. There's another tele-class I'm doing now with a different partner that I'm really excited about. I did things differently this time. When it came time to do the sales letter, I thought, you know what, I'm not going through that again. I'm not going to force it, I'm just going to see what comes up. I didn't worry at all because we had a good two weeks to come up with the letter.

Sometimes you get those inspirations that are just a gentle nudge, like somebody's tapping you on the shoulder. Sometimes you see the clouds part and you hear the choir sing. That's how this one was. “I said, “Oh my gosh! I just won't

do a sales letter! What if I just talk to people and answer their questions and don't try so hard to convince anybody to buy? If they feel inspired, they will sign up, and if they don't feel inspired, they can go do something else. I don't care! It literally took me about 10 minutes to write. Actually, we're not calling it a sales letter, because it's not a sales letter. The headline even says: "Attention, this is not a sales letter!"

I'm just offering an opportunity. It's like hey, if you want this, here's what you get, and here's how to sign up. There's no push, there's no hard sell. I think, judging by the response I got from my partner on the project, which contained more exclamation points than I've ever seen in an e-mail, that she absolutely loved it. We were in total synchrony.

Now, can I tell you if the project's a success? Well, we sent out one preregistration e-mail to our lists and sold out half the class—so it's looking great so far. I can tell you that I know that the people who are supposed to be in that course are going to be in that course, because it was inspired from start to finish; from meeting here, to coming up with the idea, from the way the "not a sales letter" showed up, to the domain name, every little piece of it literally has fallen into our laps.

So I'd say if I learned anything from the class that bombed, it was if I had just listened to the inspiration, I'm sure it would have gone differently, but apparently I had to have that experience in order to understand the value of listening.

Craig: That definitely is something that is very true. Everything happened for a reason, and the lesson you take from it is crucial to where you are now.

That's what I wanted to get across to the readers of the book. How do you react when you come across a situation-like that where you're just fighting it? If you find that you're always procrastinating, what's the other way of approaching the task so that it's easier and fun? That's what this whole

approach is about. I also want to play devil's advocate and say, "All right, what are the objections to this kind of thinking?" Most people don't want to wait for inspiration because they're usually staring down a deadline, and it's a question of grinding it out.

Amy: This class was extremely "woo-woo"—I mean it was way out there. So looking back, it made no sense whatsoever to do a by-the-book sales letter for people who are way more in tune with universal connectedness. It must have seemed contrived to a lot of people who would have otherwise been interested in the course, but took one look at that letter and said, "No, not for me."

Craig: I knew there was something that was incongruent, and that's usually where inspiration gets brought out behind the barn and shot a couple of times. There's a trend in the marketplace where sales letters are evolving and the stuff that everyone is expecting really causes an allergic reaction. This whole Web 2.0 thing that everyone is talking about is about the authentic interaction between buyer and seller. And it makes obsolete the notion of, "I'm going to shove my classically derived sales letter full of Neuro-Linguistic Programming (NLP) and other mind-messing material down your throat and manipulate you into buying."

Amy: I think it has to be different from project to project because otherwise, you're back to where it's contrived. That's not inspired, that's based on historical data that's worked.

In my experience, the main reason that people don't want to believe that inspiration is the answer is the ego. They want to be in control. Well, that's fine. You can force an idea right now. It might not be as good as if you just went shopping or played with your kids, and allowed a brilliant idea to come to you and then got your laptop and cranked it out. If you look at the amount of effort I put into the contrived sales letter, it's

got to be at least 20 times more than what I've put into inspired sales letters.

It's so much harder to force an idea; it's like pushing a boulder up a hill as opposed to going down a waterslide; when an idea is inspired, the thing practically writes itself!

A lot of times when I get an inspired idea, it's radically different from anything I've done before. That's why it's inspired and not something based on something in the past that worked. So, if I get an idea and I think, "Wow, that's a great idea," almost instantly the monkey chatter turns on. "I don't know if that's going to work, I've never done that before, what if people get mad?" I think that even when people recognize that they're getting inspiration, ego can still keep them from taking action.

Craig: The struggle is, when you follow a proven formula or a cookie cutter approach, it really is soothing to think this has worked in the past, there's a track record. Even if it fails, I'm going to be able to say, "It should have worked." But if you pull something like the nonsales letter out of your hat and that blows up in your face, you've got nowhere to hide. Your ego's going to say, "I'm going to kick your butt for 10 years over this mistake, because you didn't listen to me."

Amy: It's not even just the sales page, right? There's so much more to it. It's important that you're following your inspiration in terms of who you're going to partner with, who you're going to form joint ventures with, how you're going to set up your autoresponders, what products to create. I have two e-books right now that I have written, and I have no interest in marketing either one. They would probably both sell, because the information in them is definitely valuable. But there's no way that I'll be marketing them to my list because it's not what I'm inspired to do and people can just see right through that.

When you're doing something that you're not passionate about, you're not inspired to do, people pick up on that, and you just cannot be as successful as you would be if you were following, no matter how crazy, the inspirations. The more steps of the process in which you can allow inspiration to speak up, the more tremendous the results are going to be.

Craig: Yes, there were a couple of promotions that I was involved in and I didn't really listen to the voice. It was the opposite of monkey chatter, it was a persistent quiet voice saying, "This isn't going to work."

Amy: Get out now . . .

Craig: The monkey can scream in your ear, and the quiet voice rarely does that.

The thing that I'm finding in my evolution is that these are emotion-based decisions, they're feeling criteria, they're things that are not easy to fit into your traditional business training. And they're hard to defend in the face of a critical business strategic point of view.

The problem is that we're taught in business and in school and pretty much everywhere to just suck it up and get it done. So when you start to look at things and you say, "Well, this isn't working, and I want to do something that feels better," you have to look for a new framework for how to make that work because it still has to be good marketing. You can't just be passionate about something that no one wants to buy.

Amy: Exactly.

Craig: So there are risks to this, too. That's where your own intuition and your inspiration need to be in tune with the marketplace. Everyone wants templates and formulas and one, two, three. So it's going to be uncharted territory.

Amy: Definitely. And I think the two places where people are bound to go astray are when they don't listen to that calm quiet voice or they hear it but they don't take action.

The way I look at it is that when I get one of those inspired ideas, the heavens open up and the choir sings . . . ahhhhhh! And I've got about five seconds to go do something right before I either lose my nerve because the monkey chatter kicks in, or somebody beats me to it. Literally, I've got five seconds.

Now, that might sound alarming, trying to get anything done in five seconds. I'm not saying you have to do the whole thing. I'm saying just put one foot forward immediately. I get the idea and I take one step, just one step. It might be to make an inspired phone call, it might be to send an e-mail, it might be to write down an idea that I just had with the commitment that I'm going to explore it further, or do whatever needs to be done next, later that same day. But the minute I put that first foot forward, it's like the whole scene starts falling into place. People, ideas, money, resources, whatever I need, just starts showing up.

I'll give you an example. One night I was headed up to bed. I had been on my computer kind of late, I was tired, and on the second to last stair. My bedroom is right at the top of the stairs. I was almost in bed, and I get this great idea! And what did I want to do? I wanted to keep going to bed and plan to work on that idea tomorrow. But I knew that if it was really inspired, then there was a reason that the idea showed up right at that moment, instead of tomorrow morning. So I grudgingly went back down to my office, and I fired off one e-mail saying, "This was just an inspired idea that I had," and then went to bed.

I woke up the next morning, and I had an extra \$700 in my account.

That literally took me two minutes to write that e-mail and hit send. Now, I don't have a time machine, so I can't go back and see what would have happened. But I know in my heart that if I had waited until the next morning, I either would

have made nothing, or it wouldn't have been anywhere near \$700.

Craig: I believe that first of all inspiration and ideas are like clouds in the sky . . . they pass, they go away. If you don't capture them and do something with them, then they just go.

Remember the old choose-your-own-adventure books? You'd be on chapter three, and it says if you want to do this at the end of this chapter, go to page 35, if you want to do this, go to page 38. And so what you pick affects how the story comes out. That metaphor has stuck with me for years now. So you're sitting there at the top of the stairs, and choice A is go up to bed and forget about it, and choice B is okay, I'm going to do the unhealthy thing and stay up even later and take action on this idea.

And what I've found is if you take the inspired choice, even if it's illogical or wrong by conventional wisdom, things show up and things work out. If you took choice A and just did the conventional thing and ignored the inspiration, everything seems to go wrong. You run into problems, or there's one dumb thing after another, because that's not what you're meant to be doing.

Amy: I always tell people this: Don't just take my word or your word for something. Go and try it out. Go start listening and whether it's the gentle nudge or the frying pan over the head, when you hear that inspired message, take a step forward and see what happens. When you start experiencing it for yourself, then you get it.

Now, I know there are some people who are thinking they have too many ideas, there's just no possible way to move forward on every idea. What I would say to that is if you start getting in the habit of taking action on the really juicy ones, then you'll notice a shift. Instead of being bombarded with lots of little rinky-dink ideas, you'll really start

to get the big ones. The more that the universe, or whatever you want to call it, knows that you're listening, that you're actually willing to take action, the more goodies that will come your way.

I don't take action on every single idea I get; that's why I'm telling you I know when I get the idea, I've got about five seconds to do something. If I dismiss it, or for whatever reason forget about it and I don't take action, then somebody else may well get that idea and they'll act on it. If the next day, or a couple of weeks later, or a couple of months later, the idea comes back, I would take that as a direct message that the time to take action on it is now, because if you don't, you're going to turn on the TV one day and see that somebody else did.

Craig: There are actually two different problems that can affect people. We've been talking about the person who is either stuck and not taking action or doing things that aren't working because they're uninspired. Procrastinators will benefit most simply by taking an inspired action of any kind. The other kind of person has a problem taking any *one* action. They've got a thousand ideas, and they think that that's a good thing. But it's not because this person thinks they're all inspired ideas and is just hopping around like popcorn, not getting anything done. That person really needs to slow down and say, "Okay, my inspiration is for me to follow through on one thing and stop thinking that ideas in and of themselves are nirvana." That person needs to think, "Okay, great, I've got a fire hose full of ideas, how do I pick the inspired one and actually make something happen with it?"

Amy: Yes, in that situation you're avoiding responsibility because you're not actually following through on any of the ideas at all. But you feel like you're doing something because you're taking a little bit of action on each.

Craig: We are taught to think that all it takes is one good idea and you're going to be a millionaire. However, building a business into something lasting takes more than just an idea, because like you said, those can be a dime a dozen. Actually following through and taking action, that takes a certain commitment.

I think what we're talking about here is a blend between the inspired and the practical. You really do need both. You can't just be practical and never go with inspiration, or you've got nothing but drudgery. But if you're just inspired, and inspired, and inspired, and you never take action, that's called being a dreamer.

Amy: If I get stuck and I don't know what the next action to take is, then I'll just put it aside, put it out of my mind, and then inspiration will show up again, and the next several steps will become clear. So I think it's true they really work well together, like chocolate and peanut butter; they just go together and one without the other is good but not as tasty.

Craig: I know that you can do both, and that's why I wanted to bring this subject up with you.

I want to thank you for participating.

Amy: Thanks for having me on.

Sign up for my free newsletter, which is all about success . . . real specific niche I picked there, but [laughs] you'll find just about everything there. The site is newsuccess.org.

Key Ideas:

- If you find that you're always procrastinating, what's the other way of doing it so that it's easier and fun?
- There's a trend in the marketplace where sales letters are evolving and the same old stuff that everyone is used to really causes an allergic reaction.

- When you're doing something that you're not passionate about and you're not inspired to do, people pick up on that. You just cannot be as successful as you would be if you were following, no matter how crazy, the inspirations.
- Your intuition and inspiration need to be in tune with the marketplace.
- You can't be passionate about something that no one wants to buy.
- There has to be a blend between the inspired and the practical. You really do need both. Practicality without inspiration is nothing but drudgery.

3

So, You Want a Big Success Story?

Armand Morin

If ever there was a guy who embodied the Internet marketer's wildest dreams, Armand Morin is at the top of the list. In just 10 years he's built some of the best known, most influential and enduring companies, starting from scratch and today bringing in upward of \$15 million a year.

Some of his better known web sites include: BigSeminar.com, FreedomFactor.com, and ArmandMorin.com.

In addition to his undeniable business savvy, Armand's a highly successful speaker, seminar promoter, Internet marketing strategist, and even has a book coming out soon.

Given his astounding track record, we wanted to get Armand's take on what role inspiration plays in his success. And, in this interview, I got Armand to share an inspiring story that reveals his little-known secret identity.

Craig: I would love to hear your thoughts on inspired marketing. You've said that all ideas have their own right time for launching.

Armand: Yes, absolutely. Let's use myself as an example. Right now I believe I have about six projects that are sitting here completely finished, ready to go. I could probably launch them within an hour.

The reason I don't launch them is because of a gut feeling. Everyone has it at one point or another. It's a feeling that you sometimes get when you're about to make a decision or about to do something. You feel it, you're not sure why, but for some reason it just doesn't feel right.

You know something is missing, and many times people ignore that reaction. They'll say, well that's just nerves. Well, it's not nerves.

By listening to that feeling and learning what it means over the years, I've been able to understand that a particular feeling for me may mean, "Don't launch this product yet because something isn't right about it." So I will sit on it. And then lo and behold something happens—maybe a few weeks, maybe a few months—down the road where all of a sudden the timing is right. Everything has fallen into place and now I know that this is the right time to launch that product. And waiting for that correct timing makes my product launch go that much smoother and that much easier.

So what I'm saying is it's important to determine how your body reacts to different situations.

Your solar plexus, that whole area in your middle, the pit of your stomach, is really one big radar detector.

I think everyone can relate to this. Whenever you've made a bad decision there's usually a feeling that precedes that bad decision. And it's usually where? It's in your gut and you can feel it. You say to yourself, "I know I'm making a bad

decision,” but for some crazy reason you don’t listen. You don’t listen to your body and your body knows best. So, all of a sudden now you’re making this decision against your own better judgment. And nine times out of ten that bad decision will result in bad circumstances.

You could have avoided the bad outcome if you had simply listened to what your body was telling you. You see, most people present their questions to other people. What they are looking for is someone to tell them that the decision that they’ve made already is okay and to go ahead with it. That’s all they’re looking for. They’re looking for support, they are not looking for advice, because deep down inside they already know what the answer is.

One of the questions I ask quite often is, “What is the next logical step?” The problem with most people today is that they are out of sequence.

Everything that we do in our lives, from putting on our pants in the morning to running any aspect of our business, is done in a certain sequence. Step one: You have to sit up on the edge of your bed. Step two: You need to grab your pants. Step three: You need to take one of your legs and put it in one of the holes in your pants and then the second leg and so on and so on. So, there may be six or seven steps to putting on a pair of pants. Well, if you do any one of those steps out of order then you don’t get your pants on.

It’s the same thing with making an apple pie. There are certain steps you must follow to make an apple pie. If you do them out of sequence, the pie will not turn out as it should. Acting out of sequence makes your life ten times or a hundred times harder than it should be.

Asking the question, “What is the next logical step,” encourages a person to think in sequence and plan the next step. Not the third, fourth or fifth or sixth step down the road, but

the very next step. Most things that we do in life are on a need-to-know basis. If you have not completed step number two, you do not need to know what step number three is.

Many people look so far into the future that they can't see what is in front of them right now. Whereas if we can maintain our focus and concentrate on one step at a time, it allows us to think more clearly and make steady and sure progress as we go about whatever we have to do in our lives. Does that make sense?

Craig: Oh, absolutely, and it ties into another concept of staying in the moment and focusing on the next logical step. What stops a lot of people that I've worked with who want to start a project is fear. Before they even get started, they're off in the future worrying about something that isn't the next step anyway. And so they're not able to take action, let alone come from a place of inspiration or check in with that gut feeling.

Armand: Exactly. It's like this. Imagine you were taking a trip from, oh let's say, New York to Los Angeles and you were driving a car. As you head west you start seeing signs along the way that let you know you are heading in the proper direction.

When you're driving at night on your way from New York to Los Angeles, you can't see Los Angeles. Your headlights will only allow you to see maybe 200 feet in the distance, but you know that by heading in the right direction you're eventually going to hit Los Angeles. You see, you're looking at the next logical step—the 200 feet in front of you. You're getting to Los Angeles 200 feet at a time.

That's what you really need to think about. People who can make great decisions are those who not only follow logic but also follow their feelings and trust themselves. And that's the key to this. If you understand the feeling that you have

and what it actually means, the second part is to actually trust yourself.

When people start doing something new, they often have very little trust or faith in themselves. They are unsure, they move very cautiously. But as they do it more and more, they learn to trust even more, and they become more comfortable with that given task.

Well, everything that we do in life is all about trust. I'm not talking about trusting other people, I'm talking about trusting ourselves. If we trust that we already have the answers to whatever it is that we want to know, if we trust in the fact that we can really control our lives in any way that we choose, we can. It's a matter of putting ourselves in that position of power because of the fact that we do trust ourselves and we're following the simple step-by-step pattern that we already have talked about.

One of the greatest scenes in the movie, *The Aviator*, in which Leonardo DiCaprio plays Howard Hughes, is the one in which DiCaprio's character is building a plane and going through blueprints. They show a visual of all these pictures running in front of his mind, and what he is looking for is the correct pattern.

When we think or when we see anything, our brains immediately start seeking a pattern, asking, "Have we seen this before?" And then our brains quickly file through their roldexes and say, "Yes, I have and here's where I've seen it before. And, yes, I know what that means."

But when we're presented with something different, our brains go to step two. Then they say, "Well, what does this look like that is similar to something that we've seen?"

In the next step of the thinking process, our brains say, "We've never seen anything like this before, therefore we need to create a new pattern." And if we understand that our

brains think in patterns, it allows us to take information and digest it at a very, very rapid pace because we start looking at things in terms of patterns. Most things in life and in nature are organized in a specific pattern.

For example, the waves coming in to the shore are in a specific pattern based upon the moon. People know when it's high tide; they know when it's low tide.

The same thing happens with business. Certain times of the year are cyclical for certain businesses. For instance, retail stores tend to get busier around Christmas time and other times of the year business is much slower. If you understand what the pattern is, then you can gauge your business to either do more marketing in the bad times or do less advertising—or maybe use more advertising when business is booming because you have that extra influx of cash.

Craig: One of the biggest problems is when people overthink, which leads to what I think are some of the most uninspired ideas. People tend to overthink because of a lack of trust and a lack of confidence. They try to map out every conceivable thing that could go wrong instead of, like you said, tapping into these larger patterns and understanding the nature of what's going on.

Armand: Another concept that I frequently talk about is, "Success leaves traces." For me, it happens to be a way of life. Anything that's been done, anything that I want to do, there are trace elements. Maybe something wasn't done exactly as I would want it done, but there are specific pieces that I can pick up to make my job easier, so I don't have to start from scratch with everything I do.

For example, I'm not in any shape to run a marathon right now. But if I chose to run a marathon, I bet you I could go find someone that has run a marathon for the first time and

probably even find their workout schedule. That would be pretty easy to do, I would think.

If I want to take my business from \$100,000 a year up to \$10 million a year, then I need to find a person that was in the exact same position that I am in and start doing what they did. And, by replicating their efforts, I should see my business start to increase, too. I'm simply taking the trace elements of a few things that people have already done and implementing them.

And then the next step is finding out if I can make it better. Is there a shortcut to the process? If I can shortcut my way to success, it makes my life easier.

In today's world we are all about doing things very quickly. The quicker we see results the more excited and enthusiastic we are. It's all based on feedback. The more positive feedback that we get, the more we are excited about it, meaning the more effort we'll put toward it. So what we're focusing on are not major successes but very minor successes.

When I used to train salespeople, I used to teach other managers to reward people for doing the things that they should be doing already. By doing that, we're emphasizing certain behaviors that we want to develop.

Take that same principle and apply it to yourself. Reward yourself for the things that you should be doing and it brings out the qualities that we want to see more of. It's a way to trick yourself into becoming more successful.

Craig: Now, speaking of becoming more successful, Armand, I know you have a book coming out called *Success Leaves Traces*.

Armand: Right.

Craig: And you also have your Freedom Factor seminar series.

Armand: Sure. Remember I said earlier that everyone has an idea or everyone knows what they should be doing. About six or seven years ago, I was having a conversation with

someone that we both know, George Callens, the operations manager for my company. George asked me a question about where I see myself in the future. I told him, “I don’t see myself necessarily as a so-called Internet marketer my whole life.” I said, “That may be something that I always will do, but that will not be the main focus of my business.” And he said, “Why not?” I said, “Because I really feel my true calling is that I will be teaching people about success principles.”

I registered the name of the company, Freedom Factor, about four years before I did anything with it. It just sat there. My thought was that everybody and their brother is writing a book about success today. Everyone supposedly has a different and unique method. The sad part is that 95 percent of the books on success that out there contain the same old material rehashed over and over and over again. There’s really not anything unique about most of these books.

But a thought occurred to me one day. If you want to know the real information, in most cases, you need to go straight to the source where that information was created. Take any modern day author writing on success. Where did the author get the information? I started researching all these principles and people and who they learned from. I went back all the way to the mid-1800s to the first formal course on success.

As I was reading, I also considered my own principles and asked myself, “Okay, how can we implement that fast and get results as quickly as possible?”

The next piece of the puzzle was to combine all these things that we’ve learned with the simple techniques that we talk about today.

Remember, one of the primary principles in our system is “success leaves traces.” And the second principle is, “What is the next logical step?” Those two principles are really the core of our whole training system. Our desired result is to

literally change the way a person thinks in three days by instilling some basic, easy-to-remember concepts. If people start implementing these concepts the way that we teach them to, all of a sudden they become not just a technique, they become inherently a part of their being and people start living their lives according to these principles.

These are the exact same principles that I've used over the years to build my companies and really everything that I've ever done. So it's something certainly very near and dear to me, and I know that I can help a huge number of people if they follow simple strategies and basic techniques.

Craig: So you found a way to instill the core proven information and make it quick and easy. The thing that is so fascinating about what you're doing with Freedom Factor is that blend between the "next logical step" and "success leaves traces" and things that you were talking about earlier, like knowing the right time for something, listening to your gut and trusting that you do, in fact, have the answer. The answer lies in trusting both the system and your gut.

And that reminds me. There was a really cool video that I know you were in that was part of a very successful campaign to promote Michael Lee Austin, who's an up-and-coming country western star.

Armand: Right.

Craig: The method of promoting him on the Internet and as a country western star is a very inspired idea that hadn't been done before.

Armand: To shed some light on it for everybody, Michael Lee Austin is a person who was very, let's say, strategically created. For those of you that don't know, Michael Lee Austin is my, I guess you'd call it, a pen name in the country music industry. Yes, Michael Lee Austin is me, even though there are videos that say that he's not.

I started a record label a few years ago, and the first artist that we signed was myself. But I knew very deep inside that the name Armand, as a country music singer, was not going to fly. My son asked me, “Why did you use a different name?” I said, “How many people in country music do you know named Armand?” He said, “None.” And I said, “Exactly.”

And so we came up with a name. Now the odd part about this is that I had come up with that name three years prior to ever using it. A friend of mine and I were sitting around one day and we decided that we would create the perfect country music singer’s name. We started off with one of the most popular names for a male in the United States, Michael.

Next, we needed something to make him sound more country. Given that most country singers are from the south, we picked “Lee.” Michael Lee sounds a bit like General Lee.

Austin was a no-brainer because immediately when you hear the word “Austin,” you think of Austin, Texas. So, we came up with this name Michael Lee Austin. We worked very hard putting the whole CD together and it sounded great.

When it came to marketing we did a number of joint ventures with people to promote the CD out to the marketplace.

The other thing that we did was this video. The video is all about viral marketing. I did the video where I said, “My name is Armand Morin, and you may have heard some rumors that a well-known country music singer, Michael Lee Austin, and I are the same person. The truth is we’re not. And then to prove it, I had myself and Michael Lee Austin on the video at the same time talking to each other. And many people to this day still think that we are two separate people.

And, you know, I’ve actually had arguments with people—“No, I’m telling you, it’s me,” but some still don’t believe me. The purpose of the video was, obviously, to get people’s

attention and it was also to have a lot of fun in the process of doing it.

We accomplished everything that we wanted to. We were the number one country music CD in the world for one week. We were the number seven best-selling CD in the world. We were the number one CD on Amazon and broke all the different records for selling CDs on Amazon for four days straight. Not just one day, not just for one hour like many people do with books; we held it for four days straight. And not just in one category, but we held the top spot in four different categories on Amazon.

This was something that people hadn't done before so this was a whole new area. Right now, we are in the process of finishing up the second album, and the techniques that we're going to be using on that are once again going to be techniques that no one's ever seen before anywhere on the Internet. So we're going to have a lot of fun.

Craig: Well, you do a lot of firsts and you're very creative that way.

Armand: I think it's not so much how I come up with the idea, necessarily, that is the important part. What I'm really doing is thinking without limits. And I want everyone to understand what this is.

You see, throughout our whole lives we've had limitations put on our thinking process. When we were children, there was no limitation.

When we went to do something that others thought was impossible, they figured that they would save us the time, the energy and the heartache by informing us that our idea won't work and urging us to give it up.

And they meant well, they meant to do us good, but in reality what they did is placed that first limitation on our thinking. And then you accepted it because you didn't know

any better. You let another person control your thoughts by simply telling you that it wasn't possible.

Well, as I was growing up, I was kind of hard headed. When someone told me it wasn't possible, then I really wanted to prove them wrong. And many times they turned out to be right, but there were a few times I proved them wrong and those times stuck in my mind.

As an adult, I had no limitations because one of my fears was that I would look back on my life and say, "I should have done that or I should have done this. And if only I was 20 years old again I would do that."

To me, that is one of the worst feelings that a person could ever have, because there is absolutely nothing they're going to be able to do about it at that point.

Because of that, as I started to become more successful, my thinking processes were basically cleared. I allowed myself to think any idea was possible.

In fact, as I was growing up, one of the things my mother told me over and over and over and over again was, "You can do anything you want as long as you want it badly enough."

I discovered that what people thought was impossible, I was able to achieve, and it wasn't because I was necessarily special in any way. It's because I allowed myself to think that it was possible. And because of that, now when I come up with an idea, where most people would discard the idea, I'm looking at it saying, "Okay, well this *can* be done, it's just a matter of finding the person who knows how to do it."

I may not know how to do it myself, but I could find someone else that does know how to do this. Somewhere in the world someone has to know how to do what I want to do. I just need to tap into their information or hire their knowledge and allow them to do it for me.

How many times have we seen an infomercial, where the product is something that we had thought of maybe two or three years ago? The only difference is that person actually executed that idea and developed the prototype and took it to market. And why didn't we do it? Chances are because we thought that it was impossible.

I have this little notebook that I carry around with me almost everywhere I go. Inside that notebook are all my ideas. Any time I'm looking for a new product I'll open up that notebook, and the ideas will spark new ideas or I'll actually just take one of those ideas and implement it.

Craig: I think that's a fantastic way to sum up what we've been talking about here because it does allow for inspired ideas to be captured and not be dismissed simply because they may be different from what other people would accept. So that's really the heart of what we were talking about.

I just want to say I really appreciate you taking the time here to go through some of the amazing ways that you've created successes. So I want to say thank you, Armand, for joining me.

Armand: Well, thank you for having me.

Key Ideas:

- The problem with most people out in society today is that they act out of sequence. This means they are putting one aspect of the whole sequence out of order and by doing so makes their lives much harder than they should be.
- Most things that we do in life are on a need-to-know basis. If you have not completed step number two, you do not need to know what step number three is.
- A problem that many people have is looking so far into the future that they can't see what is in front of them right now.

- Reward yourself for the things that you should be doing and it will bring out the qualities that we want to see more of. It's a way to trick yourself into becoming more successful.
- People who can make great decisions are the ones who not only follow logic but also follow their feelings, and allow themselves to trust themselves.

4

What Happens When Proven Marketing Know-How Meets Inspiration?

Bill Hibbler

Bill Hibbler has one of the most fascinating stories—including tales from the road with real rock stars such as Humble Pie, Glen Hughes of Deep Purple, and almost anyone else you care to name it seems.

He's also the co-author of the first book on forming your own successful mastermind group, Meet and Grow Rich with Joe Vitale. He is a captivating speaker and an Internet entrepreneur with a well-earned reputation for his wit and willingness to pull no punches. He has a real

gift of insight and is one of the four Siglo “steak and cigar” masterminds along with me, Joe Vitale and Pat O’Bryan.

No stranger to inspiration, Bill’s story also includes classic marketing wisdom that reveals how you can combine the two and avoid making costly mistakes.

In this interview you’ll get a fascinating view into how Bill got his start online, including how you can turbo-charge your inspiration and your marketing success with the power of masterminds.

Craig: Just a little bit on your background. After all, I know that you have a solid and entertaining and fun background in the music industry. You’ve done an awful lot of great stuff in Internet marketing and teach your own coaching classes. Maybe you’d like to tell a story about how you got into Internet marketing—because I know that there was an inspiration there.

Bill: Well, I was coming out of the music business, and there was a huge vacuum for me because music had just been such a part of my life for so long, but it was time to walk away. I was still teaching music business class in the Houston area and a little bit in Austin with some marginal success. It wasn’t something that was going to support me.

What I wanted to do was record what I was teaching and turn it into a marketable product. I had seen someone else do that and thought, “Well, I can do that. I’ve got the knowledge.” I would talk for an entire weekend presenting the seminar and blow my voice out and I thought, “Okay, I’m going to learn to sell this thing online.” I thought I knew a lot about marketing, but I started studying people like Dan Kennedy and Jay Abraham and found out the mistake I was making was that I was marketing a product that people needed rather than wanted.

Musicians don’t really want to manage themselves and learn all that that entails. What they really want is to be

discovered and have someone else come along and make them famous, which really isn't exactly how it works. I was also trying to sell to a market that was essentially broke. That combination doesn't work very well.

I became fascinated by all I was learning about marketing, and I was learning how to market and take my seminar online. I think it was in 1999 or 2000, Jay Abraham did his first Internet marketing seminar and he had a number of well-known Internet marketers come—Dr. Ralph Wilson, Ken Evoy, the late Corey Rudl was there, and Declan Dunn was there. I was really inspired by Corey. He spoke at 90 miles an hour, and he had so much enthusiasm I just caught the Internet marketing bug.

I went out and I think I bought every product that his company, Internet Marketing Center, offered. All the software, all the courses, I spent a few thousand dollars, and some of the stuff was great. But some of it, quite frankly, was not very good at all. I was also doing a lot of stuff on eBay at the time. I started off just selling stereo equipment, stuff you find around the house, I had rock 'n' roll collectibles, and things like that.

Corey's Internet marketing course was \$197, which at the time I thought was really expensive. I noticed that you could find the courses used on eBay for \$50 or \$60, and a lot of people were in there looking for them. There was a lot of bidding and activity. So I started buying and selling Corey Rudl's courses used. I'd buy it for \$20 and then sell it for \$60 or \$75. I remember at that time it was cool, I'd think, "Oh, wow, I made \$50 profit on this." It's funny now. I think about how we'd send out a mailing and all these orders would come in, but at that time I was excited about making a few \$50 deals.

I had stumbled upon a source of traffic—people that were hungry, ready to spend money. What I love about eBay is that

people come there looking for something to buy. They're not offended that something is for sale, they expect it.

When you buy one of Corey's courses, then you're faced with a number of related offers he sells hard on the back end. So, I realized that because I had already made the \$2,000 or \$3,000 investment, I had something of value to anybody who had just bought the first course.

I thought, "What if I wrote an e-book reviewing all of Corey's products and telling people what I had learned about what worked and what didn't?" I wasn't claiming to be an Internet marketing expert, but I could say with confidence that I was an expert on Corey Rudl's products. So, I did something that I have since found is against the law, but I didn't know it at the time and the statute of limitations has run out, so you can't get me busted now!

I wrote the sales letter for what would eventually become a book I called *The Rudl Report*. I sat down and wrote it in about an hour and a half. I had been doing a little bit of copy-writing at that point. I wrote my sales letter and I put it up on eBay on three different auctions. I was testing three different headlines. I put it up on eBay with what's called a "Buy It Now" auction. I didn't think a lot of people would want to buy it. I thought by the end of the week I'd be lucky to sell all three. Mind you, I hadn't written the book, yet. That was the illegal part.

I went for a drive and I came back 45 minutes later and all three auctions had closed with Buy It Now purchases. So, I thought, "Wow, I guess I've got to write the book." So, I sat down that night, wrote the entire book, woke up in the morning, did a quick edit, turned it into a PDF document, and sent it out to my first three customers.

Just to make sure it wasn't a fluke, I ran all three sales letters again, and all three of those attracted buyers within 24 hours.

So, I did that a few more times over the next couple of weeks. I just kept listing them, and they kept selling and selling. So, I went ahead and purchased the URL RudlReport.com, posted the sales letter and wrote a more extensive version of the book.

I was doing something that I had learned from Corey about one way to get started online, which is to review products. But what I felt I was doing differently from some other people, is that I was writing honest reviews. I wasn't just writing a glowing review of every single product. I was saying, "This is good, but it does have this one drawback, which is blah, blah, blah," and "This thing is not good at all. It only works if you're using this way and, to be honest, there are other product I can recommend to you instead."

All of the products I was recommending had affiliate links, so I was making commissions. This little \$10 e-book eventually became the foundation for my whole Internet marketing business and was available until just recently. Even after Corey's tragic accident, there was still a tremendous amount of interest. He wasn't the first Internet marketer, but he was, in my opinion, the first Internet marketing rock star. He definitely inspired me. It was kind of a weird situation because he was aware of what I was doing and it was kind of a mixed bag because I was offering some bad reviews and some good, but at the end of the day, I was selling a lot of his stuff.

That was my first big Internet marketing lesson: I allowed myself to be inspired by Corey and I also learned that lesson about finding a source of traffic. Most people come up with an idea, like I did with my music business, and say, "Oh, this will be cool. Nobody else is doing this. What a great idea." Great ideas are a dime a dozen. Far more valuable than a good idea is a hungry market that's looking for a solution to a problem.

Craig: Well, it's interesting that you point out, the hungry market idea, which is so true, and it's one of the pieces that needs to be there.

I also want to point out that while lots of people talk about niche marketing, you have truly defined a laser-focused niche market that I don't know you could have defined any more tightly if you tried. You ran with it, with a very simple lead generation-type product and then did some pretty solid affiliate marketing based on honesty, which is, I think, also one of the reasons for its success. You were inspired and you executed in a way that was authentic to what you believed in.

Bill: Honesty—what a concept. That's exactly what I did and I knew that people were going to respond to that. It was a great way to get started.

A common thing I hear is, "Well, I'd love to write a book, but I don't know about anything." You don't have to. You can also be a reporter, which is really what I was doing. I wasn't claiming to be an expert.

I can claim to be an expert in some areas now because I've had several years of experience doing this. I've made money online, I've tested all these different approaches, but, initially, I could only report on my results. To somebody just starting out, in a way I suppose I am an expert, but they can still relate to me because I've been where they are. You can start out being the reporter and then, in time, you become the expert.

Craig: I think that's also very important for folks who are reading this who are interested in Internet marketing or fascinated by a niche they're in and, yet, they don't have the success story. Maybe they haven't made money online, or they haven't lost weight, or they haven't traded in the stock market successfully, whatever it is they're trying to do. I see that as a common stumbling block.

It's kind of like flypaper for folks when they first get into Internet marketing. They say, "Wow, this is fascinating. I'd love to follow my passion about Internet marketing and sell information on it." Then they discover that there are other folks out there who have sales pitches that say, "We made \$50 million online yesterday, and we'll teach you how to make money online." How are you going to compete with that when you haven't made any money, yet?

I like the approach that you took. I don't know if the same opportunity exists today, but certainly I think a variation on the lesson would work.

Bill: I think you can do it and it doesn't have to be Internet marketing. I think about some of the early examples of that. Do you remember Drew Kaplan? He had a company called DAK and you could get 10 cassette tapes for \$1.29 or something from his mail-order company. He would write this great copy about blank tape, it was just him telling a story he was excited about. He'd have all these cool gadgets and stuff and he would be the guy saying, "Man, I was so excited when we got one of these from the factory. It does this and that." He'd just share his excitement and enthusiasm, his inspiration, and you wanted to buy the product. If you like gadgets, you probably loved that catalog that he used to produce.

I've seen people do that with selling auto parts. If it's a certain kind of car that people are passionate about, you can't fake that enthusiasm. People respond to it and they want to buy from you.

I've been in a situation where I was inspired but started to lose my enthusiasm. If you can't recapture that magic, it's time to move on, and people are afraid to do that.

You have to let go and try something else because what's going to happen is somebody else who has the enthusiasm

that you used to have is going to beat you every time, because they're going to work harder. They want to sell 24/7. They're always going to beat you.

The other thing beyond the competition aspect is that you're just not going to be happy. Even if you're working for yourself, it's just going to be a J-O-B.

Craig: We're not trying to duplicate a regular job. We're trying to get away from the parts of the job atmosphere that we don't like.

Bill: For example, I have shifted. I still do Internet marketing, but I've been doing Internet marketing for seven years. You know about this because you're a part of a mastermind group I formed, which is something that I recommend to anyone reading your book. If you're inspired marketers, you don't have to go through this alone. If you really want to watch your inspiration soar, get into a mastermind group.

Joe Vitale and I wrote a book called *Meet and Grow Rich*. You'll find it at Amazon and your local bookstore. It tells you how to go about forming a mastermind group.

Long story short, you get a group of five or six people together. It can be people in your town or your city, or you can meet on the phone or online. You form a group and you get together and share ideas, support each other, cheer each other on, brainstorm, and share resources. It's made all the difference in the world to me and my business and we've seen amazing things happen.

I'm pretty sure this book came about as *Meet and Grow Rich* did, as a result of the mastermind group. I got my first book deal out of being in a mastermind. I never really thought that much about writing a book about how to do masterminds. I love to talk about the subject, and all of us in the group talked about it in our e-zines and on our blogs, and people starting writing in and asking, "Well,

how do I put a group together?” I didn’t think it was that complicated.

One of the most frequent questions I got had to do with how to find mastermind partners. This is another one of those “find the market and solve their problems” situations. So, now I’m putting together a company that’s going to help solve that problem; I was inspired to do that by the questions I got.

I’ve done well in Internet marketing and I’ve got a lot of subscribers and customers, but I’m one of at least several hundred people teaching people how to do Internet marketing. In the mastermind field, I’m one of a very small group of experts. Joe and I are the only people who have a major published book on the topic. So that immediately puts me in a different place and inspires me, because I’m helping people achieve the same thing I did and they’re going to go on and achieve even bigger things.

So, we’re putting together this site and it’s going to be called MastermindMeeting.com. The idea behind it is similar to an online dating site. You fill out information about yourself, but instead of helping you find a date, our system will help you identify the perfect mastermind partners. This all came about as an inspiration, originally from my mastermind group and then it was reinforced when I spoke on the topic and had subscribers and customers writing in asking, “Where can I find people?”

I think this is going to be amazing because I think everybody should be in a mastermind group. It can be especially helpful for entrepreneurs, because being an entrepreneur can be lonely at times. As for Internet marketers, we tend to sit at home by ourselves a lot of the time, and we don’t get out much. But mastermind groups work for anybody really. If you’re the CEO of a retail company, you can’t necessarily sit

down and talk about your problems with the employees. Or if you own a restaurant, how useful would it be to get out and talk with other successful restaurant owners and swap ideas?

A lot of times you just don't have the time or the opportunity to do that. You don't know how to do it, but by putting a mastermind group together, you can really make a tremendous difference in your business. You get in there, you've got an idea, and you bounce it off someone else. Craig, you've seen this happen in our masterminds—an idea comes out and then someone else throws something in, and then another person comes in.

That's really the power of the mastermind because there's a collective mind that's more powerful than the group. Mark Victor Hansen describes it as "one plus one equals eleven," and it really can work that way. It's very inspiring. It's something I recommend everyone do.

Craig: Well, one of the things that I noticed when you were talking is you said that you thought putting together a mastermind group wasn't really that hard. You didn't really anticipate that there was an opportunity there to create a business originally. I think that's one of the keys where you said earlier that people would say, "Well, I don't really know anything about setting up a mastermind group." I've seen that time and time again where something that we take for granted as being easy for us is actually a big deal to somebody else.

Bill: Absolutely. There are plenty of topics like that out there for me where I see other people just do something and they think, "Well, it's no big deal. It's easy. You just do this." I'm thinking, "What? What did you say? Can you show me that again?"

I think a mastermind group is like a superconductor for ideas and inspiration. Out of our group, we've seen movies that have become huge, we've seen book deals, we've seen

careers just really take off—it's just phenomenal, the growth and successes that have happened. We know from having done the book now and talking to other people doing masterminds that it's not just our group. This is a concept that's been around for a long, long time, but just not enough people are jumping in on it. I think that's just so critical to your success.

Craig: Yet, here you are, you're the first one with Joe to have a major published book on the subject. You're creating new life, redefining something, putting it out there in a different way.

Bill: Absolutely. That's absolutely true.

Craig: These are great stories, and I'm so glad that you got to share those stories with us here.

Bill: I'm really looking forward to reading the book. It's great to have this. One of the things that has inspired me as an Internet marketer is hearing other people's stories.

So I love the idea of this book because you never know—my story's going to reach someone, your story is going to reach someone, and I know some of the other people you have lined up for the book and I know all those stories. It's going to reassure anybody out there who has a dream and who has any doubts because the book showcases the successes of inspired marketers. There are people out there who are going to tell you, "You can't do this. You can't do that. You're supposed to go to college and do this, this, and this."

Hearing stories about how other people pursue their dreams, is so inspirational. It just keeps me going. It's going to keep me in there and keep me doing that extra work. So, I'm really excited about your book.

Craig: Well, thank you. That's my goal—to take something that is intangible and dreamlike and make it real through repetition and through people, seeing the common stories and the

common elements in their stories. Believe it or not, with all the different people I've talked to, there are common elements and I'm very glad to be finding them.

Bill: I bet inspiration is one of them.

Key Ideas:

- It is possible to have lived a completely uninspired, stagnated life in a deep rut and still get in touch with inspiration.
- Look for paradigm shifts. Bill realized eBay had a dynamic he'd never seen before, whereby people weren't offended by things being for sale. They *went* there with that expectation!
- Inspiration wants you to be its partner. Bill still had to *do* something to have success. He was through with the music industry but not sure where to go next so he followed inspiration's bread crumbs, educating himself until he realized that he knew an inordinate amount about Cory Rudl's best-selling products, knowledge that might be helpful to others. Note the repetitious theme of *helping others*.
- His journey taught him that great ideas aren't a sure thing. You must find the hungry market and a source of traffic.
- If the magic is gone and you have no enthusiasm for what you are doing, it is time for a new inspiration.
- Mastermind groups create a synergy out of which infinite inspiration is born!
- One inspiration leads to another to another. Bill was inspired to create a mastermind, which lead him to write a book on how to create such groups, which has lead to his forming a company to help people find people to mastermind with!

5

How Asking the Right Questions Can Spark Out-of- This-World Inspiration

Cindy Cashman

An internationally famous speaker and author, Cindy Cashman is the perfect spokesperson for the power of inspired marketing because, as she says, if it isn't fun, she doesn't do it.

In this rare exclusive interview Cindy shares her unique blend of intuition, action, and vision that has literally launched her from square one to one breathtaking success after another. When you finish this

chapter you'll understand why it's really no surprise that she'll be the first woman married in space.

Discover how Cindy blends passion, fun, and simply asking the right questions into a success story to study carefully.

Craig: Cindy, you have a tremendous track record of following inspiration and passion, breaking through fears, and doing things from a very creative place. You've had a tremendous career that began with the amazing book called *Everything Men Know about Women*. It is the famous blank book, which I love.

I'd also love to cover with you some of the ground breaking things that you're doing these days, such as your firstspacewedding.com. There really isn't anybody I know that's more comfortable with coming from inspiration than you are, so I would love to hear your thoughts on that and hear your story.

Cindy: When a person comes from inspiration, a lot of people will ask, "How do I know it's inspiration?" One of the things I love to teach about is intuition. One of the ways your intuition speaks to you is through your energy and your excitement. When you wake up and are totally excited about something that is your inspiration. It's your energy guiding you to *what to do*.

I love to meditate; I do so almost every night. One night while I was meditating, a thought popped into my mind to get married in outer space. I thought, well this is really interesting, because when I received the "inspiration," I didn't even have a boyfriend. I keep a recorder nearby when I meditate so I can just say any ideas that come up into my recorder. I'm blessed, I have a son who does a lot of my computer work and research, a computer guru, so I asked him to do some research and check into private space travel. He found some

companies that were doing it. At the time I received my inspiration, I was in the middle of what I call a “dating blitz.”

Actually Craig, you being part of my mastermind group, you might remember that I shared a partial list of the qualities that I wanted my husband to have with the group. It was about 30 days after that that I met Mitch in cyberspace. And so on September 13th, we met in person and then two months later he asked me to marry him. I waited a couple of weeks before I said to him, “By the way, honey, I’d like to get married in space.”

He looked at me and said, “Yeah, right, whatever,” and gave me a look that I think any man would give any woman who said something that sounded so crazy. He had no idea that I was serious. I think it was the following year I signed the largest contract of my life, and the most exciting one, allowing us to be the first couple married in space. In fact, it’s very interesting because we met in cyberspace, and now we’ll be married in outer space.

Craig: I loved watching the process unfold.

Cindy: Just think! It was just two years ago, July 2005, that I shared my list with my mastermind group. It was the most important thing in my life at that time, I was inspired to find my partner, and then I was inspired to take the next step. You can be inspired, and you do need to take action. So I made a list of action steps that I could take and one of them was, obviously, to get out there and start dating and that’s what I did. I had no idea that I would be interviewing and/or going out with 33 guys.

As we get older, we can begin to spot compatibility somewhere in the first meeting. We know that there’s a lot to a relationship, that you’re looking more for a life partner, somebody that you have a lot in common with, that you can do things with. Mitch and I do a lot of things together like

motorcycle riding. He asked me to marry him going 70 miles an hour on a motorcycle.

We didn't have an intercom system, he just kind of yelled at me "Cindy, will you marry me?"

Craig: One thing that I want to point out here is that when you found your life partner, you didn't just go get married in Vegas. You reached for something that was a first in history. You're not dreaming small, and I think that's a big part of your success. You aren't afraid to get anybody on the phone and go off and do exactly what you want.

Cindy: Your answer is automatically "no" if you don't ask. So why not ask? And you're right, I can get on the phone and call anybody. I have zero fear when it comes to that. And Mitch just laughs. I have fun doing it, and that's a big key. Focus on where you have fun. I am an international speaker, and when I speak at events, I'll often ask some of the other keynote speakers what they like to do for fun. And I'm absolutely amazed that a lot of them will look at me and say, "I forgot what that's like."

So one thing I'd like to encourage people to do is just take out a sheet of paper and write down things that are fun for you, because when it's fun for you it's going to be a lot easier to be inspired. Ask yourself creative questions. That's why I have the question of the week at cindycashman.com to inspire people by asking them to answer questions like What do I like to do for fun? Is there a way that I can take something that's fun for me and turn it into a business? What if it worked?

Craig: The firstspacewedding.com idea has really taken off. I know that you've gotten tremendous press coverage.

Cindy: I've been in a documentary and I've done lots of interviews. I'm just open to all of the fun and exciting things and really it's amazing because there are so many unexpected

opportunities. The wedding is scheduled for 2010, and we are planning on having a reality show where the winner of the reality show will get the right seat of the plane and get to marry us in zero gravity in outer space. There will be six cameras on board, and our wedding will be televised worldwide. There'll be another contest to design a wedding dress for me that won't float up over my head. When you think about it, the opportunities are really endless and what I love is creativity. I love just taking out a piece of paper and playing the "what if?" game. The key is not to prejudge it, just put everything down on paper and then go back at a later date and say which ones sound fun.

I've been doing this since I was a kid! At age 13, I was teaching gymnastics and teaching diving classes, and I've had that philosophy of just having fun since I was a little kid. In fact, I think that the little kid is still in me, and I'm 49 years old as we speak. I'll be 50 on July 10, 2008. And I'm proud of it! On my 40th birthday, for fun I did round off back handsprings and back flips!

I get some of my best ideas out on the water or motorcycling, or just being out in nature, hiking. When I walk around the block, the key for me is to just pay attention to what I call the "quicken thought." The quicken thought is the thought that just pops in at the least expected time. Most people will dismiss that thought because it will come across as too silly or too easy.

Craig: It's like when Mitch said, "Yeah, right" about getting married in outer space. That's the challenge that inspired ideas face: they're often subject to the "yeah, right" response.

Cindy: I quit real estate to sell my book *Everything Men Know about Women*, written under the pseudonym Dr. Alan Francis, and people said, "You're crazy! You quit real estate to sell a blank book?" The key for me is I *believed* I could do it, and I

set a goal to sell a million books or more and then I focused on, “What can I do today? Who can I have fun selling to today? Who can I have fun approaching, talking to?” I was just watching, “The Big Idea.”

Craig: With Donny Deutsch.

Cindy: Just last night, Mitch and I sat down and watched it, and they had the guy that started Paul Mitchell shampoo. He said something similar to this: When you’re really inspired, go door to door, if the first door says no, go to the next. It may be three doors, it may be 300 doors, but when you’re truly inspired, you don’t give up, you keep going.

I would take that a step further. If I had a bunch of no’s I’d think maybe I need to change something on my end. Maybe my price is too high. I would be asking, “Why? Is there a way I can change the product that would make you want it? Is there a way that it could be better?”

Craig: One of the things that I know from the story of promoting the *Everything Men Know about Women* book is you didn’t shoot low.

Cindy: The books came in boxes of 100, and most of the time my orders were anywhere from 2,400 to 3,000 at a time. I had so much fun doing that. People would call and want to buy one book; I’d sell them a box of 100, because my policy was I wasn’t going to break down a box of 100; it was too much work.

Craig: Certainly you have leverage on your side there, the belief, the attitude, and the vision that you’re combining. It allows you to reach for things that other people aren’t even considering.

Cindy: Also it’s important for them to get clear on what their intention is. My intention with the blank book is for it to inspire people. People look at *Everything Men Know about Women* and their first thought is, “I could have done this.”

And they're right; anyone could have done it, but are they willing to do whatever it takes to make it happen?

Craig: The title and the content of the book, it just cracks me up to no end, I love it. It's a brilliant idea, but brilliant ideas come and go. A lot of people have them and the difference that you're illustrating here is that you took action.

Often what prevents people from taking action is fear, which is another passion of mine, how people handle fear. To me it's where the rubber meets the road, with all these ideas and inspirations. So, I always want to look at how people who have successfully created their vision handled any fear that came up along the way.

Cindy: I did have fear; it was around 1987 that I didn't even have money to put food on my table. I was selling real estate and I had psoriasis on both of my elbows, my stress level was so high. One day I asked one question that literally changed my life overnight. That question was, what's stopping me from making lots of money? It was interesting because the answer came to me quite quickly, and I share this in my book called *The Answer: Eight Steps to Create the Life You Love*. The answer was simple. I had a relative I'll call Bob, and he would call me up and ask me to support him. I won't go into the long story, but I felt that if I was rich I would have to take care of him, and take care of other people, too.

So the biggest lesson I learned from that is, ask another question: "What do I need to do to overcome that fear?" The answer for me was to learn how to say no. And once I gave myself permission to say no, I freed myself up, literally, to get rich and within three years, I did. I went from living in a 900 square foot apartment to a 5,000 square foot home. I went from really not owning anything to having almost everything I wanted. What I got most excited about is that I went from being called crazy to being called brilliant, and

that's not bad for someone who tested at a third-grade reading level at age 21.

Craig: You've really learned how to overcome fear by asking the right questions.

Cindy: Right. It is about questions. It's about sitting down, getting out a piece of paper and asking yourself about whatever it is that you want, losing weight, finding the man or woman of your dreams, or getting rich, whatever it is you desire.

Craig: If someone makes out a list like that, they ask the questions, they get the answers, the next step, of course, is taking action. Do you have any suggestions for how to really kick that into high gear?

Cindy: My friend calls me "Cindy, PhD in action." You learn to motivate yourself, and I feel that's where inspired marketing comes in; when you're doing what you love to do, then you are inspired. If you write down the five things that excite you the most, and take action, you can do that every day. You are going to wake up excited about life!

I remember a story Zig Ziglar used to share: If someone said you just won a trip to Hawaii, and you've wanted to go to Hawaii for years, and you have five days to get ready, I guarantee you, you will get more done in those five days than you probably have in the last three months. I remember Zig Ziglar saying, "So pretend you're going to Hawaii every week." In other words, figure out what motivates you. As we know, a lot of people like to work under deadlines, last minute.

I love to work way in advance. What works for you? If you're not getting motivated, maybe you're not inspired by what you're doing. Ask yourself, "What would inspire me to be motivated? What would I get excited about, waking up for in the morning and doing?" And maybe that's what you *should* be doing.

Craig: I think that's a great distinction, because most people do struggle to get through their day and just try to survive their day jobs.

Cindy: Because they're bored or they hate it, they're not inspired. That's what your book is about, inspired marketing.

Craig: What would you say to someone who is really afraid of failure?

Cindy: Everybody I know who has made it has failed. In fact, and I like this saying, I believe a reporter went up to, was it Thomas Edison and asked how does it feel to have failed a thousand times? And Thomas Edison said, "Young man, I have not failed a thousand times, I have successfully found a thousand ways which did not work." I had 22 different jobs before I finally made it. Most people don't know that. Was it really a series of failures, or was it really an opportunity to grow and learn and become who I am today? Check it off your list and say next.

This is really interesting because we all have these mind games. I remember when I wrote down that I was ready to find my life partner and my son asked, "How are you going to find someone if you don't go out?" I don't go to bars, I'm not a drinker, I don't smoke. I'm a morning person, I like to be in bed by 10 P.M., and it was really funny. I thought, well, I can meet people in business, but I was really shy when it came to my personal life. I was talking to one of my male friends, and he said to me, "Well, Cindy, just pretend it's all business," and just like that I had a mind switch. Oh! So instead of "I'm afraid, I'm nervous," I just thought, "I'm going out to meet another person on an interview." I would start thinking of them as friends; and looking at it that way it became easy for me.

Craig: So you reframed it.

Cindy: Absolutely, so if you reframe it, is your failure really a failure? You may not know until years down the road. Look

at the man who invented Post-it[®] notes. Post-its were really the result of a ‘failure’. The scientist was in the process of trying to invent something else—a really strong adhesive—and in the process of inventing something else, he stumbled upon what would become Post-it notes. If you want to hear stories about failures, I can give you all kinds of examples. I choose not to go there, instead let’s focus on what we desire to create and manifest in our lives.

Craig: Which goes right to inspired marketing. When you have that inspiration, when you have that idea, you don’t list all the ways it could go wrong. You make a list of what you want and how you can do it, how you can make it happen.

Cindy: I have a backup plan. Mitch is a pilot, and I have learned that when we fly on standby it’s best to have a backup plan. I never used to before, but it comes in handy. You may have a plan “A” to do something, but also have a backup plan.

In other words, if you believe that something is going to do this, this and this, play the what if game. What if it doesn’t? What could be a backup plan? What’s the worst that could happen? If you start a business on your own, what’s the worst that could happen? The worst that could happen is that you could fail . . . or you could succeed in a massive way! If you did fail, it might turn into another business down the road. Like me with the 22 businesses that did not succeed. You’ll notice I did not use the word, “failed.” I had 22 businesses that did not work. All of that helped me to become who I am today. I wouldn’t change any of it. I learned so much.

Craig: Cindy, I’ve always been an admirer of how you attain these really big goals and how you go about achieving them. It’s a nice mixture of doing things like making lists and tapping into your intuition and following inspiration.

Cindy: But I want to say something—I don’t see them as big goals. I see it as having fun!

People say, “Isn’t it overwhelming to be married in space?” No! To me this is the opportunity of a lifetime. My gosh! I get to go to a place that few people in the history of the world have gone to, to be able to look down at the curvature of the earth, to be weightless, and be able to look into the eyes of the man I love and say, “I do.” To me, this is the ultimate adventure. So I don’t really see it as a big goal.

Craig: I know that language is very important to you.

Cindy: I’m very much into language.

Craig: So you really don’t consider the business things that you’re doing, you don’t label them as goals.

Cindy: Well, in this particular case with my space wedding, no.

It’s something fun that we have planned, and I have a lot of things I’ve written that I want to see happen, and I’m also open to being flexible, as well as having backup plans.

Craig: So when it comes to something like a book that you’re promoting, that still comes across as fun for you?

Cindy: My books are fun for me. My intention is to delegate all the things that are not fun. The things that are not fun for me oftentimes are fun for someone else. For example, just recently I hired a lady who absolutely loves to clean and organize. She doesn’t have to do it, it is her passion.

Craig: You get to surround yourself with that same energy that’s congruent with where you’re coming from.

Cindy: Whenever I hire anybody, I always tell them that I want to make sure they love what they do. I tell them, “If I ever ask you to do something that you don’t want to do, or you don’t love, please tell me because I can outsource that to someone else.”

Craig: Flexibility is one of your other main strategies.

Cindy: I could have a goal from A to B but in the meantime you know something else may come up that I didn’t expect

that may be far superior, and I want to be open to that. I trust the process.

If I become attached to one particular plan, that means that my ego is getting involved, and I can get in my own way. If I choose to stay detached, then I operate at a much higher frequency.

Craig: I think it's just fantastic Cindy, and I know that you've inspired a lot of people both through your speaking and your writing.

Cindy: Thank you.

Craig: I just want to say everyone should check out cindycashman.com and get on your question of the week list to get those questions flowing each week, and of course, check out firstspacewedding.com, too.

Key Ideas:

- Cindy is living proof that one can have a longtime career driven by 100 percent inspiration. Inspiration is infinite.
- Intuition speaks to you through your energy levels and excitement. People sometimes stay with jobs that they just try to survive and lose all touch with what is fun for them and what makes them happy.
- Locate what you want. Play the what-if game. What if the sky was the limit and you could have anything you want? What do you want? Make a list of what would make you leap out of bed and bounce around blissfully all day. Somewhere in that list is an inspiration. Once an idea comes to you make a list of action steps.
- No fear allowed. Find the root of what holds you back and ask yourself what you have to do to overcome it. Everyone who is successful has failed in one way or another. Is it really failure or was it a learning experience that contributes to who you are today?

- Reframing is important to shifting your belief system, attitude, and vibratory rate. Go from, what do I have to do today to who can I have fun selling to today?
- Meditate or go for a walk. Look for the quick, unexpected thoughts. That is generally inspiration talking.
- Are you willing? Are you willing to do what it takes to make your brilliant idea happen? When a door seems to close are you willing to ask what other opportunity there might be and be flexible? Trusting the inspiration process and taking action is the key.
- Delegate all things that aren't fun for you to people who do find whatever it is you must do fun. That way you are surrounded by that high vibration of joy.

6

101 Reasons to Follow Your Inspiration

David Riklan

David Riklan's Selfgrowth.com is the number one self improvement web site, and in this exclusive interview he shares a rare look into what got him started and kept him going as he left a highly successful career in corporate America to pursue his dreams.

With a newsletter subscriber list of over 950,000 his company is a powerful marketing case study that carries many important lessons you can apply to your own dream.

If you're currently seeking to break free from the 9 to 5 day job, David Riklan's inspiring story lays out a road map that is not only successful, but reveals how he found ways to turn obstacles into solutions in the process of pursuing inspired marketing.

Discover what it takes to walk away from security and support your family with your dreams.

Craig: David, at Selfgrowth.com you focus on very important aspects of personal growth, and inspired marketing is a big part of how you've made that site so successful.

David: It's a critical component.

My favorite project was the first book I did, *Self Improvement: The Top 101 Experts Who Helped Us Improve Our Lives*.

When you hear my story, it'll give you a sense of what my driving force is.

Right out of college, I went to work for a big company, Hewlett-Packard. I started to understand what corporate America is about. After a short period of time I began to realize there was a lot of value and a lot of benefits in that setting, but I really wanted to be an entrepreneur. I was doing technical sales. They sent me to a lot of training programs. One was an intensive Dale Carnegie course called, "Effective Speaking in Human Relations."

I fell in love with the concept that you could continue to improve your life. And Dale Carnegie really taught me how to do that. So early on I developed this desire to be an entrepreneur and this strong love of self-improvement, and everything tied into continual learning and how to improve your life.

And over the course of a number of years I was trying to figure out, "How can I now marry those two pieces together?" In the mid-1990s I saw the Internet as a potential way.

So back in 1995, my fiancé and I made a very big commitment to each other. We bought a domain name, Selfgrowth.com. It was really a hobby. I was learning the ins and outs of the Internet and how to build web sites, and we were really looking to post good quality information on self-improvement. We had a section for time management and goal setting and speed reading and spirituality, and we were posting what we felt were the best web sites in each of these different areas.

To our surprise, we started getting visitors. People liked what we were doing. Eventually it became clear to me that Selfgrowth.com and the Internet were going to be my vehicles to live out the dream. So I took this hobby and turned it into a side business. I hired a kid to help out and we started to generate some revenue. For several years, I was running the site and still working in corporate America.

Around January 2003, I left to pursue the dream. By leaving a corporate job, an expense account and a nice salary and company car, walking away from all that—and the health insurance—I was committing to make our small hobby web site into my primary vocation. I had recently moved into a new home, a much bigger home. We had a three-year-old and a one-year-old, and my wife was pregnant with number three. I asked myself, “How in the world am I going to be able to turn this into a business that’s strong enough to support my family, strong enough to grow and really do everything that I want it to do?” Clearly there was no turning back. I put myself into a position where I *had* to succeed.

At the time, I had already started an e-mail newsletter on self-improvement, so I was getting subscribers, and most of our revenue at the time was coming from advertising or promoting products on a joint venture basis. So I said to myself, “I really need to understand the self-improvement industry. I need to know everything there is about it.” I needed to find myself a book, an encyclopedia on self-improvement that would teach me everything I needed to know. So where do you go when you want something like that? I went to my local Barnes & Noble bookstore and I went to Borders and I went to Amazon.com and I started calling people. And I was asking: Is there a book that’s really going to teach me what all the companies are, what all the products are, who all the experts are? After doing extensive research, it became clear that

there wasn't a book like that. So I said to myself, "clearly, other people must also be looking for it, for a great resource about everything going on in self-improvement." And that's really where the idea for the first book came from.

So I was sitting in my office, I had this great idea: I was going to write a book. I had some understanding of the industry, but I really needed to know a lot more. I asked myself, "How am I going to write a detailed book, almost a mini-encyclopedia on self-improvement very quickly?" I went to Rutgers University and I hired an intern to help me. We decided to figure out who the top 101 self-improvement experts or companies were.

And we identified close to 1,000 people who teach everything from relationships to health to finances, just about any aspect of self-improvement you can think of. They're the Dr. Phils of the world, the Anthony Robbins of the world, the Dale Carnegies, the Deepak Chopras. We used Google and Yahoo to see how many times each of these experts was being searched for to find the top 101 experts.

And in my mind, that was the most objective way to find out who had the most visibility. And for each one of these people, we wanted to provide a sort of mini-course. We got together details about who they are, what they teach, their thoughts—and we used quotes or excerpts. We wanted to give people the best introduction we could—what books have they written, what audio programs have they made, how do you contact them, and so on.

Then we wrote the book. I had it in my head that I was going to call one of the big publishing companies. I had a web site, I did a lot of research, it was a great book, and they were going to give me a very large advance. So I started calling some of the big publishers. The first question was always, "Can you send me a book proposal?" I said, "Can't I just send

you the book?” They said, “No, we really need a proposal.” So I asked, “Well, what goes into a book proposal?” It looked like the book proposal was going to take as long to write as the book. They wanted detailed marketing plans, information about me, my background, how I planned to get the book out. And, I wasn’t going to make any significant revenue from the book advance. So I learned a couple of things. One is, I can’t rely on a publishing company to get this book out and make me any money, and two, if I wanted to do it quickly, I had to figure out some way to do it on my own.

There are a number of self-publishing companies that can publish your printed book, but to print 10,000 or 15,000 copies is expensive. I realized that e-books were becoming popular. So I turned my book into an electronic book and started marketing.

I took this e-book and created a 24-hour campaign. My goal was to see how many copies I could sell in a 24-hour period. My inspiration was a book by Robert Allen on multiple streams of Internet income. Robert Allen was one of the experts in our book, and he had written a book on how to make a lot of money on the Internet. He developed a system whereby he would say, “I’m going to make \$100,000 in revenue in 24 hours.” And I was amazed that he was able to do that. So we created an Internet-based campaign using the power of e-mail and our web site to market the book online. My goal was to beat Robert Allen’s number. In our first major campaign, we generated over \$108,000 in revenue from our e-book—literally in 24 hours.

Craig: Fantastic.

David: So in a very short time, everything came together. And the effort proved out a couple of things. One, there was significant interest in this book; two, Internet marketing worked; and three, it became clear my vision of developing

my own Internet business and publishing business was going to happen.

Let's fast-forward to now—my business has grown, I have 12 employees. My e-mail list now is close to 950,000 subscribers. We run a number of web sites and Selfgrowth.com is ranked first for self-improvement if you search on Google or Yahoo. And the inspiration—what really kicked things off in a big way was the first book and then the first e-book campaign. After the e-book came out, we were so successful that we kept promoting it, and we still promote it as an e-book to this day, but it also provided us the funding to start selling it as a print book on Amazon.com and we've been getting in some of the bookstores.

One of the really powerful things that helped us while creating the book is that we contacted each of the 101 experts, people including Wayne Dyer and Tony Robbins, to review their chapters of the book. This strategy worked in a number of ways. One, it provided us the power of just marketing the book, the revenue, getting a good product out. But it also helped build our future relationships because we started developing contacts with all the top experts. We said, "We're writing—we're going to give you free exposure in our book. We just want you to review the chapter and tell us if it's accurate." So it was really a great combination.

Craig: So it sounds like a real win-win because you had already done the research and you had positioned it that these were the top 101 people.

David: Exactly.

Craig: That's really brilliant and it exemplifies what I've found a lot in these inspired marketing stories and that is that there is a win-win aspect to them.

David: Oh, absolutely. One of the key aspects of that is also helping other people improve their lives. There's always

several levels of learning. The first level is having somebody show you how to do something, and then the second level is doing it yourself, and then the third level is being able to teach somebody else how to do it. And in order to really improve your life, you need to get to that level where you're able to teach other folks. And what I find in everything that we're doing is by helping other people, you're helping yourself. It's this powerful law of reciprocity that's out there, where the more people that you help, the more you'll find people are willing to help you.

Craig: Well, what I find just so gratifying now is to see how popular your site is.

David: Absolutely. One of the key things that I try to do with our web site and e-mail and newsletters is really get the best quality information to people for the different areas of their life, whether it be their health, their finances, relationships, and just about anything that touches them. And I want to do two things—help people learn how to improve their lives and inspire them. So we're constantly looking for the best quality material, and we post it on Selfgrowth.com and share it in our e-mail newsletters. And, on a daily basis, we get e-mails from people saying how they've used the information, how it's changed them, how it's inspired them to start their own business or whatever we've inspired them to do.

A lot of people ask me, "Are you a self-improvement expert now?" And I don't really see myself as a self-help expert; I see myself more as an expert on the experts. And my goal is really to provide the best product, software, training program, book, video—on the best thing that's going to help them improve their lives. Every time we can touch someone and provide them with that information, it's a benefit to us on just many, many levels.

Craig: It's interesting how things come full circle. I think it was a year ago I contributed a chapter to your book called *101 Great Ways to Improve Your Life*.

David: Right, exactly. One of the challenges with the first book is, with 101 experts and a lot of information about them, people were saying it would be nice to get even more detailed specifics on how to improve their lives. And on Self-growth.com now there are literally over 20,000 articles for people to read. It's massive. And people were saying, "Is there a way you can get together just the best articles?" So we decided to put a book together called *101 Great Ways to Improve Your Life* that would contain 101 of the best articles. So instead of having to sort through 24,283 articles on Self-growth.com—we provided the best of the best. One person might've written about goal setting, someone else about time management, another one about love and relationships, and another one about meditation. And we were able to cover 101 different topics for folks. So in one book, you can get good quality information to improve a wide variety of areas in your life.

Craig: So you've found a path to self-improvement that works for you and you've become one of the leading forces in that industry, starting from that original vision.

David: It's working. And knock on wood—I've been working hard on this for a long time and everything comes together. One of the things I've learned is you just need to be persistent. My dream started a long time ago, and I stayed in corporate America and pursued my dream as a hobby for a number of years, but I was willing to persist until all the pieces came together. And now it's here. Now we're looking to significantly expand.

Craig: Well, I think that initial insight you gained from going to Dale Carnegie is something that, as a whole, the world is still

waking up to. People can improve their lives through education and learning, and it does involve going on a journey and finding the answers that they're seeking. Selfgrowth.com is a place where people can find Dale Carnegie and whatever else suits them. It's an interesting synchronicity that it all came together like that.

David: Right. And Dale Carnegie might not be the way for other folks, but our goal is just to help folks figure out their path.

Craig: Absolutely. Well, David, I want to acknowledge everything that you've done here and how inspiring it is that you followed that dream and burned your bridge to prevent you from going backward and made it happen.

David: Yes, that was one of the things—once you burn your bridge, you've got one place to go: forward. That's it. You can't go back into the water. You've got to move forward.

Craig: I think what people need to be looking at is how they can take an inspiration like you did and turn it into a business.

David: A lot of people say they're not in sales, or marketing, you know, but we are. Regardless of what you do, selling and marketing is communicating your message about who you are, what you want, what you want to happen. So anybody who interacts with other people, whether it be convincing your spouse what movie to go to or where to go on vacation, or convincing your boss that you earned a promotion—it's all sales and marketing.

Craig: Absolutely. Joe Vitale says that marketing is best when it's teaching people about something that you're passionate about, sharing your passion, sharing your love for something, and just talk about why it's cool and why it makes you so excited. I think the other view that people have of sales and marketing is that it somehow involves getting people to do stuff against their will or pestering them or being pushy. But

really, as Joe says, it is all about coming from the heart. Just like you did with your book, when you followed a vision, when you pursue something that you want to do that ultimately benefits yourself and everyone who comes in contact with it.

David: It's worked for me.

Craig: Excellent. Thank you, David.

Key Ideas:

- When an obstacle appears to be before you not letting disappointment shut the door on inspiration is key. Sit quietly and look around for the other unexpected open doors of new inspiration.
- Projects born of inspiration generally have a win-win quality about them. David gave 101 experts free exposure, and he had a book to market and was able to speak with them all!
- You know it's inspired when . . . your inspiration helps others improve their lives and you receive feedback corroborating that effect.
- Inspiration can appear in your life disguised as a dream or a hobby, that secret thing that lights you up. There is powerful energy to be tapped into when you are sharing your passion.
- Life is a journey of self growth, of always working toward being better and better.

7

How to Tell the Difference between Inspiration and a Wild Goose Chase

David Garfinkel

As President of Overnight Marketing in San Francisco, David Garfinkel has the rare ability to not only write deadly effective sales copy for clients that have included giants like IBM, Time Life Books, and United Airlines, as well as countless smaller businesses, but he's also known as the world's greatest copywriting coach, because he can teach others how to write great copy, too.

David has a deep understanding of the challenges facing solo entrepreneurs and he draws on his distinguished career, spanning business journalism, publishing, marketing, copywriting, and even Hollywood screenwriting to shed light on how to tell the difference between inspired marketing and a costly wild goose chase.

Read on and discover David's insight into how to balance and blend your creativity with critical business sense to create winning and inspired campaigns.

David: I think you can do what you love and the money will follow. I think you can also do what you love and go bankrupt. There are a few distinctions that some of the people promoting these ideas have glossed over, and I want to address them. I've gotten in a lot of trouble when I didn't know these things and have had a much better batting average since I have.

Craig: I'm really glad you're doing this.

David: I figured you would be intellectually robust and up for the challenge, but I just dove in there whether you were or not.

Craig: That's inspiration right there, David. That's it, that's how it works.

David: To me, there is a huge and important and sometimes very difficult to discern difference between inspiration and impulse or emotion. Inspiration is bigger than intuition, but I'm not sure how to tell when something's an impulse or an emotion, except maybe there's a feeling in the body that's different. But when something really comes from inspiration, there's persistence about it. An impulse or an emotionally driven idea might just seem brilliant in the rush of endorphins and the excitement of the moment, but sometimes it's a good idea to sleep on it.

Craig: It's important to learn how to tell the difference.

David: You can feel very positive about something and you can be drunk on your positivity. There is a clear-headedness about inspiration that's valid, that's going to last, that's good, that's not tainted or compromised.

Of the inspired marketing examples, the one that had the biggest effect was Breakthrough Copywriting. It came to me in a flash of inspiration. I realized I wanted to do a really intensive, valuable copywriting seminar that would be different. I realized that what a lot of people were teaching with copywriting had mainly to do with the mechanics—the word that went on the page.

I found there were four other things that I knew about that I was teaching, that I felt other copywriters employed or embodied when they were writing, but no one else was really talking about. In addition to *thinking*, they were *feeling* the actual aspect of copywriting, the emotions and the *physical feelings*, insight or intuition. After years of working hard at it, I found I can easily get insight into an individual customer or a group of customers—a market. I can understand how they're feeling, how they're thinking, how they would respond. Very few people can do that.

Craig, I know you're really good at it and it's a gift, but it's also learnable to some degree. The fourth thing is *energy*. Copy with no energy doesn't sell. Copy with a lot of energy sells really well. I'd seen [direct marketing guru] Ted Nicholas talk about jumping up and down and saying he felt terrific and things like that and that was okay. However, I didn't feel that it was really a complete answer. It was the tip of the iceberg. He works out two hours a day and there are all kinds of history and confidence and other things he probably doesn't talk about. But other than him, I'd never seen anyone talk about energy. In fact, I'd seen just the opposite. I'd seen Dan Kennedy say that he gets up at 5:00 A.M., like a computer and

he does this clear-the-calculator thing that Maxwell Maltz taught him and he starts writing. Well, most people can barely find the keyboard at 5:00 A.M.

Anyway, I had this idea. It came fully formed. When I have these ideas, they're very clear—maybe not every detail, but certainly the overall structure.

I called up Michel Fortin, a friend of ours. Michel is sort of the Roger Bannister of copywriting on the Internet. Roger Bannister was the runner who was first to break the four-minute mile. Michel was the first to write a sales letter that brought in over a million dollars in less than 24 hours.

Michel is a teacher, he's been a college professor, and in addition to writing copy, he does a lot of teaching over the Internet and speaking at seminars. He said, "Yeah, let's do it!" So I put together a team, including you, Craig, because of your specialty in relationship copywriting. I'd held seminars before but I'd never one like this. It was unlike any other copywriting seminar that's ever been or ever will be. We recorded the whole thing on video and then spent a year editing it. We launched it a year later and sold close to half a million dollars' worth of product.

Craig: I'm thinking back to the last day when, literally, everyone just kind of lined up in a group and acknowledged you for the amazing experience they had just had.

David: I know, you guys loved bombing me. That was a lot more uncomfortable than treading the new ground, let me tell you. In fact, one person, I think it was Martin Wales, said, "You know, normally people only say these kinds of things about somebody at his funeral."

I'm not saying I wanted to crawl into a hole and die, but it was tough.

Craig: It was a lot of love. You have to look at the results. It was an emotional seminar. I know that I actually got a little

teary-eyed on stage, telling the story of my son's surgery and how I'd written an e-mail about that. And I remember that Brian Keith Voiles also was talking about copywriting from the heart and he was very emotional.

David: I was in a funny position of having to keep the show on the road and balance a lot of elements. So I stayed a little more detached than if I were a participant.

Craig: People that I've kept in touch with since that seminar all retain a really special place in their hearts for that event, because you went somewhere that other copywriting teaching has not. Can you give us the URL of the site where people can see the course that's related to that?

David: It's www.breakthroughcopywriting.com.

Craig: What's missing from a lot of marketing is heart. But there is a dark side of coming from the heart or passion, where you can go broke and you can run off in directions that just don't work simply because you may have passion. That was one of the things that I had to make peace with coming from inspiration; I have been trained through experience to distrust emotional thinking. But we're breaking through the limitations of the left brain or the logical constraints or conventional wisdom and doing something that is kind of "out there." You're the perfect person to talk to about this, to balance and recognize what is going to serve you and what is not.

I just want to kind of sum up on that example—the experience was extremely positive. The idea came to you with a sense of clarity, confidence, vision, and with details of what you wanted to do. You made it into reality with the help of a team. And people that were there had a profound experience. This wasn't just a seminar. The way that you set it up, and things that happened, and the mix of the people that were there, ended up providing a transformative experience.

David: I agree with everything you're saying. Now let me talk a little bit about what came before, because I think it's really important for people to understand the whole picture.

I had been teaching writing since 1987. I'd been teaching copywriting since 1996. So any way you look at it, there was nine years or 18 years of experience. It's important to understand that this particular inspiration came out of a lot of trying different things. I've done courses before that have not been nearly as emotionally open or vulnerable, and they've been successful. But I found people coming back and needing help in the feeling, insight, and energy areas. I just want to go off on a little bit of a tangent to develop this point, because I think it's so important when you're looking for success with inspired marketing.

Here's a quote from Isaac Asimov: "The most exciting phrase to hear in science, the one that heralds new discoveries, is not 'Eureka,' meaning 'I found it,' but 'that's funny.' " What he's referring to (as you engage in study and research), is that if you start to interact with your material and get involved at an all-consuming level, you'll start to notice things that you wouldn't notice if you have just a casual, distanced or rational relationship to the material.

I do believe this inspiration ultimately comes from the inside, or it may come from more than the inside; it may come from a collective unconscious or infinite intelligence. I think the way you get access to that is through information and interaction and challenges. Not negativity, but constructive challenges to your thinking and your ideas.

Craig: That gives you a place to throw things out there and get kind of a litmus test. But it's got to be the right people, though. They've got to be the kind of people who also create, who also have the ability to come from where you want to go.

David: That is so true. One of the biggest problems with success, and especially with the success that comes from marketing, which tends to be a financial success, is that there are people who are going to start to feel threatened that you're moving ahead. It's sort of like the story about the crabs in the bucket, where one of the crabs starts to escape and the other crabs pull him back down. Same idea.

Craig: So let's look at another example of inspired marketing we both were a part of. I wrote an article for my subscribers about how it was important to sell solutions that made things quick and easy, or sell simple, easy solutions to your customers, because that's what people really want to buy. And as an off hand comment, I mentioned that my friend David Garfinkel had found a way to do that for copywriting. In our industry, in marketing, copywriting is one of those things that is one part formula, one part voodoo, and one part luck, in the minds of most people. So if you tell them there's an easy way to write great copy, they're going to want it.

I was referring to your unreleased product called Copywriting Templates.

I got over 100 e-mails from people asking, "How can we get a hold of David's templates?" And I remember at the time you were not sure of when exactly you were even going to release them.

So I said, "Hey, David, I've got about 100 people here that would like to know more about this," and we decided to do a teleseminar together. That was one of my first teleseminars. And I believe we had about \$15,000 worth of product sold in about 90 minutes.

David: We did. It was a feeding frenzy.

Craig: Anytime the market starts clamoring for what you have, you pretty much need to hang up your marketer's hat if you're not going to respond to that. But the way that it all

happened was a great example of something that we both jumped on and had a lot of fun with and it was financially successful, too.

David: It's interesting the way I developed Copywriting Templates. The whole world begins at the kitchen table. Warren Buffett began at his kitchen table in the 1950s when he put \$100 into an investment fund, and other people asked him to invest. Eventually it turned into the world's second or third largest personal fortune. You know, in the late 1990s, I was going to some screenwriting classes in Marin County, California. A couple of the other screenwriters noticed I had a new car and I seemed happier about my work. Two of the other students asked me if I would put together a copywriting seminar for them. I said, "I'll do it if you let me record it and you don't mind being on the recording, and I can sell it." That eventually became a tape and workbook product.

Then our mutual friend, Joe Vitale, suggested that I send it to a friend of his—this was in 1999 or 2000—a guy named Mark Joyner. He said, "David, I've only listened to the first half hour of the first cassette, but I know I want to put this online." Well, that went online and we were selling it for \$127, I think. I was selling the tape and workbook for \$300 to \$400. About a year or two later, we must've sold over \$100,000 worth, but then the initial excitement wore off and Mark and I were brainstorming. We said, "You know, maybe we need an entry-level product that's going to give them a taste of what you're doing that doesn't cost quite as much, so that they'll be willing to buy this product."

I think it was Mark's idea that I should put together something to help people create headlines more easily. That idea became *Advertising Headlines that Make You Rich*, a book that's

now available on Amazon. About two years later I was doing some projects with Jim Edwards, and he told me I really ought to go to some seminars because I really wasn't going to too many.

I went to the Armand Morin's Big Seminar in San Francisco, Armand was very gracious. I said I'd like to speak at his next seminar and he said, "Sure." I said, "But the only problem is I don't know what to sell." He said, "Well, you just sell them a teleseminar that you're going to do." I had gotten such a good response to *Advertising Headlines that Make You Rich*. I couldn't believe it. People who were making millions on the Internet said, "This is a great timesaver; this makes life so much easier for me." I was really surprised how much people liked this fill-in-the-blank thing. That was learning the lesson that you talked about right in the beginning. As a copywriter, I should've learned it sooner.

Well, I knew it about everything else. It was a shoemaker's children problem—I didn't know it about my own material. That was what the course was that I sold at Big Seminar in 2004. I sold Copywriting Templates, which was taking the *Advertising Headlines* model and extending it to every aspect of writing copy.

Craig: I remember Michel Fortin ran to the back of the room and he bought it.

David: That's right. He was in the audience. He was also a speaker at that seminar. He's very proud to acknowledge that he was the first person to buy. I guess it was inspiration. It seemed like a lot of hard work to me, and I think to you at the time—and it paid off very handsomely.

Craig: I'm glad you brought that up because the motivation comes from the inspiration, but that doesn't mean that there isn't work. It doesn't mean that you don't then burn the midnight oil getting something to happen. It's really inspired

marketing, where great ideas—whether they come from the collective unconscious or the divine or however you want to put that—meet great marketing.

David: I love that—when great ideas meet great marketing.

Craig: Once you understand and know the process, you say, “I’m dealing with an inspired idea here, because I feel confident about it and it has this sense of what I’ve experienced before,” and you know that you’re on the right track. Then you can have a better understanding of how to deal with things that may be in your way. Instead of giving up or second-guessing the idea, you can learn to identify which ideas really stand out.

David: I was talking with a really bright guy, Michael Cage, in Washington, D.C., a couple of weeks ago, and he said that the reason you’ve got to do something that you enjoy and that you’re interested in is ultimately you’re going to be competing in the marketplace—competition is a reality. As you get more successful, other people are going to want the same customers and the same money that you’ve been getting. And if you don’t enjoy what you’re doing, you’re not going to be willing to work as hard, as steadily, and burn as much midnight oil and, frankly, tap as many creative resources within yourself. And so you’ll have a definite advantage and you’ll tend to win when you truly enjoy what you do.

Craig: That’s really just the key—to know why you’re doing something and to really have the emotional energy to see it through to the end. The person with the most passion, all other things being equal, is definitely going to win out. Now, the disclaimer that I always have to add is, provided you’ve got a valid market.

David: That is absolutely so key.

Craig: I think one of the other things that I find in inspired marketing is that it has a ring of authenticity. It often doesn't come across as slick or polished.

For example, during the last Super Bowl in early 2007, there were two Doritos commercials that really stood out because they were done by customers who had entered a contest sponsored by PepsiCo, owner of Doritos. The company aired two of the commercials during the Super Bowl, which is a pretty bold move for a large corporation to just roll the dice like that. But clearly, that kind of creative content in an ad has a ring of authenticity.

David: Here's an inspired marketing principle for us to play with. When you talk about relationship and interactivity, when there's good behavior and good performance on both sides, that creates trust. And when there's no relationship, then certain levels of proof and authenticity create trust. So when you have the relationship, maybe the standards for proof are lower, the demands are lower. But the authenticity, in either case, is going to be a requirement to have a lot of success with marketing.

You want to have a good relationship and ongoing, meticulous, squeaky-clean, totally believable proof and authenticity.

Craig: This chapter really hits home the need to explore the difference between inspired ideas and ego-driven impulses that aren't based on real, solid market demand. When we get an idea we really need to sit on it a little bit and let it percolate, because you'll know the difference once you really start watching for this.

David: I believe God gave us left brains and the rational thought process for a reason and sometimes it's to put on the brakes and sometimes it's to be more precise. But I think one of the most important things is to evaluate ideas realistically

after we've been off in our imaginal place, which just by its very nature can't be realistic, because you're creating stuff that's not real yet. However, it can become real; it does need to be meshed with what's real in this world in order for people to accept it.

Craig: That's one of your most important observations right here at the end of the interview. When Joe Vitale writes a book he first just gets the ideas out. Then, he meticulously and, as he puts it, ruthlessly, edits what he's written. You need to take a look at what you've done with fresh eyes and let the initial intoxication of the passion settle a bit. That's something I've found in masterminds that happens a lot is that you bring a good idea to the table, and it will grow in new and unimagined ways, once you get some other minds focused on the project.

David: When Hollywood comes up with a new idea, it's not completely different from anything else that's been done. It's a *little* different. For example, in *Rosemary's Baby*, someone becomes possessed and her head starts spinning around and this awful scream comes out of this person, right? The sound engineers took the roar of a lion and the roar of a bear and they mixed the two of them together. No one has ever heard that actual sound before, but they've heard the two sounds in separate contexts, and they both create a tremendous amount of terror.

That's an example of unreality and reality meshed up together. It's an important reminder that new ideas still need to have enough of a ring of familiarity so that people accept them.

Craig: That's a great place to end this chapter and thank you for an amazing interview. I would love to give people a way to read up more about you.

David: I think the best way is to go to davidgarfinkel.com. We're going to have a free subscription level where you can get some good information and some old issues of my newsletter at worldcopyclub.com.

Key Ideas:

- There is a need to explore the difference between inspired ideas and things like ego and impulses that are not based on good market demand.
- It's important to remember that new ideas still need to have enough of a ring of familiarity so that people accept them.
- There is a huge difference between inspiration and impulse or emotion.
- God gave us left brains and the rational thought process for a reason, and sometimes it's to put on the brakes and sometimes it's to be more precise.
- Passion gives you a competitive advantage because you'll put in more effort than the competition.

8

Give What You Love and the Money Will Follow

Lisa Coltman

Do you need years and years of marketing training to dare follow an inspired idea and do what you love? After all, many of the people in this book are world famous marketing success stories, even legends.

Lisa Coltman's touching story proves that following inspiration can be a completely new adventure in your life that only requires that you answer the call.

Read on and discover the true story and lessons in Lisa's successful launch of a new art business at Sunfusion.biz that is soaring on the wings of word of mouth buzz. Her story is all the more powerful when you realize that when she started, Lisa was not a marketer or an artist.

It all started with a gift.

Craig: I love your work. I remember when I first saw it, at the World Wellness Weekend in Austin, Texas. How would you describe the jewelry you create?

Lisa: The dichroic glass was actually created by NASA as a reflective coating with micro-thin metals. I purchased huge sheets of glass that are coated with these micro-thin metals. Then I buy other sheets of plain glass and cut them by hand, and then layer them and create my designs. Finally, I use a kiln to fuse them together.

Craig: I loved your story of how you got involved in this business in the first place. It's a great example of inspired marketing.

Lisa: I met a local Texas artist named Brenda Chapman, who made beautiful suncatchers. Brenda showed me her technique and I noticed she needed help in her business. She did trade shows, outdoor shows, the Pecan Street Festival, and Grapevine Festival, but she's not a salesperson. So I said I'd love to go to shows with her and that's where I was introduced to the dichroic glass.

Prior to meeting Brenda, I'd never created anything before. I had never even taken an art class and Brenda kept encouraging me to make it on my own rather than just buying other people's jewelry. Brenda was my gift of art and without her, I wouldn't have found this passion.

Three years went by and she finally said, "Lisa, you have to learn how to make this. You love it." So, a few months before Christmas, I added up how much a kiln was going to cost and how many gifts I could give to my family and friends. And together, with Brenda, I learned to make it.

One of the artists that we met gave us some tips, but really we just had to wing it and try new things. I took them to

my family and friends for Christmas and asked them to pick out what they wanted. It was incredible to see them having fun with something that I made. After Christmas, all their friends and relatives started calling, wanting to buy my jewelry.

Brenda and I wanted to engrave images in the dichroic but weren't sure if it was possible. First, we tried sandblasting.

Craig: So you started out with the sandblasting technique?

Lisa: Yes. Awards, like regular clear, crystal plaques are made with sandblasting. Sandblasting is also done on marble. It's a special film that you process in a darkroom and transpose your logo or any kind of graphics that you want.

Our first image was a giraffe on a pendant for the Fossil Rim Wildlife Center. We were also asked to create large plaques for an event for Fossil Rim's biggest donors.

I think that the greatest thing for me was actually creating something and seeing peoples' reactions to what they liked, which was inspiring for me.

I've given a lot of my work away and the gifts that have come back have been incredible. They include learning the technique and making money at something that I really love doing. I also got some great publicity.

After the Fossil Rim event, I was contacted by our local NBC affiliate. They were interested in what I was doing and asked me to do a live interview on the morning news.

I'd never been in front of a TV camera before but I believe I was more nervous after it was over than during the interview. I was truly amazed that what I was doing was of interest to them and that they wanted to help promote me on television.

Craig: So you don't have to worry about some of the technical details and so forth that aren't necessarily fun for you, like the web site stuff.

Lisa: Actually being around people like you, Joe, and Bill who have been involved with computers and the Internet have really inspired me to realize I don't have to do it all. There are other people out there who can help me in that process—from updating my web site to cleaning up the graphics so that I can focus on the artful aspect that I love doing.

Craig: Now I remember a story you told about how you upgraded your saw.

Lisa: Before I tell you that story, I have to introduce my grandmother, Mimi. Mimi was the traditional type, never worked and always at home. She was a painter. When I connected with this, she kind of lit up, and it gave me this really neat relationship with my grandmother. I'd take my work over and she was always picking out things and telling me what color she was going to be wearing for the season so I could make her things. This is a woman who would wear diamonds full-out Dallas style and then could go to the farm and drive a huge tractor.

In her last years, almost every time I saw her she had on one of my pieces. She'd put her diamonds away and was wearing my work.

So in this process of learning and in creating, I was very frustrated because I wasn't able to get the specific shapes that I wanted. Some of the things I created turned into blobs, like wasted glass. No one's ever going to want that, I'd think. It's as big as a belt buckle. Then it dawned on me that I could do belt buckles! So I started doing belt buckles to use the glass that I made mistakes with.

There were certain shapes I wanted and didn't know how to create with the tools I had. I learned that you need a certain type of saw.

I was telling my grandmother about it and she said, "Keep looking for that saw and keep me posted." So, finally, I started

talking to people who do a lot of rock work and decided I was going to go for something to cut marble. If they can cut marble with this saw, then I can cut glass and it will be fast.

So it's this huge saw and it was about \$1,500 and the blades cost almost \$200 a piece, and you can only cut so many pieces of glass with a single blade. I told my grandmother that I had found what I needed and I had around \$800. I was only buying tools as I had the money to do so. And she said, "Go buy it tomorrow. I'm sending you a check in the mail. I want you to be able to create your vision."

So I got my saw and the very first shape I tried to create was a butterfly. At first, they were half winged. Then I learned how to make templates on the outside of the glass and created three butterflies. I took them to my grandmother and let her choose her favorite one. Just the encouragement from her to really follow my heart was super, because there are a lot of pressures that come from having two young boys and trying to take care of them and then find time and energy to explore my passion. I have never really had a passion before, besides playing in nature, until I touched this glass.

It was probably two years ago that I got the saw. My grandmother loved hearts and she inspired me to make heart pendants. She gave them to her friends that had lost a loved one. So I got to pass things through her.

My grandmother died in December. She had become ill about a year before and just never really recovered fully. The greatest gift is to really connect with another person. I would sit with her when she was getting so thin, and she took me by the hand and said that she was so proud of me for really following my heart and urged me to not let that go.

We talked about how much time it takes me to sandblast and the fact that I was having a lot more orders come in.

Because I am balancing being a mom with working, there are only so many hours in a day that I can devote to my work. So my grandmother asked, “What could you do to make your work go faster?” I said, “I don’t know.” She said, “Keep looking, you’ll find it.”

Later, I had an opportunity to visit with T. Harv Ecker, the author of *Secrets of a Millionaire Mind*. We were discussing my business and he asked how many images I could produce a day. He encouraged me to think bigger and seek ways to make a lot more. This inspired me to start doing some research.

I began searching for different tools on the Internet. I came across a laser, so I called the company and asked questions. They were not at all familiar with the process I was using. So I sent them some pieces and they engraved them for me and sent them back and it was great. They’re telling me how many pieces I can do in an hour, but investment in the laser was anywhere from \$12,000 to \$40,000, depending on its size.

So I let my grandmother know what I had found and then talked over with my mom whether or not I needed to make such a huge leap in that direction. That’s a scary investment especially when I didn’t actually have all the clients lined up to keep me that busy.

So several months went by and my grandmother went into the hospital on a Monday, I believe. On Wednesday, I went in to see her and she wanted to know how things were going, told me that she was going to get better, and that she was going to be home on Friday. Then she said, “Lisa, I have a gift for you as soon as I get home, and it’s going to help you with your work.” And it was money for the laser.

She’d been talking to my mother and they were going to offer to loan me the money to get the laser. They told me on a Wednesday night. The very next day, she had a stroke. We

stayed by her side holding her hand until she passed away on Friday. The whole family was there with her.

After my grandmother passed away, my mother continued with their plan to get me the laser, so all of my work is a representation of my grandmother's support and her spirit.

Craig: I want to thank you so much for sharing the story because it was actually that story of your interaction with your grandmother and her gift that inspired me to think of you for a chapter in our book.

Now, I've talked to you about getting my own little piece made.

Lisa: Yes, tell me again, the word that you chose—

Craig: Fear-less was the word I came up with. It's a compound meaning. You don't want to be without fear, but you want to fear less.

Lisa: Absolutely.

Craig: You're creating something that perhaps feels even bigger than you intended; you're part of something bigger.

Lisa: I began simply creating jewelry to give as gifts. Then to have people want to come and buy my work, that was amazing. It helped me to grow and to be able to create an income that allowed me to create more work. And the more income that I can create, the more I can give away.

Craig: Your initial intention was to give gifts. So your whole process started with giving, and it was accelerated by your grandmother's gift to you.

It's still part of what you're doing.

That's wonderful to be on that path and that's what the inspired marketing book is all about. Inspired marketing is what you're doing and you'll find that as your business continues to grow, it is its own form of marketing.

Lisa: I'm continually learning and being grateful for that bigger aspect.

Craig: Absolutely, and I really think we've captured that beautiful story and your grandmother's gift is now immortalized in words in a book. And your web site is again?

Lisa: Sunfusion.biz.

Key Ideas:

- Gift-giving and doing what you love can turn into a full-blown business.
- The support of business colleagues and loved ones can help fuel your passion and keep your dreams alive.
- In business, there is no such thing as "making a mistake." What we consider to be a mistake is actually a launching pad for a new product idea.
- There is a solution that exists to every problem. Persistence in finding the answer is *always* the key!
- Remember "fear-less." In life, you don't want to be without fear, but you want to fear *less* and act from inspiration more.
- The more money you make, the more gifts you can bestow onto others.
- You'll find that as you're growing in your business, inspired marketing leads to new and greater opportunities you may have never imagined before.

9

The Secret to Inspired Marketing Is_____

Mark Joyner

Mark Joyner is one of the true pioneers of Internet marketing, credited with not only coming up with, but rigorously testing most of the strategies and tactics Internet marketers use today. Using the power of curiosity in e-mail subject lines to increase response, like the fill-in-the-blank title of this chapter, is just one of Mark's many innovations.

He's the founder of Simpleology.com: The Simple Science Of Getting What You Want and best-selling author of The Great Formula, The Irresistible Offer, and MindControlMarketing.com. He remains on the cutting edge today with his unique marketing campaigns.

With his background that includes military duty, human persuasion, and direct marketing systems, we wanted to know what Mark would say about the role inspiration plays in his success.

His answer is a fascinating examination of where science and inspiration meet.

Craig: I remember when you first told me about Simpleology.com. It struck me as a good example of inspired marketing.

Mark: I think that while a lot of it came from flashes of inspiration, a lot of it came from just plain necessity, as well.

Simpleology came about as a result of the people who I was consulting for paying me \$2,000 an hour to give them marketing ideas. It became very clear to me very quickly that they had a million and one great marketing ideas; they just weren't getting any of them done.

So, I would teach them the stuff that is now codified as a system in Simpleology. I just simply asked myself the question, "Who am I and what am I doing when I'm at my best?" because we all have great days and bad days. When I'm at my best on my good days, what am I doing? I was teaching people how to mimic those behaviors.

A lot of talk is made about modeling these days, but the problem with modeling is you can imitate someone, but if you're imitating the wrong behavior, it's not going to generate the right results, right? I asked myself, "Well, what kind of a system can you create that would actually be more accurate?" That's the inspiration that brought up Simpleology.

Craig: I think one of the other concerns I have about modeling is the self-report aspect in which people explain what they think they're doing. What they report is not always the same as the sum total of what they're actually doing, because they may not be aware of certain unconscious behaviors.

Mark: That's exactly right. We're modeling behaviors all the time, sometimes unconsciously, but we don't know which of those behaviors are bringing about what results. It's very, very difficult for us to know that without a lot of extra information. You're also very right that if you deliberately try to adopt the behavior someone is modeling and they say, "I do X, Y, and Z," what's going on consciously in their mind

could be something totally different from the unconscious process that's bringing about the result you want to achieve.

Craig: What would you say are some of the risks involved in what I would call inspired marketing, where you're coming from the heart, or you simply get an idea and run with it? I just want to play devil's advocate with my own idea and see what you think.

Mark: Well, that's a really interesting question. If it weren't for Malcolm Gladwell's recent book, *Blink*, my rational mind would say, "Well, look, your heart can definitely deceive you." Sometimes we feel in our heart that we love someone, but that person ends up being toxic for us. Sometimes you hear people say, "I knew that was going to happen. I just didn't listen to my gut."

All of the research Gladwell describes in *Blink* certainly supports that idea. Do we know that is true? I don't know, but what I would say is I think the answer may be simpler than we realize. If we follow inspiration the moment that it hits, the one thing we're doing is bypassing the question that asks, "Should I do this later or should I do it ever?" The answer is you're doing it now. The real result is that you're doing it. It could be that the philosophy of taking inspired action is just a great way of stimulating you into taking lots of action. As I'm sure you know, some of the inspired action you take sticks amazingly well—some doesn't—but all of that beats hands down all of the inaction of your past.

Craig: Yes, yes. Well, inaction is inherently a nonresult or a result that you didn't want.

Now, one of the inspirations behind inspired marketing for me is the necessity to stand out from all the other noise that consumers are facing. What I find with inspired ideas is that they tend to capture not only your own imagination and passion, but they seem to grab the consumer, as well.

Mark: So, you're saying that an idea that inspires the consumer is one that's more likely to have a positive marketing effect?

Craig: Yes, people are more likely to take notice of something if it has an essence of authenticity to it, as opposed to something that's formulaic or something they've seen a thousand times before.

Mark: I would say that's true. Of course, we can only theorize about these things. But one thing that we do know is that part of the buying process is trust. If people don't trust you as the messenger, they're simply not going to buy no matter how good the message is. It stands to reason that genuine inspiration leads people to send out cues that indicate they genuinely believe what they are saying. That, in turn, leads other people to believe. Conversely, if you doubt what you are saying, I'm sure that at some level people can read that. It manifests itself.

We know for sure that humans are amazingly adept at reading supremely subtle cues on the faces of other humans. It would also stand to reason that your enthusiasm or lack thereof can telegraph itself in your choice of words when you're writing your sales copy for a particular marketing piece, as well.

Craig: Absolutely. I think that the kind of words you use or perhaps, more importantly, the kind of words you don't use when you're uninspired is going to extinguish that fire that your copy would have if you were just letting inspired ideas flow out.

Mark: I think it's a valid theory. Writing is an expression of ourselves. The best writing mirrors what we're feeling in those moments. Sometimes we can read pieces where we can actually feel the emotion; we can feel what someone is thinking or feeling in that moment.

My great friend, Ted Nicholas, who's one of the best copywriters in the world, gets himself whipped up into a peak

state of excitement before he writes a sales letter. He even reaffirms to himself that he's going to write with passion and honesty and integrity. The results his writing generate certainly don't need any explanation from me. He's sold well over a couple of billion dollars in products and services.

Craig: Well, I come from the old-school perspective where you market to proven hungry crowds and you really think through the marketing. When you instead run with an inspired idea, I think there can be a dynamic tension between the two approaches.

Mark: Right. That's another thing. It certainly stands to reason that it would be wise to go out and do a little bit of research to find out whether or not a market for something exists. Another approach you try is what is called a "blue ocean strategy." That's from another really, really interesting book called *Blue Ocean* by W. Chan Kim and Renée Mauborgne, which talks about going out and creating markets where markets didn't exist. By doing so, you beat your competition by simply sailing in waters where they aren't.

Craig: That reminds me of the strategy to create your own category even within the market you're in.

Mark: That's right, and that's what we were attempting to do with Simpleology. We tried to be something so totally different that we weren't competing with any of these other guys. There are some areas where there's a little bit of crossover, but we try to be different enough that there simply wasn't any competition. We didn't have to try to be better than anyone in a particular area; we were the best *we* because we're the only *we*.

Craig: Right. You're the only one in the category, so you don't have to prove that you're better.

Mark: Our mutual friend, Joe Vitale, believes in acting on that inspiration immediately, and I think that there is definitely

merit in what he says. It allows people, while that momentum is there, while their minds are focused on the topic, while the energy is there, while their belief is there, to actually go in and take that action in that moment. If they don't, it's going to be much more difficult to complete that task.

So, for that reason alone, I would say that the idea of inspired marketing and applying it in this way that we're talking about here, is a very, very valuable thing.

Craig: That brings to mind a story that involves both you and Joe, actually. It was an interview that you were doing on the phone three years ago, or so, and he was going to hypnotize you on the phone. I believe it was the first time that had been done—certainly in a teleseminar environment.

Mark: I think so.

Craig: He told me that he was going to hypnotize Mark Joyner on the phone and the way he described it, it was just a completely inspired idea. He wasn't sure what he was going to ask you in that call. But then he said he thought, "Wow, I'll hypnotize him."

Mark: We generated about \$35,000 in sales from that phone call as I remember. If people haven't heard this story before, it was so interesting and so fascinating, and it fit so perfectly with that particular campaign that we were doing.

At that time, people didn't believe that I was serious about shutting down my Aesop.com business. I suppose two years later, when they saw that the business was closed, and that it wasn't involved in anything, they finally believed it. Back then, people thought, "Well, how is this guy going to sell all this strategy, software, and e-books for \$1,000? How can that be true? He's not going to sell the real information. He's not going to give all this stuff away. It just can't be true." So, Joe thought, "Well, if believability is the

problem, then how can we improve that? Then, pow! Inspiration hit.

I've got to say, he genuinely hypnotized me on that call. I do not, to this day, remember exactly what happened during that call, and I don't think I ever listened to the recording that I can remember, either.

Craig: To get people to actually show up for a teleseminar and to actually pay attention, is even more difficult today than it was back then. To get people to devote time in their evening to show up and listen to somebody, you have to have an element of the outrageous and a clear answer to the question, "What's in it for them?"

I think that you really combined the two. Like you said, it struck at the core objection in the offer, which was that you were including all this code and all these files and everything from your business all in one package. What I think was interesting is that you were very clear with people that they would need to take some of that stuff and further develop it. So, you were very upfront about the whole offer.

Mark: Oh, I think that was a great offer and it was very, very upfront; it was very honest. Back then, I believe that was probably the first really big high-ticket item like that in that particular market. People were typically selling products in the range of anywhere from \$20 to a couple of hundred dollars. So, that was the first time that anybody had seen an offer like ours. It made people raise their eyebrows and wonder, "Hmm . . . why so expensive?" It raised this question even though compared to what was being offered, the cost was very, very low.

Craig: Yes, that's true. It was I think the first high-dollar launch of a product in our industry that I'm aware of. That was quite a while ago.

Mark: It was. It was April 1st, 2003. That's another reason why people didn't believe the offer—it was April Fool's Day that it came out.

Craig: Now, was that planned or was that just sort of an accident?

Mark: It wasn't planned at all. It just so happened that was the day. There were events leading up to that that made me realize I wanted to close that business down and it just so happened to fall on that date. Completely serendipitous.

Craig: Interesting. Every time I hear words like “serendipity” I perk up because I'm seeing that happens a lot in inspired marketing.

Mark: I would imagine it would.

Craig: It seems like you tap into something else, like it tilts probability when you follow inspiration. When you're following an inspired path, things seem to line up.

Mark: Well, most scientists you talk to would probably say that's something that's not provable. But there are some interesting studies out there these days where we are starting to see that maybe there are some alternate ways of communicating with other members of our species, or even, in fact, with an entire group of our species. A really interesting scientist who many people consider to be a heretical scientist is a gentleman named Dr. Rupert Sheldrake. Sheldrake has done some very, very fascinating experiments that appear to have been done in very well controlled and statistically valid settings.

He has a theory of morphic resonance, or what he calls “M fields,” where he believes that there is some form of communication going on that we simply cannot measure at this point in time. The existence of M fields is still just a theory and he's got only isolated bodies of evidence to indicate that they may exist. He, himself, can't measure M fields, but you can watch a really interesting video called *Seven Experiments to Change*

the World, that Sheldrake made. He shows you actual experiments that he's conducted to indicate the existence of morphic resonance.

Now, the reason that I bring this up is you ask, "What are you tapping into?" and none of us really knows. Is it the subconscious mind? Is it some superconscious mind? Is it the cosmic or conscious—if you believe in such things—who knows? What is it?

Well, here's a guy who's actually trying to quantify that and measure it. It's funny, we can look at these phenomena in our lives and we can instantly dismiss them and say, "Well, it must be this or it must be that." We can't really know that, but if scientists are willing to admit the existence of those phenomena and also admit that we don't know what causes them, then we can make really interesting observations and discoveries.

That's what Sheldrake did. He asked questions like, "When people say that they can sense when people are staring at them, can that be true?" He conducted a really interesting experiment with some students in Great Britain in which he had them either look or not look at the back of another child's neck.

During the experiment, one student would stand behind another student and would either look at the back of his neck or not. The student in the front who was being looked at or not looked at would write down at the end of that trial, "I felt like I was being looked at," or "I didn't feel like I was being looked at." He repeated these trials to gather enough data to show that to a statistically significant degree, the students would be able to report more often than not whether or not they were being stared at.

The reason I bring this up is because the question you're asking is a really, really profound one. I don't know if any of

us have the answer yet, but hopefully people reading this book will be able to consider the possibility. I'm not saying, "Hey, look, go out there and blindly believe that this phenomenon is true," whatever this phenomenon may be. That's not going to do any of us any good because that type of thinking isn't going to get us closer to the truth. But there is value in actually inquiring in the way you are, Craig, being willing to say, "Hey, I want to play the devil's advocate with my own idea. I'm an experimenter. I'm an investigator. I'm trying to find out what's going on here." I think that if we can do that, if we can foster that type of mentality, we'll speed up the rate at which we discover what's really going on in this world.

Craig: Mark, when we were talking the other day, you mentioned a concept related to this called, "utilitarian model flexibility" from Simpleology. I think that's relevant here.

Mark: Yes, the idea is that everything that we think about the world, and everything that we believe about the world, is a model that we construct to help us understand what's going on. Sometimes we believe models that more or less accurately describe what's going on. The fact is that we may never, ever have a perfect model for understanding the way the universe works. It may simply not be possible.

If you look at the history of science, you'll find that sometimes things that the scientific community believes to be irrefutably true are turned on their heads. For example, before Louis Pasteur, the medical community used to believe that there were fluids in the body called humors that would determine the sickness or health of an individual. That was their explanation for almost all illness.

Then, Pasteur said, "Well, hey, I think there are these microorganisms that cause some kinds of illness," and he was ridiculed for many, many years. But now we know that germ

theory is one of the core fundamentals upon which our current body of medical knowledge is built.

The point of this is that with utilitarian model flexibility, we pay respect to the fact that what we believe about the world is a human construct. It's something that the human brain created, and it may or may not be a complete and accurate picture. We need to be flexible in our way of looking at the world because the moment that we close off other potential models, we harm ourselves. If all models, by definition, are incomplete, accepting one model as an absolute will cause you harm because you're going to come across times when that model simply won't be an accurate way of analyzing the world.

The word "utilitarian" means if we're going to be flexible about these models and change the way we look at the world in the same way we change shoes, then what shoes do we wear? Well, we put on the ones that have some usefulness to us.

I'll give you another interesting example and that is the classic difference between Newtonian physics and quantum physics. We know now that Newtonian physics doesn't describe the behavior of quantum particles very well at all, but Newtonian physics work extremely well in our normal day-to-day world. In fact, when I was an artillery officer, we lived and died almost purely by Newtonian physics. So, we can accept that model of the world in those particular instances where it applies. Then, when we have other occasions where the model doesn't necessarily apply, we reject it and look for something else.

If people were taught this idea at a young age, if they had that level of flexibility, I believe that a tremendous amount of suffering would be prevented. So much of our suffering is created by these edifices of thought. We feel compelled to

pretend that they're true and defend them, even though we have huge bodies of evidence to counter that belief.

Craig: Well, I think that challenge is also inherent in marketing where you need to balance, let's say, Newtonian marketing principles where you have standard formulas that have worked. Then you balance that with, let's say, an inspired idea. This model would fit more in the quantum model where it's a leap from the previous activity and may not have any proven connection. Yet, it may work far better than what the Newtonian model of the proven template would have suggested.

Mark: Well, there's one thing for sure that inspiration does for us and that is that it does pull us out of our existing model, doesn't it?

Craig: Yes.

Mark: The existing model that we have is almost never going to be—and I say almost, based on my knowledge now—perfect. If it's never perfect, distancing yourself from that model can only benefit you from time to time by giving you alternative ways and potentially better ways of looking at things.

Craig: Very, very interesting. Very interesting. Well, I have definitely enjoyed playing with these ideas with you, Mark. I suspect we could probably go on for another hour.

Mark: I think we could.

Craig: Well, Mark, I can't wait to see what you do next. Is there anywhere that people can look you up, find you, and see what you're up to?

Mark: Well, sure, they can learn about me personally at MarkJoyner.name or they can check out Simpleology that we've referred to quite extensively here at Simpleology.com.

Craig: Great, Mark. Thank you very much. I appreciate you extending yourself from New Zealand to have this call and give the interview.

Mark: Thanks for having me. It's always a pleasure, Craig.

Key Ideas:

- The necessity to find a new way to model successful behavior inspired Simpleology.com.
- Modeling the wrong behaviors, unconsciously, can keep you from attracting what you want.
- Inspired marketing can be a great way of stimulating you into taking lots of action and bypassing doubt and procrastination.
- Genuine inspired marketing can create a positive effect when the consumer can pick up on cues in the sales copy generated by the marketer's genuine belief in what they are promoting.
- Inspired marketing can help set you apart from your competition in your own unique new category.
- Inspiration can lead to "firsts" in your industry, like the record breaking teleseminars when Dr. Joe Vitale hypnotized Mark Joyner for a live audience, generating record breaking sales.

10

Follow the Chain of Inspiration

Mark Ryan

Mark Ryan's a longtime practitioner and student of hypnosis, Neuro Linguistic Programming (NLP), and persuasion, with more than two decades of experience as a certified coach, trainer, entrepreneur, and Reiki master.

His passion and study of how the mind works is matched by his deep exploration into spiritual principles and the combination of the two has fueled his work to help others clear inner blocks to health, wealth, and happiness.

The runaway success of Mark's and Joe Vitale's SubliminalManifestation.com is a perfect example of the power of inspired marketing and a story worth studying closely.

As you follow along as Mark tells the story behind the success, you'll see in detail the chain of inspiration that followed from the smallest action and how it led to Mark and Joe creating a wildly successful DVD business.

Before you second guess your next nudge of inspiration, see what happened to Mark as a result of simply entering a contest.

Craig: You have done some amazing things that I can't wait to talk to you about. Let's start with your story about Dr. Joe Vitale's contest.

Mark: Joe Vitale held a contest and was offering some free seats at his Spiritual Marketing Super Summit in 2004. When he asked for stories, I wrote a story about mentalist George Joseph Kresge Jr., better known as The Amazing Kreskin. I was inspired to write this story, and I knew that Joe and I both liked Kreskin. In 30 days they were going to decide who the winners were. After about two or three days, I got a letter back from his secretary and Joe said, "We are not even waiting the 30 days. We like your story so much, you are coming."

My story was about going to Turning Stone Casino in upstate New York to see Kreskin perform. I just really loved the magic and the mind reading that Kreskin was doing. I told Joe that I was going to see him that night. Before I left Joe said, "If you get a chance, say 'hi' to him for me."

Kreskin asked the audience to concentrate our minds on certain things. Since I had just been on Mr. Fire's web site, I remembered seeing pictures of the fire and seeing pictures of Joe. During the show, Kreskin stopped at one point and asked, "Who . . . who's . . . who is Mr. Fire?" I thought, "You've got to be kidding me." Then, he went on. I had three different mental messages that I sent him, and he rattled them right off right in a row.

Actually, here's a great inspiration! I was getting ready to leave the casino and I got inspired to stand on the end of a row, close to the backstage. I was thinking about how it would be really neat to go back there and meet my childhood hero, Kreskin. I was standing there, smiling, thinking about

it. This guy came from the backstage and walked directly up to me and asked, “Would you like to meet Kreskin?”

Craig: Really?

Mark: Yes, and I told him, “Yes, I would!” He treated me like a long lost brother and I got to have my picture taken with him. I actually got an extra picture, which I brought to Joe at the Spiritual Marketing Super Summit, because that’s what my story was about . . . meeting Kreskin.

Craig: Well, Mark, this is a perfect example. I originally wanted to talk to you about your DVDs, but I never heard that story before! Looking back at the chain of events, your DVDs with Joe are enormously successful. And it all started with being inspired to write that Kreskin story.

Mark: Yes!

Craig: That action of entering the contest sounds inspired, and the event that you were writing about was inspired. You can look at the results of these inspirations that guide not only the business decisions or the marketing campaign or the ad copy, but the things that got you to the relationships or to the point in your life or whatever you are doing to put you in a position for the events to take place.

Mark: Well, it gets better! As I get the inspiration, I just follow it without having to have a set agenda. I let it flow.

Now, inspiration has a language of its own and at first, it may not come out quite right. You may stammer and stutter a little bit and you may not even be able to put it into words. The key is to act on it anyway and eventually you’ll be able to speak the language. It’s like learning a foreign language. You have to learn how inspiration speaks to you and how to discern the difference between inspiration and temptation before you act on it, because there is a difference between inspiration and temptation. There’s an old saying, “Don’t mistake temptation for opportunity.”

Inspiration is opportunity. Here's how it played out in my life. Not too long after the Spiritual Marketing Super Summit in 2004, I happened to be sitting at my computer when an e-mail from Joe arrived. He was going to be going to the NGH, the National Guild of Hypnotists, and he was looking for volunteers to help with the booth.

Well, I wrote him back and I said, "Look, I've been doing this for years; it's a no-brainer." Now, is it okay for me to just keep going with this?

Craig: Yes! I say we follow wherever you want to go with it.

Mark: So, what happened was right before I went to that first meeting with Joe at the NGH, I had spent July 4th in Mount Shasta, California, at a trade show. There, I read some articles about Dr. Hew Len and Ho'oponopono. Right before that first NGH somebody handed me an article and said they were inspired to give it to me. Literally, that was his word. He said, "I am just inspired to give this to you."

It was an article he had gotten from Dr. Len's Ho'oponopono weekend event that he had just been to. I read the article. Now, I had just gotten done reading *The Book of est* by Luke Rhinehart. The book talks about being 100 percent responsible for the content of your life, for what's in your life. Coming right after the book, that article just touched me so deeply! I knew that I was onto something that was the secret of life, basically working from that premise. It really shifted my thinking. I read the article over and over and over again until it got deep inside of me.

A few weeks later, I was at NGH with Joe. As we were sitting there talking, I felt inspired to tell him about the Ho'oponopono article. There is a hesitation that people will get with inspiration when they wonder, "What is he going to think of me? Will this person think I am strange?" Yet, there is that inspiration that comes up and is pushing you and

saying, “Give it a shot! Just say it! Just try . . . who knows? They might think you are goofy, but they might not.” So, I told him the story about this therapist, Dr. Hew Len, how he cured everybody in this mental hospital for the criminally insane using Ho’oponopono. Joe gave me a funny look, but there was a little bit of a smile there, too. He said, “You don’t expect me to believe that, do you?”

So, he kind of brushed it off like, “Well, that’s kind of a little crazy or maybe a little woo-woo or whatever.” But, he liked the way we sold everything on the table at NGH, so he asked me if I’d like to come back next year. I said, “Absolutely!”

So, the next year, I went back to NGH. We set up the booth and had everything on the table, and I asked him again. “By the way, Joe, did you do anything about that article with Dr. Hew Len? He said, “Uh, no. Tell me that story again.” So, I told him the story again and this time it hit him. He got inspired. He said, “Let’s just go look it up on the Internet right now. We’ve got to find out about this Dr. Len.”

He got inspired right at that point. It got him, and he took action. We went out in the hallway and there were thousands of people around us. We were sitting on this little couch, pulling up these articles on the Internet and searching them. We got enough for him to get inspired to take it to the next level.

Again, at NGH we sold out everything on the table. We had a lot of stuff and he was very happy about that. After that inspiration, Joe was really into it. I got a phone call from him, I think it was October, a month or so later. He said, “You are never going to believe what happened.” I said, “Tell me!”

He started telling me about how he had contacted Dr. Hew Len. If you want to read about it the whole story is in his book *Zero Limits*. He was inspired to do some e-mail

therapy with Dr. Len and then he convinced him to do a phone call, found out where he was going to be speaking, which was in Calabasas, California, in November. He called me up and said, “Look, I’ll pay for your seminar. Just get yourself on a plane, fly out here, and we’ll do this seminar together.” I told him, “Okay! Let’s do it!”

We had an incredibly miraculous, magical weekend in Calabasas, and again, he writes about that in the book, so I won’t spoil it. Soon it was time for the third year we would attend NGH. Using the principles of Ho’oponopono and Manifestation, we sold out Saturday afternoon, closed the table down. We gave our table away. That’s how quickly we sold out. Joe asked, “Is there anything that I can do for you now?” I said, “I have some ideas. I think that the subliminal stuff I do would work really, really well with it. I think if we combined the subliminal stuff with the spiritual stuff it could have an amazing effect on clearing the unconscious.”

The year before at NGH, we had talked about doing a DVD where we’d just tell some stories as did Milton Erickson, who was the world’s greatest hypnotherapist.

I said, “What if we did this visual? What with everything that is going on with Manifestation and *The Secret!*” *The Law of Attraction* had really taken off . . . so I was inspired. Joe loved the idea! So, we began the process and the work of putting that together. I had talked to somebody, a therapist I believe, and the therapist told me that forgiveness and love are two of the most important human emotions. We started that first DVD project from inspiration and have sold so many copies and changed so many people’s lives. It has been incredible.

We did two subliminals together, the Subliminal DVDs, and then I got an inspiration. Joe was going to do a couple of speeches, one before a gathering of 160 Religious Science

Ministers in Austin, Texas. I said, “How about we film these speeches?” “Everything that is going on in your life is worth keeping track of; let’s film them and maybe do something with that.” We decided to film both of the speeches. That became *The Missing Secret* and that had fantastic sales.

There is a neat little story that goes with the next DVD, because I had a heavy, heavy inspiration about *Install and Transcend the Secret* DVD. What happened with that one was . . . it just came to me one night. I was getting ready to fall asleep, which is when a lot of inspiration comes to me. I open up to it and when it hits me it’s almost like a seed and everything within a seed is contained. So, that tree, that oak tree is fully complete within that seed. When inspiration comes in, it comes as a package. It hit me so hard that I was wide awake and couldn’t sleep.

I said, “Why don’t we make a DVD of our knowledge and elaborate on *The Secret* and then create a DVD that people could watch and let it get installed automatically into their unconscious mind!” So, the next day I sent that idea to Joe and he loved it. I got on a plane the next weekend and flew down with the camera equipment. We set up in his backyard and I asked him questions over a period of an hour and a half. We were able to use an hour and twenty minutes of that because he was on like he’d never been on before. His answers were so inspired.

So, if you watch *Install and Transcend the Secret*, you are going to talk without all the ‘ands’ and the ‘uhs.’ It was like he had written it down already and practiced it. Then, I did the 20-minute hypnotic induction at the end to actually install what Joe had said and what was in *The Secret*. Now, here’s the really amazing thing about how inspiration works. If you understand nothing else, understand this. One of the things that Joe talked about in the DVD is, “Money loves speed.”

When we got done filming Joe's part in the backyard, he got a call on the phone. It was David Garfinkel and Harlan Kilstein.

When he hung up, Joe said, "You are never going to believe what the guys just said."

"What?" I asked.

He said, "David and Harlan got together and they came up with a million dollar idea. They want to do a hypnotic video on *Installing the Secret!*"

Joe and I just looked at each other and laughed. He realized *I just got finished doing it right now!* and e-mailed them back.

Craig: Wow! Well, first of all, that was amazing and I hope that everyone takes a moment to really let the chain of events Mark just revealed—from the submitting of your story to Joe's contest to that moment with Joe in his backyard, to how "Money likes speed," to David Garfinkel. Let's go back to when you mentioned that inspiration comes as a seed with everything in it, okay?

Mark: Yes.

Craig: Guess who I just talked to yesterday?

Mark: David Garfinkel?

Craig: Yes! He said inspiration comes to him as a complete thing.

Mark: Wow! The synchronicity.

Craig: Now, you mentioned the difference between inspiration and temptation. He had a very similar clarification between ego and emotion in relation to inspiration. So, when you said David Garfinkel just now I thought of what he had just said to me. I was thinking, "Man, Mark is on a roll. I don't really want to interrupt him, but I've got to tell him this thing David Garfinkel just said."

So, this synchronicity is something that stumps a lot of people because they either aren't aware of it or they just say,

“Oh, well, that’s coincidence.” I am calling it inspiration. You’ve mentioned the chain of inspiration that connected your submission to Joe’s contest to the DVDs you and he have created.

Mark: Well, just go back to the seed metaphor. A corn seed grows into a corn plant. So, if you work and take action on and trust in inspiration, you are planting more seeds. When you plant one seed to get a corn stalk, how many more do you get for doing that one thing?

Craig: Well, eventually you would have a corn field.

Mark: Yes! You get that stalk of corn and how many kernels of corn are on the cob that are then seeds that can be replanted? So in no time at all, you’ve got a field of seeds. Inspiration is exponential! If you take action on that inspiration, it’s like the universe or the divine being says, “Great!” and gives you a whole bunch more to plant. Well, some of the seeds you eat and enjoy. The rest of the seeds you replant again and inspiration continues to grow.

You get more of what you focus on. It’s the same thing with inspiration. As you take the inspiration and trust it and act on it, you start to understand that you don’t have to control it all; something else even better and bigger is in control of it. Yes, we still have to do our stuff. We have to stop at stop signs, and we still have to pay our bills and all of that. However, there is a magic that begins to happen when you realize that what you want, the way you really want to feel, and your life purpose is involved in the inspiration process somehow. You realize that if you follow the inspiration, you are going to get not only your dreams, you are going to get something beyond your dreams.

Craig: What if you had never submitted your story to the contest? What if you had not taken action? What if you had never gone to the Super Summit? Then, the entire field of corn that came afterward would have potentially not have happened.

Mark: Here's what I believe. If I miss that train, but I catch the next train, the next inspiration, and get inspired and act on it, then I am back on the track. I've seen it happen enough times. There's always a chance. Inspiration is always there, always ready for you if you'll let it in.

Craig: Well, it goes back to the control issue, the hand of the divine is always in your life, especially if you are open to it.

Mark: Yes!

Craig: You'll see the connections and you'll be able to take actions that are in line with the flow of where you are going. Surrender to it instead of fighting it or trying to control it or mastermind it.

Mark: I have a sense of hope and expectation that the next inspiration is right around the corner. Here's a key, a very, very, big key . . . there has to be within that inspiration an idea of how you are going to help others.

Craig: Yes.

Mark: You benefit in the process of helping others. It's what we were trying to do with the DVDs. We want to get people to clear the negative emotional vibrations in their lives, whether they believe it scientifically or not. You think better when you clear the negative thoughts. People are going to be more attracted to what you have to offer. Forget about all of the spiritual stuff. People like being around you just because your attitude is better.

When your attitude is at a high altitude, the divine wants to be around you!

Craig: Oh! That is really great, great insight. The giving aspect of inspiration and serving others is in line with the divine and also a trust in something greater.

Mark: Yes, absolutely! The best way that I can think to explain it is that one inspiration brings the motivation to keep you going until the next one. To quote the Lord's Prayer: "Give

us this day our daily bread.” It’s enough to get bread for the day, to feed yourself for one day. That’s what happens with inspiration; you act on it and it feeds you, and it gives you enough nutrition to get to the next inspiration. It is a chain of inspiration.

If you keep the faith and trust the process the belief that it will continue to be there for you keeps you in the flow of inspiration. Trust me, so many amazing things begin to come into your life. But we are all human. We are going to make mistakes. We are going to get off track.

The important part is how do you learn to trust that force and let it in? If you give it a try, you are going to get it. Then the relationship between you and the inspiration that happens in your life, that’s between you and your creator.

Craig: Fear is what keeps us timid and unwilling to act on inspiration. It makes us doubt it and have no faith because we don’t know what will happen next. I think that faith and trust in that higher power is the key. We don’t have to understand inspiration, like you talked about in the beginning, we just have to surrender to the process and trust.

Mark: Yes. It’s a relationship, Craig. It’s a relationship.

Craig: It is a very joyous way of doing business. It has a whole other level of satisfaction and feelings that go along with it.

Mark: It’s God. It’s the divine. The only thing I am doing is allowing it to come through.

What happens is when you start interacting with the divine, you can’t take credit for it.

Inspiration has its own energy. It is doing its own work, so you give credit where credit is due. So many of us are afraid to say, “No, it wasn’t me that did it. It was something through me that did it.”

Some people want to say, “No, it was me. I did this,” and get that feeling that happens with it.

When the ego takes over it stops the flow.

Craig: Well, the ego wants to take credit for successes, but when something doesn't go right, well then we are looking for something to blame.

By creating and following inspiration you have a greater ability to serve! That ends up becoming your focus.

As Joe pointed out, if you forecast and visualize and set goals and do all of that, you can shortchange yourself. Following inspiration or the divine could have given you something that you might have never even imagined.

Mark: Yes, exactly!

Key Ideas:

- Trust divine timing. Don't blow off synchronicity as coincidence. Inspiration is a chain of events like following a trail of bread crumbs. Inspiration is exponential.
- Learn to differentiate between temptation and inspiration.
- You don't have to understand inspiration just surrender to the process and trust in it.
- Taking action fuels the inspiration process.
- Surrender control because God does a much better job of steering the ship. Let go of your puny vision of what you think you are dreaming of and God will deliver something far beyond your dreams.
- You develop a relationship with the divine that needs to be nurtured like any other relationship.
- Working from inspiration is a joyous way to do business.
- Ego wants credit for success. Giving credit where it is due with inspiration is fair, accurate, and necessary.
- If you miss the inspiration train, catch the next one.
- When your attitude is high, the divine wants to hang out with you.
- You will always benefit from helping others.

11

A Heartfelt Story Heard around the World . . .

Michel Fortin and Sylvie Fortin

What do you get when you combine Michel Fortin, who wrote the first sales letter to bring in over a million dollars in a single 24-hour online promotion, with Sylvie Fortin, whose company is single handedly responsible for running the most successful Internet marketers' businesses? You get a unique synergy that is at the cutting edge of where Internet marketing is today and where it is going. Visit MichelFortin.com and Workaholics4hire.com and you'll see for yourself.

Michel and Sylvie are fanatical testers, savvy strategists, dynamic speakers, and authors with a passion for their craft and a track record spanning two decades and hundreds of millions of dollars in sales.

And yet, it was their inspired blog at BreastCancerVictory.com that we talked about the most in our interview because in sharing the

story of their victory over cancer with the world, Sylvie and Michel shared a powerful vision that goes beyond profit and promotion right to the heart of inspired marketing.

Sylvie: I love telling this story because as great ideas tend to, it happened by accident. I recently had been diagnosed with breast cancer, and I thought it's about time that I come clean with myself. I started the blog more as a therapeutic endeavor. Once it began, my wonderful husband decided to send out an announcement to his list and hundreds, thousands of people were hearing all about my story.

I realized that the blog itself was going to be more than just therapy; it was also going to be an opportunity to share my story with other people going through breast cancer. We decided to monetize the blog, creating a nice little passive income stream. Who would have thought that I could monetize my breast cancer?

Craig: That's the thing. Inspiration can take the form of turning something that appears to be adversity into something good.

Michel: Sylvie, you should tell him about the breast cancer shave-a-thon and all that good stuff.

Sylvie: That was the most fun out of the entire experience. Once I started blogging, it really gave me an opportunity to analyze my thoughts and how I really felt instead of just putting on this façade like everything was fine. One thing that I quite strongly believe in is turning anything negative into a positive as much as I possibly can—not by sugar coating it, but by genuinely exploring, dealing with, and finding a way to move past difficult circumstances.

At the beginning of the chemo I knew I was going to lose all of my hair. Why not make it something that I could look forward to? I could do that because we used the blog and the notoriety that it had gained to do a fund-raiser by shaving off

all of my hair and donating it to charity. Later, people were coming up to me saying that they had seen the shave-a-thon; someone else that they knew had cancer or another life-threatening illness, and they decided to sponsor their own event and fund-raiser and conquer their fear.

One guy did parachuting because it was something that he always wanted to do and he knew he was going to die in a couple of years, so he decided that he would go out with a big bang and raise money for his particular ailment. It was just so touching to realize that by doing a little bit of marketing in a positive way, we were able to reach so many people. I'm still quite honored by how many people know me from the blog.

Craig: Many women do suffer in silence in the shadows with this. By writing that blog, your comments, and the interaction was just beautiful.

That's really the whole message behind inspired marketing. I think there is this unspoken belief among many that marketing is somehow inherently out to get stuff from somebody so there's something wrong with it. There's an agenda with marketing.

Michel: Manipulative.

Craig: Manipulative, exactly, Michel. But marketing can come from the heart. It can be for a very personal journey and really a tremendous global public service to women who are faced with this baffling and rather sinister condition.

Sylvie: I think an important lesson that can come out of this is that my blog at breastcancervictory.com tells a very personal story. That's what marketing is. In its purest form, it's telling a story about a product or a service; it's telling a story that is compelling and enlightening to the reader, or to the person who's watching the ad.

Marketing is about making money; if you're not making money you have a hobby, not a business. A story can inspire

somebody to gladly hand over their money if you can provide them with a value, something that they desire, or something that they feel compelled to give you money for.

In the case of the shave-a-thon, because there was a personal story, people that were never affected by cancer in any way felt something. I was describing the tumor itself and I was describing it the way that the medical diagnosis came to me—in that very cut-and-dried manner doctors tend to use. It wasn't until I described my thoughts and feelings associated with the diagnosis and drew a picture showing the actual dimensions of the tumor that it really hit home with readers and comments just came flooding in. The more you can make marketing personal, the more you can make it something your prospect can visualize, taste, touch, and experience on a visceral level, the better.

Craig: It's kind of a red flag if you can't do that with whatever it is that you're working on because it probably means it may not be there or you haven't tapped into it yet.

Sylvie: What I will always be selling from the breast cancer victory site is not a product itself, it's education. It's grabbing people by the heartstrings and making them understand that women who have what we commonly think of as risk factors for breast cancer—being older, a history of breast cancer in the family, and so forth, are not the only women at risk. Young women, who have absolutely no risk factors, get it, too. In fact, the younger you are at diagnosis, the greater the threat to your life.

It was a concept for women to think about, do the breast self exams and get the mammograms. I knew the only way to make people pay attention was to make sure it wasn't dry and boring. If I can save one life by supplying information at my breast cancer victory site, then I've done my marketing well.

Craig: Absolutely. One thing that I've heard Michel say many times is that people act on emotion. So, by putting that emotion in your story and in the blog, you get people to pay attention and hopefully take action.

Sylvie: I've always been a very private person and my emotions are kept close to my chest. I don't share them with people easily and it's very easy for me to move through life with a big smile on my face and nobody knows any different. So, it was a very tough challenge. I know when you're writing the copy for a product and you're trying to tell a story, it is very easy to slip or hide behind the dry facts and not really explain why you're passionate about it.

Let yourself be emotional, let yourself feel the words that you are saying and let your customer know who you really are. Let your reputation take the risk and if you do that, I think that really breeds success for anything you're doing.

Craig: Sylvie, do you recall the moment the idea came to you, some of the circumstances, how it felt, and in what form it appeared to you?

Sylvie: It was before the official diagnosis from the doctor. I felt that there was something very, very wrong. I just knew it was cancer. So, I was heavily researching, and I came across a few blogs and saw there was something missing. I felt that if I was going to do this, I was going to let it all hang out and be as raw as I could be . . . as honest as I could be.

Because if I didn't do that, I would end up doing what so many other women do and that's suffer in silence while quietly falling apart. I will be telling people the real truth behind it, what it feels like, how it affects your life, how it affects the lives of your family and your friends, your plans and your career.

Michel: I distinctly remember it was just a few days before our wedding when we found out. Literally we found out on a Thursday, I had my bachelor party on Friday night, and we

were getting married on Sunday. That's how close this was. Throughout the entire wedding, we had to hide any kind of emotional telltale sign that something was brewing; we wanted people to come to the wedding and celebrate our union.

Sylvie was researching and found a lot of blogs. We found two blogs that were really cool, positive, one that was actually a bit on the comedic side. However, 99 percent of the blogs out there about breast cancer were really negative.

So when Sylvie started her blog, the wonderful thing is we actually received many, many e-mails from people who read it and said things like, "I was just diagnosed today," or "I'm on my way right now to the hospital for my official diagnosis and it looks like I might have to have a double mastectomy," or "while I was really down in the dumps just before leaving for the hospital I stumbled onto your blog and you changed my entire outlook." It was amazing how it touched so many people and how the word got out there.

Craig: What totally came through starts with the name of the blog it self . . . it's BreastCancerVictory.

Sylvie: When we chose the domain name, we chose it with the end in mind. We knew that we were going to be victorious over this and that there was just no other choice.

Craig: That's a bold, forward-looking, tremendously confident way of dealing with something that would be filled with fear and uncertainty for most people. That is one of the greatest gifts of the blog—to say you can determine how you want to feel about this by educating yourself and understanding what's going on and knowing that you're not alone.

Sylvie: We made enough money from the BreastCancerVictory blog, just by telling the story, to pay for all of the parking at the hospital and all of the miscellaneous expenses, the medication, and so on, that went along with it. But more

importantly, there will be a book that comes out of it; we are moving forward with other things.

We have a number of different products specific to cancer patients that I am going to be producing. I just let the universe decide which direction this was going to go. I now have an understanding, whereas before I was completely oblivious due to a lack of products specific to people going through this.

Bottom line, there are women out there who are now doing breast self exams on a regular basis, going for their mammograms, not just procrastinating. We have a line of T-shirts on the site; we have a line of products already available so that people can help get the message out there. I am just really glad that we were in a position to be able to do that and to turn something so scary into something more positive.

Craig: I'm really glad to continue the story just by putting your story in the book.

Sylvie, you said, "Trust in the universe for the direction." I just want to point out for the readers that you are someone with brilliant strategic forethought. But you also come from that trusting place to guide you through this uncharted territory.

Sylvie: I thought I had my own life all planned out and then this happened. Instead of completely letting that overwhelm us, we decided to ride that tide and go where the universe was telling us we needed to be. We have learned some really important lessons out of the experience that we couldn't have done otherwise.

Once you open yourself up to new possibilities, it's amazing what happens; all you have to do is be quiet long enough to listen. I'm a firm believer in paying attention to what our gut says. That instinctive inspiration has been squelched by many, many, years of being told it's fine to be imaginative

when you're a child but grow up when you're a grown-up, and don't let your inspiration dictate what you want to do.

I think that is such a mistake. If we listen to our instinct, it will not steer us wrong.

Craig: If you're not listening or if you're not open to listening, it will just pass like two ships into the night.

Sylvie: Take an idea and explore it and do your due diligence and find out whether or not you're correct, but let that first thought guide you. I think that's really where the inspiration versus perspiration factors in, because there is a lot of work involved. We were inspired to do the blog, but if we had never set up the site, if we had never moved forward with it, if I had never sat down and typed out that very first blog entry, none of it would have happened. There is the push forward and hard work, but let the universe let you know "this might be a really good idea, why don't you play with it a little bit?"

Have fun. Have fun with business. Have fun with marketing. Have fun with what you do. If you're not having fun, what are you doing? You never know what's going to happen when you're having fun.

Craig: You and Michel have the skills so that it was natural for you to do a blog. If you have no idea how to do those things, maybe you're a painter, then painting could be your way.

Sylvie: Or team up with someone whose skill fits in the gap that you might have.

To give you an example, there is a fabulous book out there that I've read four times cover to cover since the breast cancer first started. It's called *I'd Rather Do Chemo Than Clean Out the Garage* by Fran Di Giacomo. This woman has an amazing tongue-in-cheek humor and she's been going through it for many, many years. She has cancer throughout all of her organs, and she has been doing chemo for so many years in a row

that she doesn't remember the last time she had hair. She is an artist. She wasn't originally a writer and she just decided go for it and start writing down all of these funny thoughts that would cross her mind.

Other people wouldn't necessarily think that cancer could be a funny thing, but she managed to make it quite funny. She teamed up with other people to be able to help her with the writing and she spends more time with her painting, which is her first love. She has touched so many lives that way. If you're a writer, then write. If you're a thinker, then think. If you're a speaker, then speak. Whatever it is that is your passion, find someone else who can help you fill in the gaps to get your message out there.

Craig: I know, Michel, from your copywriting that you teach about looking at where the customer is and understanding how to reach them.

Michel: What Sylvie was saying earlier when she was talking about breast cancer, it's all about telling a story. I would add to that, it's about putting out your story and finding your target market. To me, it's all about connecting with your audience.

You can talk about a whole bunch of stuff, you can have a blog, or you can sell products, but if they don't open up that channel of communication, you're stuck. You're basically talking into a bullhorn over the Grand Canyon.

The whole concept of inspired marketing to me is not just to inspire but it's to be inspired yourself and to find the connection between both. For instance, you put your story out there and people look at it and say, "Hey I'm feeling exactly that way."

The famous copywriter, Robert Collier, said that good copy is all about continuing the conversation that is going on already in the minds of people. When you're inspired,

especially if you connect with your audience, you're going to inspire as well.

Craig: That's really exactly how I feel about inspired marketing. In fact, you did something in the last few months that was inspiring, and it also hit at the heart of where things are in our marketing community. That was the white paper you did called, "Death of the Sales Letter." What was the story behind that?

Michel: I was inspired because I was tired of doing critiques of copy that looked so shabby and poorly written and everybody was pretty much copying everybody else. People model behavior from other people. But then what happens is the tiny little errors that they create seem to be intensified or magnified with each modeling. So, you get to see sales letters that are more and more cartoonish, the story doesn't make sense, there's no connection with the reader, and so forth.

I wrote this report called, "The Death of the Sales Letter," not to say that the sales letter itself is dead, but that the types of sales letters that are not connecting with audiences are dead. Also, the Internet is no longer that one-way medium that we thought it was, like the TV or the radio. It's truly a dynamic two-way form of conversation. It's conversation rather than communication.

Craig: The copy that you're talking about, sort of like a Frankenstein monster cobbled together bits of this and that formula or trick, the ultimate end result is something mangled, ineffective, uninspired drivel. That is exactly what inspired marketing is designed to overcome and hopefully supersede. That is precisely what the market is hungry for.

Michel: I totally agree because a lot of people when they write copy, tend to do one of two things: they tend to ignore the story behind the creation of the product. I'm talking about the true story behind how the product was made. Or, they

tend to either exaggerate or try to manipulate. People are just overwhelmed with hokey, over-the-top copy.

Your best testimonials in your marketing are true stories. Look at Jared from Subway. He pretty much overnight became the spokesperson for Subway. This guy ate Subway sandwiches, lost a lot of weight, and sent in some pictures with a thank-you letter to Subway. Sure enough, now you see him in all of their commercials. That's that authenticity that you were talking about.

Craig: The authentic story will trump anything because here's a real person who actually got the result and they're just like you and me.

Michel: The very first commercial that Jared appeared in, he was nervous, he was stuttering slightly. "I, I'm Jared . . . I lost all that weight." A person can be a great actor, a fantastic actor, but you can still sense whether there is authenticity. People sense that immediately and not only is it what people crave but when you see a story like that and if the company does it right, people will become fans of that company or buy its product because of that authenticity. Now, people will see that it is a true story and it's not sensational. It's truly inspirational.

Craig: There's something neat about that, like what Sylvie said, if she's coming from her gut with BreastCancerVictory, then the end user gets it in *their* gut that it's real and coming from the heart. That's a whole other level of communication than most people think about when they think about marketing.

It's verbal and nonverbal. They are going to decide that this is real or not real, and then they buy because all of those other objections have just been wiped away because the reality of the claim or the promise is accepted.

Sylvie: I think the best case studies out there; the best marketing that has ever been done has been when someone is telling a

story that resonates on a visceral gut level. People hear their own story told by someone else.

Craig: Sylvie and Michel, I really appreciate your time, and I love the stories and insights that you've shared. This is just fantastic.

Key Ideas:

- There is an unspoken belief among many that marketing is somehow inherently out to get stuff from somebody so there's something wrong with it. There's an agenda with marketing.
- A story can inspire somebody to gladly hand over their money if you can provide them with a value, something that they desire, or something that they feel compelled to give you money for.
- The more you can make marketing personal the more you can make it something your prospect can visualize, taste, touch, and experience on a visceral level, the better.
- Let yourself be emotional, let yourself feel the words that you are saying, and let your customer know who you really are.
- If we listen to our instinct, it will not steer us wrong.
- Good copy is all about continuing the conversation that is going on already in the minds of people. When you're inspired, especially if you connect with your audience, you're going to inspire as well.

12

A View of Faith, Success, Search Engine Savvy, and Inspiration from a Bench in Beulah, Colorado

Nathan Anderson

For many, the face of the Internet is search engines like Google.com, Yahoo.com and MSN.com, yet few understand how they work. Even fewer understand how to get web sites ranked to appear at the top of search engines as well as Nathan Anderson. Most marketers seem to feel it is a complex game more like voodoo than science.

As Nathan has proven, knowing precisely how to get web sites found when people search for what you offer is literally worth millions. His SEOclub.com is a storehouse of his proven tactics and his exclusive closed-door Metawebs.com made a fortune for its members.

Never one to rest on his laurels, Nathan recently demonstrated his ability to stay one step ahead in the search engine optimization game with the recent launch of the next-generation Rip2it.com.

But in this chapter we didn't talk about web site traffic or tactics. Instead, you'll learn how his faith, family, and inspiration have guided his successes, including his co-founding of Internet marketing's first print magazine.

Craig: Inspired marketing for me comes from a new idea, following your passion, following your heart.

Nate: Nate: It's always been the case when I've been successful is when I take hold of something that is truly inspired—not when I just try to make money. There's a whole lot more to being successful and discovering your true abilities than just making money. Anybody can make money. Even bank robbers can make money. But is what they're doing truly fulfilling or going to make them a better person? The best stuff I've been involved with has been something that just came upon me as a good idea, and I thought it would really be fun to see how far it could play out.

Well, I guess the first thing that I did that was truly inspired was Metawebs. I was driving home from Pueblo, Colorado, in the dark of night and instead of listening to the success and training CDs I sometimes listen to on long drives, I'd just shut off the CD player and think, because actually having time away from all your distractions is really great for getting inspiration. Jesus went to the mountainside to pray and that wasn't just to get into communication with his father. I believe it's to

allow peace to come into your mind and let some real inspiration come forward.

So, on the 35-minute drive between Pueblo and Beulah where I live, all at once it came over me exactly how to build a site creation software program that would automatically rank better than anything else out there. I created Metawebs that night on my computer. I just wrote out the specification for it and put it up on rentacoder.com and got someone in Malaysia to create it over the next week. I had my inspired product. I used it for myself and it worked really well and so I shared it with members of SEO Club and they liked it, and they said, “You’ve got to sell this. This is just amazing.” So I had it totally redone, released it to the world and users made millions of dollars with it. That was pretty cool. I didn’t do so badly myself with it. It really was great to see all these people use my advice and tools and turn around and achieve freedom in their lives. Only about 5 percent of your average population will actually take enough action to see that kind of success.

Craig: There are some wonderful lessons in your story. You outsourced part of the process and that to me is a great model. You went off with your idea and you turned it into a reality and allowed someone else to be a part of the creative process. You had very specialized knowledge and other people might have taken that and said, “Wow, I can’t share my secret with anybody. I have to guard it and I have to try to put this together without telling anybody.”

Nate: You mentioned having other people as part of the creative process. That is true. I brought this to my compatriots who had the same specialized knowledge that I did and they helped me reformat the software to be more user friendly. Being kind of a geek, I wouldn’t think about usability. I’d think about getting the job done as quickly and as efficiently as possible, so it helped a lot to get another perspective.

The other lesson in there is that the first version of the software is really where most people in Internet marketing would have left it. They would have fixed the bugs in that original version and released it to the world. I've seen this happen time and time again. It comes out, a few people love it, but it's a public relations nightmare and a disaster because it doesn't work very well or it's not very user friendly and it can't be fixed. Learn that you can get to a point where you say, "We're just going to have start all over again with a different programming team," and be willing to scrap everything you have worked on up to that point and start over. In business, you have to be willing to do that.

We came up with two major updates to it and now it's being phased out. We're not just scrapping the software that we started with. We scrapped the whole company. What is replacing it is an entirely different concept, an entirely new company, and an entirely new software program.

Craig: You're willing to face the creative process and not hang on to something.

I've seen you speak on stage at a couple of seminars and this is, for me, an important part of inspiration.

I know that faith is an important part of your values and in your life and I think that, for me, it's important to include that in the idea of inspired marketing because I want people to understand there is a connection between your business and your faith.

Nate: The very word *inspired* means from outside. Inspiration comes from somewhere else so that implies that you would have some kind of inspiration from either your faith, or a creator, or new age stuff inspired by the cosmos or other people's physic energy or whatever.

Whatever you believe in, inspiration has to come from somewhere and for me it's my faith in God and being open

to listening for that inspiration and for that motivation from somewhere else. Like I said, having that quiet time on the drive home from my day job way back when, was what left that door open for inspiration.

Now I have to manufacture those opportunities. As you know, I like to enjoy a cigar from time to time. Now, that's my time for listening for inspiration. I live in the mountains and sometimes I'll hike up to the ridge behind my house where I built a bench out of a tree with a chainsaw and that's my "prayer bench." I just sit there and look out over the whole Beulah Valley and allow that inspiration to come through meditation and prayer and all that good stuff. If you take enough time to listen, there's a whole lot more communication going on than you might think.

Craig: You really had me there on "the guy on the mountain-top with the meditation," and then there's the chainsaw you used to make the prayer bench. I love that.

Nate: Certain bit of violence behind that serenity, huh?

Craig: Serenity now, or I'll turn on the chainsaw. I know you and I don't want to leave out things that the reader would need to really get the whole picture here. I think it's important to note, first of all, you're very successful. And like you said, you sometimes have to manufacture the opportunity to go off and have that time to yourself. In addition, you're also married and a father. I say that to people who feel that they're too busy or that their lives are just too complicated to come from inspiration. You walk your talk and you don't have it any easier than they do.

Nate: I have four kids and I just finished a summer of them being home from school, and so I do know the definition of interruption. I work in a home office. That's the definition of failure right there. You do have to structure your life to a certain extent and you cannot leave out those times for

inspiration and time away and, for me, prayer. As long as you engineer those things and plan them, you're going to have to plan time with your family, specific activities with your kids. That way they know that, yes, while he has to go sit on the mountain or go out to have his quiet time with a cigar, that is balanced by the time he has planned to work on the clubhouse with the kids on Sunday. So they know there is a reward for that as well. They will get their time.

It's hard to engineer a whole life. It's funny, most people when they're in a traditional job they daydream about working for themselves and getting their freedom from a 9 to 5 job. They don't realize that you don't just have to plan your own business and plan your own income. You have to plan your entire life to be adapted to that exact scenario. You have to take care of your own taxes and you have to plan your work situation and environment and schedule. That's a lot of stuff to work on.

Craig: You're absolutely right and I think it's also wonderful in this day and age that a lot of that stuff can be done by other people who love to do what we don't like to do.

Nate: Absolutely. That is one of the great keys and secrets to my success. Being in an inspired position when you are the principal behind a business, you need to be free to do what is the most important and that's No. 1 network and market and come up with new product strategies. You need to be freed up to do the most important tasks that only you can do. There's no more sure way to kill the joy in your daily job than to feel forced to do a bunch of stuff that you don't care so much for just because you have a home business and you think that you have to take care of all those things. That's an inspiration killer right there.

I have an assistant who comes in 20 hours a week, and her entire job description is to figure out what she can take off my

plate. She does my business books, whenever there's some kind of problem that happens she says, "No, no, no, I'll do that."

I also outsource anything I possibly can to somebody who is better suited to do it. I know how programming works and I have done programming in the past but that is a terrible use of my time. There are millions of people out there who know how to do it better than me and are more than happy to work for next to nothing to do it, so why in the world would I do that? I have approximately 12 programmers around the world doing work for me. Also, I have a professor of statistical mathematics in Romania who does work for me. This guy has two doctoral degrees, he's way beyond me when it comes to math knowledge. Of course, being in Romania, he doesn't cost what a double doctorate would cost in the United States.

Craig: Your job is, in many ways, directly tied to these inspired ideas because that's where the big new stuff comes from.

Nate: Exactly. Product development, product creation, and strategizing for marketing are the independent business owner's most important tasks. Nothing flows without good marketing, good advertising, and good networking. Obviously, nothing is worth flowing if you don't have any creative ideas or new products or new services that are worth marketing.

Those two things are the cornerstones of an independent businessperson and you really can't outsource those things.

Craig: I know that you recently launched a new project and that it was collaborative. From what I understand, it was inspired as well. I'm speaking of the magazine that I contributed an article to. It's relatively new so I thought I'd just toss that out there and see if you want to tell that story.

Nate: Oh yes. That was a case of lemons turned into lemonade. I was sitting around in a mastermind group of top Internet marketers in Colorado, and the one major complaint

everybody had was that e-mail deliverability lately is terrible. Even the professional services that stake their business and reputation on getting e-mails delivered are having a dismal rate of delivery. It's very difficult for Internet marketers to function without being able to communicate via e-mail.

The question that was going around the circle most often was, "What are you doing about it?" The answer came back, "Well we're redirecting a lot of our marketing dollars into direct mail because we can get people to give us their addresses if we give away some free stuff. It's difficult and expensive, but everybody's moving to direct mail.

My background is in publishing and I know the best lists out there for direct mail are subscriber lists for magazines on niche topics. Industry magazines are the very best lists you can possibly have. Rick Butts wanted to have an Internet marketing magazine and there still wasn't one out there. It was very simple to say yes because I knew that all these Internet marketers wanting an avenue for direct mail will most certainly help us build our list of subscribers.

First of all, we know to promote via affiliate programs and joint venture agreements where they make part of the money on the front end and we give away part of the subscription price to the person who promotes it. In return, we get a subscriber and the mailing address of someone who is very willing to hear what we have to say. Not only that, but the magazine itself makes money from advertising within the magazine.

We knew if we had unsold advertising space, we could certainly promote someone else's products on our own through an affiliate domain name. We knew that the thing would be easy to have and pay for itself. Everything that was done in direct mail and publications in the Internet marketing world was fairly amateur and unprofessional looking. I knew we could do a far better job and create a

professional publication that would be accepted by the entire industry as the standard. We'd be the first to market, the first in the niche, and if we looked better than anything that had ever been there before, there was an easy win-win-win there for everybody.

We put money together to print two issues and lined up some initial advertisers, got a few Internet marketers to send promos to their list offering a free copy of the magazine, and we're off to the races. We had 10,000 names within a week and that's enough for any advertiser to say, "Oh yeah, I'll advertise in your magazine." Ten thousand targeted people is enough to justify money. Putting all the different pieces of our knowledge and abilities and contacts together, made for a fairly slick and easy experience. Whereas launching a magazine without all the stuff is ridiculously expensive, dangerous and fraught with all kinds of problems. Every expert in the industry was calling on us offering to write articles for us. That was a no-brainer as well. You were one of those experts. It was great to have your article in there.

Craig: I enjoyed the idea of being in an off-line magazine. It is one of those ideas you want to look for that has that refreshing quality. We haven't mentioned the name of the magazine.

Nate: We chose *Online Marketing Monthly* because Internetmarketingmonthly.com was taken. We got onlinemarketing-monthly.com. After getting a whole lot of people signed up for a free issue, we discovered there was a whole lot of confusion on the name and it was getting mistyped a lot. We decided to go for a shorter name and moved to OMMWeb.com. Now it's only six letters long. Whenever anybody references the magazine they talk about OMM.

Craig: It was a team effort. I think that's the lesson there. It was the opposite of the solo entrepreneur struggling away in the basement trying to do it all by himself.

Nate: Right. You can be a solo entrepreneur, but you have to have a network of people in your business that have similar, the same, or complementary skills and abilities to yours. Don't be so arrogant as to believe that you will be the top in all the things you need to do or you can handle it better than anybody else, because you can't. You need to have complementary folks around to help, at least to give you advice on the things that they know a lot more about than you.

For example, Rick came into this thing with absolutely no publishing knowledge. So he deferred to me on all decisions that were related to publishing because I had eight years of experience and definitely knew better than him on that stuff. When it comes to writing, his writing is so much more entertaining and inspiring than mine. I obviously left all those opportunities for him. You have to admit that there are other people who know better than you.

Craig: One of the gifts of outsourcing like that is that you get to focus on and refine what you are good at instead of stretching your talents to a number of things that you're only so-so at, and thereby taking away time from perfecting your own craft.

Nate: Also, the importance of networking in person, face to face with people in the business you're in can't be overstated. The fact that I know you personally is from meeting you in person at events and seminars.

Craig: There are some pretty heavy hitters in this book. They all agreed with minor arm-twisting to do audios, sometimes on very short notice. That is purely a result of my knowing everybody. That didn't happen instantly. I didn't go to one seminar; I've been in the business since 2002. I've made it a priority to get to know people and have some fun. So my first priority, like you started out with in our call to night, wasn't to make money, it was to make friends.

Nate: The worst decisions you can possibly make are decisions based on fear. Any decision based in fear is going to fail. Second of all, any decision based only on money tends to be bad, too. If you're doing something just because you need a pay check, that usually turns out to be a bad choice. Sure you can make choices based on proper money management, but if you're just doing something to get a paycheck, generally that's a dead-end street.

Being friends with all you guys and all the different groups I'm friends with is about far more than just opportunities for business; these relationships allow me to pick brains of people that have encountered all sorts of weird problems that I haven't seen yet. I know every time we get together we talk about some of the problems and solutions we've encountered. And you never know when one of those situations we've discussed is going to come up in your business, and you'll know what to do because you talked about it with somebody else in the business previously.

Craig: Absolutely. Like you said, conversations about your problems can turn into something good.

Nate: Right. Exactly. Me complaining about e-mail delivery turned into a really great new magazine.

Craig: Exactly. I think that's a great takeaway from this talk. Someone might be reading this thinking I love the idea of inspired marketing now, but where do I find these ideas that you're talking about? Problems are a great place to look. It's very easy in the moment to see problems just as problems.

Nate: Problems are usually opportunities in disguise.

Craig: Nate, I really want to thank you very much for agreeing to share your perspective on this and your vision and your faith.

Nate: Well, it's fun to talk to you and I hope that I've been able to inspire somebody a little bit. If anybody wants more

information on me, they can Google me or look up rip2it.com or SEOclub.com or OMMWeb.com.

Craig: All things that I highly endorse and definitely encourage you to do. Go check out what Nate's got going on. I know one thing you've inspired me to do—I'm coming up to Colorado. I'm going to sit on your chainsaw prayer bench.

Nate: Yeah, definitely spend some time there. It's a good spot. Inspiring.

Craig: Inspiring. There you go.

Inspired marketing for me comes from a new idea, following your passion, following your heart.

Key Ideas:

- Learn that you can get to a point where you say, "We're just going to have to start all over again with a different programming team," and be willing to scrap everything you have worked on up to that point and start over. In business, you have to be willing to do that.
- Whatever you believe in, inspiration has to come from somewhere.
- Being in an inspired position when you are the principal behind a business, you need to be free to do what is the most important. That's first and foremost to network and market and come up with new product strategies.
- Product development, product creation, and strategizing for marketing are the independent business owner's most important tasks. Nothing flows without good marketing, good advertising, and good networking.
- The best lists out there for mailing direct mail to are subscriber lists to magazines on niche topics.
- You can be a solo entrepreneur, but you have to have a network of people in your business that have similar, the same or complementary skills and abilities to yours.

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From Blues
Guitar to
Portable
Empire . . .
One Man's
Inspired, Fun,
and Even
“Clueless”
Journey

Pat O'Bryan

If you'd met Pat O'Bryan a few years ago you'd have seen a broke blues musician with a lot of talent and heart and a penchant for cigars. After he followed Joe's advice and inspiration, he's rocketed from one successful product, e-book and seminar after another that has built him a true Portable Empire.

Instead of traveling from one bar gig to another, today you'll find Pat travels wherever inspiration calls and writes about it on his famous blog, Patobryan.com.

Now a best-selling author to boot, Pat is also a member of the Siglo Four mastermind with myself, Joe Vitale, and Bill Hibbler, a group that shares Pat's penchant for fine cigars.

And while he maintains that he is "clueless," he has managed to figure out a great deal about the power of inspired marketing and has a passion for helping set others free to follow their own paths.

If you ever felt you were held back because you didn't know how to take the necessary steps, Pat's story will open your eyes to a whole new vision of what's possible.

Craig: Inspiration can come from many sources. At times, it can be life circumstances. It could be a new idea that captures your imagination. It could be something that you just want to get out there for the world to see. It's often something that makes you smile or makes you say, "Hey, that's cool," and it stands out.

Pat: Well, using that definition, I'd say everything I've done has been inspired because having a strategy would imply that I had a clue. I think we can all admit that from day one, I had no clue what I was doing. For example, one that stands out in your mind, I know, is the fact that I took product to the first Internet marketing seminar I ever went to.

And you don't do that. I'm talking about Joe Vitale's Spiritual Marketing Super Summit in 2004—and I can think of some seminar promoters who wouldn't have appreciated a

total newbie grabbing a table, putting his CDs out, and selling them to the attendees.

I cleared it with Joe before I did it, but it's like that was inspired. I had an off-the-wall idea, but then I took action.

I'm notoriously fast and I think that's the reason that I'm not still playing bars for \$30 a night. I get an idea—like I'll have an idea for an e-book at lunchtime—I'll have the sales page up and the book written by dinner.

Craig: Well, speed and action are really integral parts to inspired marketing, of course. Just to toot your horn for a little bit—you mentioned that you were playing in bars and all that, you're a skilled and accomplished blues guitarist, and you even have your own CDs and so forth. You've toured Germany and other places. You've been all over the country here, but I think we can all agree that can be a pretty tough life.

Fast forward three years and you are an Internet marketing rock star and have all sorts of accomplishments under your belt, including three seminars that have been widely acclaimed and a lot of joint venture partners that include some of the most difficult people to partner with.

Those CDs you brought to the seminar were a special kind of CD.

Pat: Well, yes, because that really is what opened the door to me learning anything at all about Internet marketing. I started out my relationship with Joe as his guitar teacher, and he was going to pay me with marketing lessons. So, I asked him, "What do you think would be a good product for me to do?" He mentioned binaural beats, which I had never heard of, and that sent me off scampering to learn more.

I think I found an Andrew Weil CD that had those and a symphony orchestra on them. I had no clue how to make

them and I tried every wrong thing. I understood the math part, but I didn't understand how to get the tones.

Once I solved that problem, I told several people that I will disclose the solution in exchange for a Maybach.

Craig: And the Maybach is a \$300,000 car, right?

Pat: Right, right. I'll tell you how I came up with the solution in exchange for one of those because I've made about that much money off these darn things.

Once I solved that problem and found a way to generate the tones to put the listener in a beta, theta, delta state—whatever state I wanted, it was a simple matter to come up with some nice new age music and throw in some subliminals. I think the first one was *Think and Grow Rich Automatically*. I went and grabbed some stuff out of the *Think and Grow Rich* workbook and put it in there subliminally in all beats, original music, and subliminal affirmations.

Craig: With binaural beats—the general idea is that the brain operates at different frequencies and certain frequencies are best for learning, absorption, and so forth. By having two beats, one in each ear—and there's a difference between the two frequencies—then essentially your ears listen to and your brain matches the frequency, the difference between what's coming in each ear. The idea is to absorb the lessons from *Think and Grow Rich* that were on the subliminal CD, then there was a music track that people would listen to.

Pat: Yes.

Craig: One could quickly and easily absorb the core messages of the *Think and Grow Rich* book by Napoleon Hill, which, of course, is a self-help and prosperity classic. The only drawback to the book really is that it was written in the 1930s and it's a hard read for your average American bear. Like you said, you had done a *Think and Grow Rich* workbook to help walk people through the lessons in the book. This inspired product

was simply a way to help them listen to a CD and absorb the material more easily.

This is a perfect product for Joe's seminar because it was all about marketing and prosperity and abundance and increasing your prosperity quotients, as it were. The idea of doing that automatically on a CD was pretty brilliant and it sold quite well, as I recall.

Pat: We sold out the first day. Of course, I couldn't afford to stay in that hotel. I was driving up and back each day.

Craig: The Driskill in downtown Austin, Texas, is like \$400 a night.

Pat: After the first day, I went home and burned a bunch of CDs. Back then, I didn't have any equipment at all. I was burning them one at a time on my little desktop computer. Then I printed out the labels and the inserts for the cases and put all these together. I stayed up pretty darn late so that I'd have some to sell. I sold out the second batch, too.

Craig: Well, that started a series of good joint ventures you did with Joe because of the good fit between what you're offering and what he's doing.

Pat: Yes, and Terry Levine bought 500 of them.

Craig: Oh, I actually never heard that. That's amazing.

Pat: From an instructional point of view, the one thing I would point out—and not really so much to toot my own horn—is that I have a lot of trouble getting my coaching clients and mentoring clients to understand this. Having a good idea is only the first step. You have to let that inspiration carry you through so you come out on the other end having made changes in your own mind and also out here in the physical world.

Craig: Yes. Well, it represents a significant commitment on your part to go to the seminar when this is a new world for you. To show up there with a stack of CDs was another

commitment. To drive back and forth every day, replenishing your supply, and putting in the effort and focus to create the products manually like that was another level of commitment. It would have been a lot easier to sit on your front porch with a cigar and a guitar and just kind of blow off the whole thing and say, “Oh, that would have been a nice idea,” but then you wouldn’t be where you are today.

The important thing here to understand is that you started out not really knowing how this was going to work out, nor how to do all the different pieces. That’s actually been one of the pathways to your success, you’ve been willing to go after something even if you didn’t know how to do it and solve your problems along the way.

Pat: You’re absolutely right. Something I’d point out in terms of “watch this, do this, and get a great result” is that I was just as green as you can get. Clueless. I was a guitar player, but as I learned something, for instance, I learned how to make an e-book, it occurred to me that there were probably other people who didn’t know how to do that. So, while it was still fresh in my mind how I went from total ignorance to mastering that one skill, I created a product on how to do e-books, and I’ve done that every step of the way.

If you look at the trail of products I’ve left, almost all of them started out with me having a problem and having to solve it, and then thinking, “Hmm, I bet other people have that problem, too.”

Craig: Absolutely. It’s worth noting here that you’re not only a successful Internet entrepreneur, but you’re also a best-selling author now.

Pat: Isn’t that wild?

Craig: Well, this is precisely what I want to capture from these stories and instill in people’s minds and hearts; wherever you are today means very little about where you could be

tomorrow. The process of making that change and that journey is what I'm fascinated with and inspiration seems to be the lit fuse that leads to the transformation. So, I love it when people highlight in their stories that they didn't have a natural advantage.

Many actually have some form of disadvantage, namely in your case, not having all the skills or the know-how at all. That, to me, is the very source of hope and it gives people a clue that this isn't something that just other people do. Anybody who's serious about it can actually go out and create whatever they want.

Another thing that I know that has come out of everything you've done is the concept of the Portable Empire, which I think is a classic case of inspired marketing. I remember when you came up with it.

Pat: I think it was you that stopped me and said, "You know, that's brilliant." I believe you made sort of a big deal about how that could be a whole business. I went, "Huh? What?" I had no idea. It turns out that you were absolutely right. It's gone on to fuel several products, a mentoring program, a membership site, and a best-selling book.

Craig: The essence of the story was you had been on the road somewhere. You had your laptop and you continued to run your business and, thus, the phrase "portable empire" somehow evolved. I do remember it just hit me when you said it, I thought, "Oh, man, that's great."

I think that really is one of your core passions. Being able to go to New Mexico for an indefinite amount of time and have fun, eat at nice restaurants, and still having everything chugging along nicely. So, I think that's really integral to who you are and what you want out of your business. Part of what makes something inspired marketing is it really matches who you are and what you want.

Pat: Well, you could flip that inspired idea around the other way. I get inspired traveling, and my business allows me to go places that are inspirational. For instance, this summer we went to Georgia O’Keefe’s house and the Ghost Ranch, been up to Santa Fe and Taos, and the Pueblo. You walk down the street in Santa Fe and everywhere you look is art and interesting things and it creates sort of a feedback loop for me. The business paid for me to be able to go there and then while I’m there I get inspired. For example, I blog more when I’m traveling than I do at any other time.

Craig: I think the lesson there is, however you get your inspiration that is what you should be doing.

Pat: Yes, absolutely. I think we should point out, just because you have a portable empire doesn’t mean you have to go on the road and travel. I point out in my book that if you’re raising kids, for example, instead of having to leave them for 8 or 10 hours a day and let somebody else raise them, with a portable empire you can hang out with your family. I wish I had understood this concept back when I really wanted to be a musician. Instead of waiting tables and doing construction work, I could have been practicing guitar and working on my portable empire.

Craig: You said something that I think is very practical for folks to consider. The other night we were at one of our cigar and steak dinners. We were talking about a certain musician that we all like and trying to brainstorm how that musician could have a break out in the industry. Like Bill Hibbler, you have a tremendous amount of experience in the music business. You know both the artist and the label side of things and your recommendation was for that artist to essentially start a portable empire and go play music for fun instead of trying to make a business out of the music.

Pat: Well, I'd like to point out that most artists end up having to change their art if it's what they're doing for a living. I know that when I was on tour, I wasn't playing the stuff that made my little heart sing. I was playing stuff that got people up on their feet and dancing because I knew that if I didn't do that, the club owner or the concert venue owner wouldn't book me back. So, it's sort of a perversion of your art. There are very few people who don't have to compromise to make a living in the arts.

Craig: There's something I just thought of that I remember from your presentation at one of your seminars. We talk about niches in marketing, which is identifying a group of people who want to buy a certain thing. You have a really simple method that you teach about determining whether, first of all, how you do that, and it has to do with passion and the exercise you tell them to do.

It's important for people to identify inspiration in terms of what you were just talking about with musicians—being able to create something that people will actually buy because that's kind of the Achilles Heel of inspired marketing. If you're just all inspired to do something and nobody will buy it, it would be kind of a disappointing journey. So, I just thought I'd throw out that technique I know you teach.

Pat: I'd be happy to talk about it. Yeah, I think that's sort of my contribution to the art of choosing niches. I think you need to start from passion first. Take a piece of paper and draw two lines to make three columns. In column one, write down everything you're passionate about. It could be golfing, it could be art, it could be underwater stamp collecting. Then in the next column, write down everything you're knowledgeable about. Then see what's in both columns and choose some potential niches to work in for column three.

I call them your playgrounds. If I call it work, I won't do it. Once you come up with something that you're both passionate about and knowledgeable about, then that's when you can just do the traditional 'find a niche stuff' where you go to Google, and find out if there's already a market. I'm looking for a place where people are already selling and buying.

Craig: Yeah, I agree. I wanted you to get a chance to talk about that because I'm a firm believer in passion, but I've also coached people who were very passionate about something—and I'm not trying to squelch their dream—I'm just saying that they're very passionate about something that has no existing market.

Inspired marketing is a match between coming from the heart and possibly even from a sense of a higher purpose or a higher inspiration and matching that with good marketing principles. It's blending solid proven principles with your passion to create something that really stands out. That's why we don't just call it inspiration. We call it inspired marketing. They have to go together.

Pat: Kind of like the music business. Most musicians fail because they don't realize that second word is actually part of a job description. I'm one of those people. That's why I originally tried to get in with Joe in the first place. I was 30-something years into my music career and I had never written a press release. I always assumed the record companies would do that, the promoters would do that, but unless you're a major, major star, they don't. Hence, I was playing bars for \$30 to \$50 a night.

Craig: You've talked about that same issue in the context of having to work a job regardless of the field, whether you're an artist or a cubicle surfer. The fact is that you're only going to be on this planet for so long. The clock is ticking while you're here, and it's a question of how much time you get to

have control over and how much you have to work because you have to, not because you want to.

Pat: Yes. I just imagined being a very old person in the old folks' home looking back on my life and it's like, "Whoa, what exactly do I want to remember then? Well, I better do it now." If what you're going to be remembering is that you were able to get to work on time and did what the boss told you to do, unless that is truly what you wish to be remembering in your final moments, go do something else.

That's why the portable empire idea can be so powerful. Once you get that business up and running, an hour or two a day is all it takes to keep it on a steady course. If you're not interested at that point in increasing your income, you can keep all the plates spinning in about an hour a day. The rest of the time, you can be making lovely memories.

I'd say have an inspired idea, be frivolous, and go play. Willie Nelson has a saying, "Some things are too important to take seriously." That's kind of how I am about this Internet marketing thing and my inspired marketing. I exceeded my expectations years ago. We are now off into uncharted territory. The fact that I'm now a best-selling author with a major book publishing imprint is ridiculous. I just giggle. It's like, "What?!?"

I got my copy of the book the other day and I read it. "Well, how about that. It's a damn good book," I thought, but it is so far from where I was three years ago that there's no way to take it seriously. It's just hilarious. It's a game.

Craig: Most people will tell you that you have to have a vision and you have to have everything all mapped out. Would you say that three years ago that you mapped out where you are today?

Pat: Absolutely not. That's horrible advice. No. Do not have a vision. I think I've heard Joe say, "Say yes to life." I might put

it a little differently, but, no, if I had planned this, I would never have gone this far at all. It's just one remarkable accident after the next.

Craig: I think that's the gift of inspiration. Your vision three years ago did not encompass even asking the questions that would have led you to where you are today. I think there is a place for vision and the process, but following inspiration allows the optimal process to occur as long as you're taking action. What you were saying just a moment ago is to have fun and be frivolous instead of sweating and grinding your teeth the whole time.

Pat: Yes, if it's not fun, don't do it. It's a game to me and I like to win games, so I'm fairly competitive in that way. The game I'm playing is Internet marketing. We started out the conversation by making it very clear—I knew nothing. The fact that I could sell CDs at a seminar and make more money in a day than I made the previous two weeks playing bars, right then, I exceeded my expectations. Since then, it's just been, “Wow, how high will this ball bounce?”

Craig: Well, that's a great question to ask and probably one that we can leave unanswered. I want to thank you, Pat, for playing along here and telling us your story and sharing some of the lessons you've learned along the way.

Pat: Well, it's been my pleasure.

Key Ideas:

- Having a good idea is only the first step. You have to let that inspiration carry you through so you come out on the other end having made changes in your own mind and also out here in the physical world.
- Wherever you are today means very little about where you could be tomorrow.

- Part of what makes something inspired marketing is it that it really matches who you are and what you want.
- Inspired marketing is a match between coming from the heart and possibly even from a sense of a higher purpose or a higher inspiration and matching that with good marketing principles.

14

Yes! It Can Be That Easy If You Say “Yes” to Inspiration

Suzanne Burns

The story Suzanne Burns shares in this chapter is one of breathtaking transformation and inspiration. She managed to overcome fear and doubt, and launch an entirely inspiration-based web site while simultaneously running everything behind the scenes in the fast-paced world of Joe Vitale as his executive assistant and publicist.

You might assume that to accomplish all that, Suzanne would be stressed out and at her wit's end, and yet as you'll discover, she allows her journey to be easy and follows the doors the Universe opens.

Suzanne's story is further proof that you don't have to be a born marketer to follow inspired creation and that “money likes speed.”

Read on and take note of the way Suzanne learned to listen to that inspired voice and you'll discover how rapidly things can change when you simply say "yes" to what that voice calls you to do.

Craig: I'm talking with Suzanne Burns here today, who has a very inspiring story. She is someone who I've really wanted to talk to about her latest project, because it's a perfect example of inspired marketing. Suzanne, would you mind introducing yourself?

Suzanne: Sure. I've been Dr. Joe Vitale's executive assistant and publicist for almost three years now. I don't know where all the time has gone. It has been a whirlwind adventure. And, I actually wouldn't have ever had this opportunity had it not been for you, Craig, because you are the one who actually introduced us! I guess that means I'm forever in your debt!

Craig: Wow, thank you.

Suzanne: No, thank *you*! What I love so much about working with Joe is that this is the very first time in all the 20 years since I've been working in corporate America that I get to work with someone who has a metaphysical and spiritual background . . . who just weaves all of that into the business aspect of what we do every day. I'm so blessed and grateful to work with Joe on a daily basis.

In February of 2006, Joe put on a dinner to explore the philosophy of Ho'oponopono with Dr. Ihaleakala Hew Len. Joe e-mailed me and said, "I'd like to organize a dinner, probably in my home, we'll have a small handful of my closest friends and Dr. Len will be my special guest speaker, just talking and sharing afterward in my living room." What ended up happening was that people started coming forward as word got around. We moved the event from Joe's living room to having a lovely formal dinner at The Hyatt Regency in

downtown Austin, Texas. Eighty people showed up from all over the country for this magical evening.

I remember sitting there that night, listening to Dr. Len share his own experiences about Ho’oponopono and what it means to live a life of being at zero state and how you can heal anything in your life. [Recordings of this event can be found at: www.themotherofallbribes.com.] At the time, I was in the midst of experiencing my own perpetual emotional pain. For a few years, I kept thinking how I’d never been in a place like this before where things were consistently dark, without any change in sight. The pain was not letting up for me, and I had already done everything that I knew how to do. None of the tools and tricks that I had in my bag that I’d used my whole life, I noticed, were working this time. It frightened me because I thought, I don’t really know where to go, who to turn to or what to do. Sitting there in the room that night, hearing Dr. Len talking about how you can erase programming and eliminate painful memories by applying Ho’oponopono to your life, gave me hope. I was feeling hopeful and relieved that the relationships in my life could possibly change for the better. I began to resonate on a different level of truth. I was open to receiving this new information and was curious as to how this would impact my life. Shortly thereafter, I started applying Ho’oponopono, based on what I understood about it and noticed that the obstacles that had been in my life for so long were starting to shift. Needless to say, my interest was piqued, and I was hungry for more.

Fortunately, about a month or two later, Joe received divine inspiration to conduct his first Beyond Manifestation Seminar. It was at that seminar that he really delved into everything that he had learned about Ho’oponopono and all that Dr. Len had taught him up to that point. The synergy that all of us who were lucky enough to attend that weekend

experienced, was just off the charts! New friendships and business relationships were formed and from a creative standpoint, that's where I felt more inspired than I had been in the longest time. I realized I could take a spiritual idea and apply it to my business world. For the majority of my life, I've written down my ideas. I have a whole drawer full of ideas that I've never done anything with. Why not? Because, not unlike a lot of other people, I had that big question mark of *how* to make it happen. Where do I go with this, what do I do? At the very least, I would do my part by writing down the idea and trusting that, when the time was right, the right person, the right resource, the right something would come along and show me the way. As we've learned in the movie, *The Secret*, that Joe was featured in, we don't have to worry about "the how." That's the Universe's job. Our job is to simply listen and to take action.

The very first day of the seminar, I was completely enthralled as Joe talked about using this eraser technique of Dr. Len's to erase issues, problems, obstacles, and so forth. All you have to do is tap the eraser end of a pencil on anything that you have going on in your life that you feel needs to be cleared. The very first time he really did anything with that technique was with his then-unreleased book, *Life's Missing Instruction Manual*. He had the galley copy out on the kitchen counter with a pencil on it. He made a point of tapping the book with the eraser every time he walked by for months with the understanding that this process would erase absolutely anything that was in the way of making this book a success. Dr. Len had told him that if he continued to do this, he would be clearing, releasing, and erasing everything right down to how the book was made, the trees that were used, the paper that was used, the ink that was used. What's really amazing about this story is that when the book did come out,

it became an instant number one best seller! We didn’t have to do the typical book campaign things. It was just so effortless.

Craig: And that book also ended up in Wal-Mart.

Suzanne: Exactly. And *Women’s Day* magazine did a half-page feature on it, as well. Wal-Mart bought thousands of copies of the book as a test run. I attribute the miracle of that story to how Joe started erasing on that particular book.

After I heard that story, inspiration came knocking on my door. I started writing some ideas down. It’s important to note that inspiration shows up differently for people. For me, it can come in the form of a thought, a picture in my mind’s eye or a quiet whisper . . . sometimes the whispers are so hushed and subtle, that it’s easy to overlook and disregard them. That’s why it’s so important to be aware, to pay attention, and to stay present. Other people may experience inspiration as a waking dream—a waking dream happens when some one or some thing shows up at the right time in your life and they happen to say something that’s synchronistic with a thought that you had earlier in the day. Or maybe it’s a symbol that you stumble upon, or something like that.

Craig: So you have a new web site that I understand is where the journey of these experiences has led you. What’s the name of your web site again?

Suzanne: It’s www.IntentionalTreasures.com. It was the eraser story that got the whole web site off the ground in the first place! I love pretty things so I thought, why have just a regular pencil? Why not go beyond that and create something more magical and spiritual—create an eraser cleaning wand with crystals, silver, glass, jewels, and gems? Why not let this grounding accessory be a resource tool for myself and for others? So I wrote my idea down and put it aside.

When I got home from the seminar, I took action and started to research various vendors and manufacturers that

could help me with this idea. I noticed that nothing was really flowing and that it was a lot harder than I needed it or wanted it to be. I pay attention to when things are moving in the flow or not, and when I started to realize that I wasn't creating any outcomes or results, I wrote a note to the Universe and said, "Here's my idea. If you think this is something that I should do and it will help serve people, then show me the way. If not, then I trust your judgment because you know better than I do." And then I let it go.

Learning how to let go is one of the best-kept secrets in life. Once you've mastered this technique, miracles can find you because you've created the space for them to enter. The trick is not to walk around with your hands full all the time. And I don't mean having your hands full of love. I mean, dragging all of your baggage around with you and carrying all your issues. Many of us don't realize how much space our heartaches, burdens, procrastination, and clutter takes up. The Universe is just busting at the seams to give to us but it is waiting for us to be ready, to be in a position to receive. If the Universe could speak to us in words, it would probably sound something like this: "Look over here! I've got a surprise for you! It's even *better* than what you had dreamt of or even imagined! You wonder why it takes me so long to come to you and bring to you that which you desire? The truth is, I've been here all along. It's *you* that I am waiting on! I would love to give you these wonderful gifts, but your hands are full. Are you ready to put something down?"

Fast forward several months. Joe got invited to speak at the World Wellness Weekend in Austin. While I was working at his booth, one of our dear friends, Joyce McKee, [www.stepsinthejourney.com] who has been part of this whole Ho'oponopono process with us from day one, came bouncing up to me at the booth and said, "You know, there's

someone that you just have to meet! Can I steal you for a minute?” That, to me, is another way the Universe shows up . . . through other people. And it’s our job to pay attention and to be open to the opportunities that come our way.

I followed Joyce and met this beautiful woman named Lisa Coltman with Sunfusion Designs (www.sunfusion.biz), and she and I hit it off instantly. It was just one of those moments when you connect with someone and you feel like you’ve known them for a long time. She had her own booth set up at the event and I was able to see all of her magnificent creations. Instantly, I started sharing with her the whole Ho’oponopono process, what I’d learned thus far and what it meant to me and how I had this idea of wanting to create a beautiful eraser cleaning wand. She said that she had never created something like this before but after I shared my idea with her she held her arm out and said, “See there? Goosebumps. I always get them when I’m inspired and need to embrace the moment. That’s a sign. We’re meant to do something here!”

I was grateful and excited about our new instant connection and thought, “Wow, that’s so easy!” I came to the World Wellness Weekend to support Joe and help him with his business. And then something completely unexpected popped up and because I just went with the flow, I ended up creating this amazing networking opportunity with this beautiful woman who was in the same creative zone as I was. “Easy” is something that I also pay attention to in life.

From that day on, Lisa and I would brainstorm together, coming up with all of these really cool ideas. Before I knew it, she had developed a bunch of raw prototypes to show me. She’s an incredible artist with much talent and I felt so blessed and lucky to have met her. The Law of Attraction was definitely at play and I was tuning in.

A few months later, my web site was complete and I reflected on how amazing the journey had been, thus far. Everything continued to fall into place so beautifully. And to bring it back around to Joyce McKee again, she was one of the very first people to see the site upon its completion. She said to me “You know, life moves so quickly for us all that we don’t always stop to smell the roses. As your friend, Suzanne, I really want to say this to you: Sit back and take it all in—look at what you accomplished! Look at what you created in this short amount of time! This is amazing!”

Also, the timing of the site going live was really powerful for me, because it launched the very same day that Joe’s book *Zero Limits* launched on the Internet. To me, it was another indication that this was really meant to be, and I shudder to think if I hadn’t listened to the nudges of inspiration and taken the action that I did.

Craig: And the site’s been very successful. I think that’s really wonderful, this journey you went on, the inspired action you took and that it led you to something that is not only successful but growing.

Suzanne: Absolutely. I’m always so amazed how well received it is! So many opportunities have come to me as a result of launching my web site. Within the first six weeks, since launching my site, here is a short list of amazing opportunities that have come my way:

Unbeknownst to me, my site was promoted in various Ho’oponopono forums and newsletters.

The following week, I was invited to do two live radio interviews to promote the site and was then offered an opportunity to host my own radio show.

I was invited to contribute to Wayne Dyer’s book campaign supported by Hay House.

I was offered a dedicated chapter in another upcoming book.

Two local retail stores approached me about selling my products from their outlet centers.

I became a sponsor for Richard Branson’s Virgin America launch party. My product ended up being in 250 gift bags for celebrities and Los Angeles and New York media figures. My photo, bio, and web site plug were included in Virgin America’s press release. I was invited to meet Branson at his Virgin America launch party in New York City.

I was given an opportunity to share a booth at a SwagSuite event for The Emmy Awards in order to feature my product line.

These are perfect examples of what Joe talks about a lot. When he was invited to be a guest on “The Larry King Show,” that wasn’t something he was looking for. He didn’t have it on his dream list. He just lives a life of inspiration, whereby things automatically show up. And that’s what’s been happening to me since I’ve stepped through the door of inspiration. I’ve had my own quiet conversations with the Universe, asking, “Where do you need me? Lead the way and I’ll follow.” Essentially, the only job we have in life is to pay attention.

And speaking of inspiration, do you want to hear about something else?

Craig: I’m all ears!

Suzanne: Out of all of my creative inspirations, the thing that landed me the chance to sponsor Branson’s event was a product that I decided to add to my site at the very last minute, just before the launch date. On a whim, I decided to offer Ho’oponopono pens. This idea came to me in a quiet whisper and I almost ignored it, because I didn’t consider the product to be creative in a handmade, artistic sense. Due to a PC

virus, I no longer had the contact information of the manufacturing company I had in mind to assist me in making these pens. So, I just gave the request to the Universe and true to form, the Law of Attraction prevailed. That *very same day*, my phone rang and it was a manufacturer that I had wanted to get in touch with earlier. They took my order and created my pens and they were added to my web site as another product, moments before launching.

Craig: Wow!

Suzanne: I know, right?! The Law of Attraction . . . it works!

So, the Branson event comes up (by the way, having one of my products in celebrity gift bags has been a lifelong dream of mine) and the public relations team coordinating the gift bags and party are *very particular* about what is allowed to go into the bags. Since the bags would contain mini-journal books, they were instantly interested in my pens, of all things. Remember, these were just an afterthought that I added to my site at the very last minute. They were also interested in my jewelry with the Japanese script. Unfortunately, Lisa could not create 250 glass pieces in time for the event, so they just went with the pens. Since I only had a few days to have the pens created and shipped to the PR team in downtown Manhattan, there was a concern that we might not be able to pull this off in time. Again, I just turned this whole thing over to the Universe and visualized the entire process flowing smoothly. What ended up surprising me was that not only were my manufacturers a mere 10 minutes away from where the finished product needed to be shipped to, but my customer service representative offered to drive them from New Jersey to New York City *herself* . . . and I didn't even have to pay for shipping! Are you starting to see the pattern here? By being in a state of *allowing*, the Universe takes care of us!

Craig: Absolutely!

Suzanne: Something else that I would like to touch upon is facing our fears. At various seminars, I’ve heard you and Joe say that when an opportunity comes your way and you are afraid to pursue it, that is exactly the time to face the fear and do it anyway, as this is what helps us to grow.

Craig: Right!

Suzanne: I have a friend in the media who hosts his own radio show. When he saw my site, he said, “Your Ho’oponopono products are a perfect tie-in to this weekend’s show. I’m going to be interviewing Brian Om Collins and I’d like for you to join us. What are you doing tomorrow?”

Depending on the situation, I’ve suffered from stage fright most of my life. When the opportunity came, I thought, “Can I do this? Do I even want to?” The part of me that has or had the stage fright said, “No. I’m grateful and I feel honored for the opportunity, but I don’t want to face this fear.” And then the other part of me said, “Aren’t you just so sick of your fears? Aren’t you just so tired of the things that hold you back and keep you from being who you are?” I went outside for a few minutes to get a breath of fresh air and think about his offer. As I stood outside by a tree, thinking about what I should do, a mockingbird showed up, right in front of me, and stared right at me. It was saying, “Hey Lady, pay attention to me—I’ve got a message for you!” I am a believer in waking dreams and that there is no such thing as a coincidence. I’m also a fan of Ted Andrew’s *Animal Speak* book. Anytime an animal totem shows up, I’ll look it up to see what it represents. Turns out, the mockingbird’s keynote is finding your sacred song and recognition of your innate abilities. It talked about how most people, even if they know their inner sacred song or their life’s purpose, are afraid to act upon it. A mockingbird’s role is to assist with this. So, how much more perfect

could that message be? I knew that this was my opportunity to outgrow my fears. So I called my friend back and signed on for his show.

After that opportunity came and went, I thought, “Well, phew! I got through that one. Glad I can take that off my list now.” But the Universe wasn’t quite ready to let me off the hook just yet. Shortly thereafter, within the same week, actually, I received another call from another radio show, which invited me to be a guest speaker to talk about “living in the moment” and to discuss the inspirational products on my web site. I could see that this was the Universe’s way of saying to me: “If you’re going to be good at something, you have to exercise that particular muscle . . . *more than once*.”

Who would have thought that creating a web site through divine inspiration would also grant me the opportunity to work through my fears? It’s no wonder that we don’t always follow our dreams due to all of the clearing work, within ourselves, that is involved. However, I will say this, it is well worth the effort! Facing our fears means that we can be free from what holds us back in life, hence, new space is created to become more of ourselves.

If I had known that following my inspiration would lead to looking deeper into myself and having to deal with my stage fright, I probably would’ve said, “No thank you.” To me, the relationship I have with the Universe is no different than the relationships I have with the people in my life. What happens when you develop a relationship with the Universe over time, is that you have to honor the relationship and you have to respect it. I truly believe that the Universe brought these opportunities to me because it wanted to help me move beyond my limitations. Knowing this, I felt as though I needed to do my part and say thank you and appreciate the fact that the Universe had lined up these exact people and

opportunities in order for me to grow. By honoring the invitation, yet another door opened up for me. After my second live interview, the executive producer of this particular radio show invited me to have *my own show*! The contracts and paperwork have already arrived! It’s just amazing how life is making me step up to the plate. Each time I overcome one of my fears, yet another opportunity shows up that is even slightly more challenging than the last one!

Craig: Wow, that’s a great story, Suzanne! And I think you really hit on some key lessons, there, that when you do face that fear, you do have to be open to letting go. And yes, it can be a wild ride once you start saying yes to these opportunities.

Suzanne: That’s true.

Craig: Sometimes we feel like, “Man, no mercy, come on! I could go for a little break right now.” But the energy and the excitement comes from saying yes and following it. After knowing you for a decade, I’m just really, really excited for you. It is so wonderful that you’ve found this path, whether it’s on radio shows, creating products or developing relationships for your web site . . . whatever you end up doing. That’s a perfect example of inspired marketing. It really means a lot to me to have you in this chapter of the book. Your story is inspiring. It will make the people who read this think to themselves, “You know what? I can do this.” I actually think that women probably have an advantage here in being open to and accepting the messages and the nudges and the inspirations when they come, because I think it’s traditionally a more female energy.

Suzanne: Yes, and as a side note, I also wanted to say that loving your products and your ideas is so important because your passion will be fueled by the love you have for whatever it is that you’re creating. I don’t allow any stress or pressure or negative thinking to be a part of my own creative process. I

don't want any self-imposed deadlines, any rushing or any running around. I choose to create from a loving space that is based on clarity, balance, and inner peace. I think that there's enough stress and pressure in the outside world. Why would I want to add that to my business?

Craig: People think that by increasing the stress and struggle, they'll get more done. But it's really about following that inspiration and letting things be easy, which for someone like me, who's come from the more traditional blood, sweat, and tears approach, can be very disorienting. One of the main messages of this book is, success can happen much more quickly than you can imagine, and it can just be effortless.

Suzanne: Right!

Craig: I really want to thank you for going out on a limb and recording an audio interview with me and just letting it all out without holding anything back. That's further proof that you're really still on that path.

Suzanne: Thank you. I just wanted to close by saying that being interviewed by you and having this incredible opportunity to be in this wonderful book that you and Joe are writing is yet another example of the miracles and the gifts that keep coming my way.

Craig: Well, perfect, that's a great way to round things out here. I'm glad we included those final thoughts. Thank you, Suzanne, it's been wonderful.

Key Ideas:

- Divine inspiration can lead to product development.
- Listen to the messages from the Universe and take action. Don't worry about the "how."
- Letting go is one of life's secrets to success. When you let go, the Universe will show you the way.

- Pay attention to the signs, there is no such thing as a coincidence.
- Things don’t have to be hard. It’s okay to believe in “too easy to be true!”
- Examples of the Law of Attraction at play.
- Acting on a hunch can open doors to lifelong dreams.
- By being in a state of *allowing*, the Universe takes care of us!
- Achieving your dreams is an opportunity to conquer your fears and grow.
- Pouring love into your products and ideas will equal success.

About the Authors

Joe Vitale (Wimberley, Texas) is one of the stars of the movie *The Secret*. Dr. Vitale is president of Hypnotic Marketing, Inc. and president of Frontier Nutritional Research, Inc., both companies based outside of Austin, Texas.

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He's also written *Zero Limits*, *The E-Code*, *Meet and Grow Rich*, *There's A Customer Born Every Minute*, *The Seven Lost Secrets of Success*, *Hypnotic Writing*, *Your Internet Cash Machine*, and *Buying Trances*—published by John Wiley & Sons, Inc.

Once homeless and living in poverty, Joe is now considered one of the pioneers of Internet marketing. He has made millionaires and helped created online empires.

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He is also featured in several best-selling online marketing books and courses, including *The Seven Lost Secrets of Success*, *Buying Trances*, *The Great Formula*, *Success Secrets of the Online Marketing Superstars*, *Your Portable Empire*, *The Absolute Beginners Guide to Internet Wealth*, and several self-help books, including *Life's Missing Instruction Manual*.

Craig started in offline direct marketing and then moved online in the mid-1990s. He has generated millions in sales for companies large and small from diverse industries ranging from small business, finance, telecom, and CRM, to fitness, health, and self-help.

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