

RUSSELL BRUNSON'S

JAN 2022



BEHIND THE SCENES

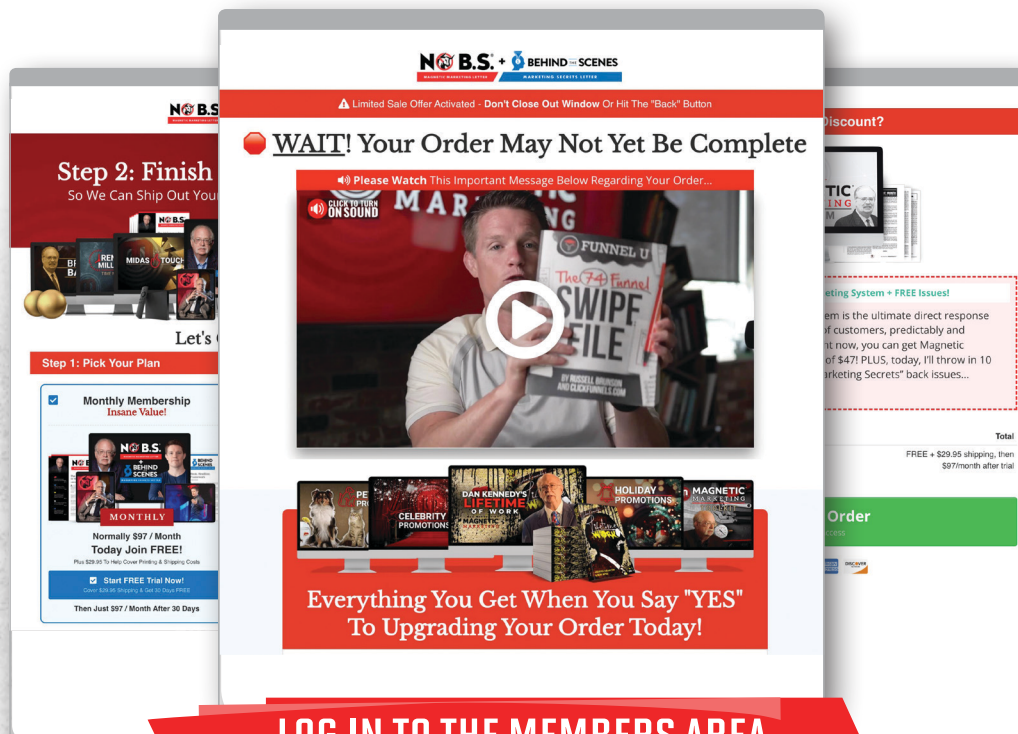
MARKETING SECRETS LETTER

WHOEVER CAN SPEND THE MOST MONEY TO ACQUIRE A CUSTOMER WINS

INSIDE THIS ISSUE:

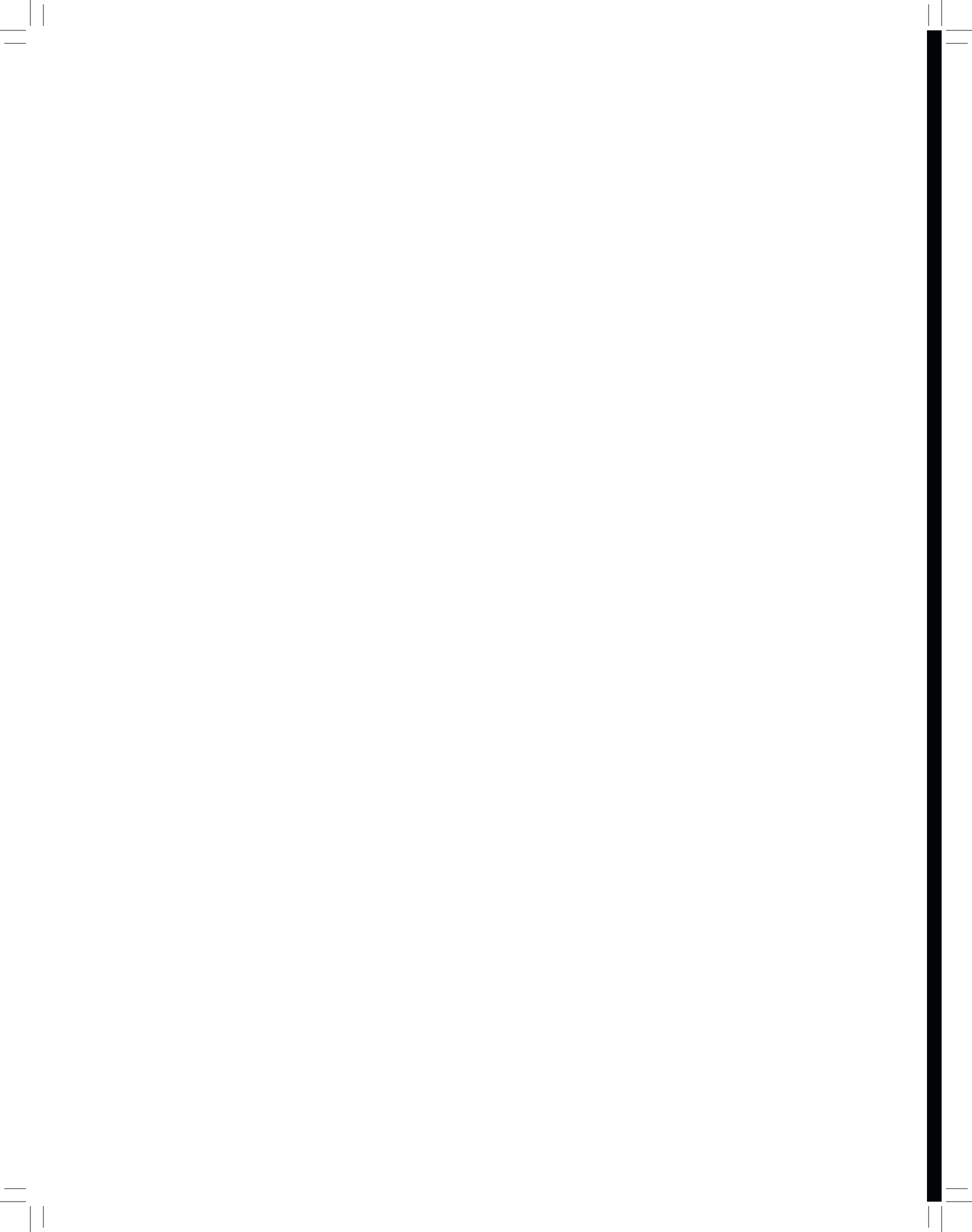
How To Achieve
\$4 EPCs and Over
\$300 ACV... On A
"Free Plus Shipping"
Offer (Mind Blown Starting
On Page 3...)

How To Cut Through
Market Saturation
With An Offer That's
So IRRESISTIBLE It
Makes Customers
Feel Silly If They
Don't Purchase
(Shown On Pages 15 to 22...)



LOG IN TO THE MEMBERS AREA
TO ACCESS ALL OF YOUR BONUSES

Go to www.MagneticMarketing.com/login





MARKETING SECRETS LETTER



Featuring Russell Brunson
CEO of ClickFunnels

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LOOK BEHIND THE SCENES OF OUR NEW "MEMBERSHIP FUNNEL"

That Is Averaging Over \$4 EPC And \$304.55 Average Cart Value!

Dear Funnel Hackers,

The last 12 months have been strange for me.

If you have followed my journey as an entrepreneur, you know that I like to move fast. In the first 10 years of my business, I launched over 150 funnels. (Yes, that means I was averaging MORE than one new funnel—along with upsells and down-sells and all the products inside of each offer on every page and more—every month for over a decade!) And that was BEFORE ClickFunnels, where we had to hand-code every page, the shopping cart, members areas, etc. every time.

After about the 150th funnel or so is where I found my true calling, which has been **To Free All Entrepreneurs So They Can Focus On Changing The Lives Of The Customers That They've Been Called To Serve.**

The way we do this is through our software (ClickFunnels.com), which frees them from the technical hurdles of launching a business, and then through our education and events (inside of Marketing Secrets, which is our education brand).

The seven years since we launched ClickFunnels has been a crazy ride. We went from serving a few thousand entrepreneurs to now having over 100,000 people using ClickFunnels, with thousands more joining every day.

But in the last 12 months, everything has changed. If you were at Funnel Hacking LIVE, you heard part of the story. We had thought about selling ClickFunnels, but eventually turned down an offer that would have been my retirement. Instead, we decided to start building ClickFunnels 2.0!

This meant that things had to slow down...at least for me.

Todd was busy building the team and casting the vision for 2.0. And honestly, I hadn't seen him that happy and motivated since the days that we were building the original ClickFunnels.

But for me...I wasn't sure what I was supposed to do right then.

I knew the plan for AFTER 2.0 was done. We'll have a launch, we'll drive traffic, it will be like it was during the early days again for me.

But during this lull...I kind of lost myself.

Alex Charfen once said that entrepreneurs don't get happy or sad. Those words don't make sense to us. Instead we only feel either in momentum or out of momentum. And during this season of my life, I felt out of momentum. And if I'm honest, I didn't really know what to do.

So I think I panicked. I started to write a new book. I started launching some side companies (many of which you'll have a chance to read about in this and future issues of the newsletter). I started collecting old books (LOTS of them)—so many that I'm actually building a 20,000-square-foot library next to ClickFunnels HQ to store them all! (I'll talk more about this crazy idea in future issues.) I also decided to reopen my Inner Circle mastermind group, so I could start working more closely with entrepreneurs again.

Anyway...each of those projects would give me a temporary sense of momentum while I was awaiting the launch of 2.0.

But then I got the shot in the arm.

I wasn't expecting it, but one day I got an email from a friend, asking if I'd be interested in buying Dan Kennedy's company!!

I started learning from Dan almost 18 years ago, when my business had just barely broken the six-figure mark, and I decided to write him a check for \$18K (which I didn't have) to join his mastermind. What I learned from Dan helped me go from start-up entrepreneur to building the company that I own today. And as a side

note, many of the features and principles we built into the ClickFunnels platform came DIRECTLY from things we learned from Dan.

For me, having the chance to buy Dan's company was the equivalent of someone being a Michael Jordan fan and having a chance to buy the Bulls!

Obviously my answer was a very fast YES, and within about a month, we had acquired Magnetic Marketing, as well as about 40 years' worth of Dan's intellectual property (IP). As I started to dig through the literal treasure trove of content that I now owned, I decided to start re-binge listening to everything that Dan had ever published. (As of today, I'm probably about 30+ years into the archives, with only another decade left until I'm done...ha ha.)

As I've been relistening, I've been reminded of many things that I learned almost two decades ago when I was first starting out. I also heard so many things that I hadn't really understood at the time or wasn't ready for until I heard them again.

And the results of all this binge-listening and reading is that I haven't been able to sleep.

It's literally 2:00 AM right now as I'm writing this. Most mornings, I'm up at 5:00 AM, working on ideas that have been reignited, as well as creating the new offers to relaunch Magnetic Marketing and curating the best content from 40 years of Dan into a new podcast, updated courses, and more.

I feel like I'm back in momentum. And an entrepreneur in motion is a very powerful thing.

As we are starting this new year, the word that I'm ascribing to it is **MOMENTUM**.

It's starting with our relaunch of Magnetic Marketing. Shortly behind that will be the launch of ClickFunnels 2.0. And after that... Well, I don't want to ruin the surprise, but I've been sitting in silence working on a plan that we'll

be executing to get us from 100,000 active members to a million over the next few years. Someday, I'm hoping that people will write stories in the business history books about what you'll have a front row seat to witness.

Inside of this new newsletter, the **Behind The Scenes Marketing Secrets Letter**, you will have a chance to watch behind the scenes (BTS) of what we are doing and why. I'll share the results with you in real time as we scale ClickFunnels.

On top of showing you BTS how we're scaling our software company, we'll also be showing you how we're growing our two information publishing companies: Marketing Secrets with all of my IP and Magnetic Marketing with all of Dan's IP.

But wait...we won't stop there. Remember I told you about my lull earlier this year? Well during that time, we launched four supplement companies, a t-shirt company, a health newsletter, and a bunch of other fun side projects that I like to call "Virtual Real Estate" or VREs. In each issue, we'll show you BTS on what we're doing in these companies as well. Honestly, it doesn't matter whether you're selling software, supplements, information products, or pretty much anything—there will be something powerful for you inside of each issue.

Sound like fun? Cool, then let's jump right into the newsletter!

"WHOEVER CAN SPEND THE MOST MONEY TO ACQUIRE A CUSTOMER WINS!"

I want to share with you a secret that will serve you for the rest of your life. When you're negotiating a contract with anyone, always throw in one crazy thing that you REALLY want but assume that they won't do, and just see what they say.

The first time I did this is when we hired Marcus Lemonis (from the TV show *The Profit*) to speak at Funnel Hacking LIVE. We put in the contract that we needed to meet with him for an hour before his keynote to "help him understand our audience." But our real motivation was that we wanted to hang out with Marcus and get to know him. We thought that if he liked us, maybe somehow we could be on the show someday!

Sure enough, that hour was long enough to show him ClickFunnels and build rapport. And within a few minutes of leaving our event, he texted me and asked if I'd be interested in being on the show!

I had something similar happen when I was negotiating the contract with Dan Kennedy as we purchased Magnetic Marketing. Before I faxed him my proposal, I slipped in one sentence: "Coauthor a book with Russell." AHHH!!! I was almost too scared to send it, but I clicked the Send button anyway. (If you don't know Dan yet, he refuses to have an email account, so all correspondence with him happens through fax! How cool is that?! Ha ha.)

A few days later, I got a fax back from Dan agreeing to everything I had asked, including coauthoring a book with me! This has honestly been something I have dreamed about ever since Dan wrote the foreword for my *DotComSecrets* book.

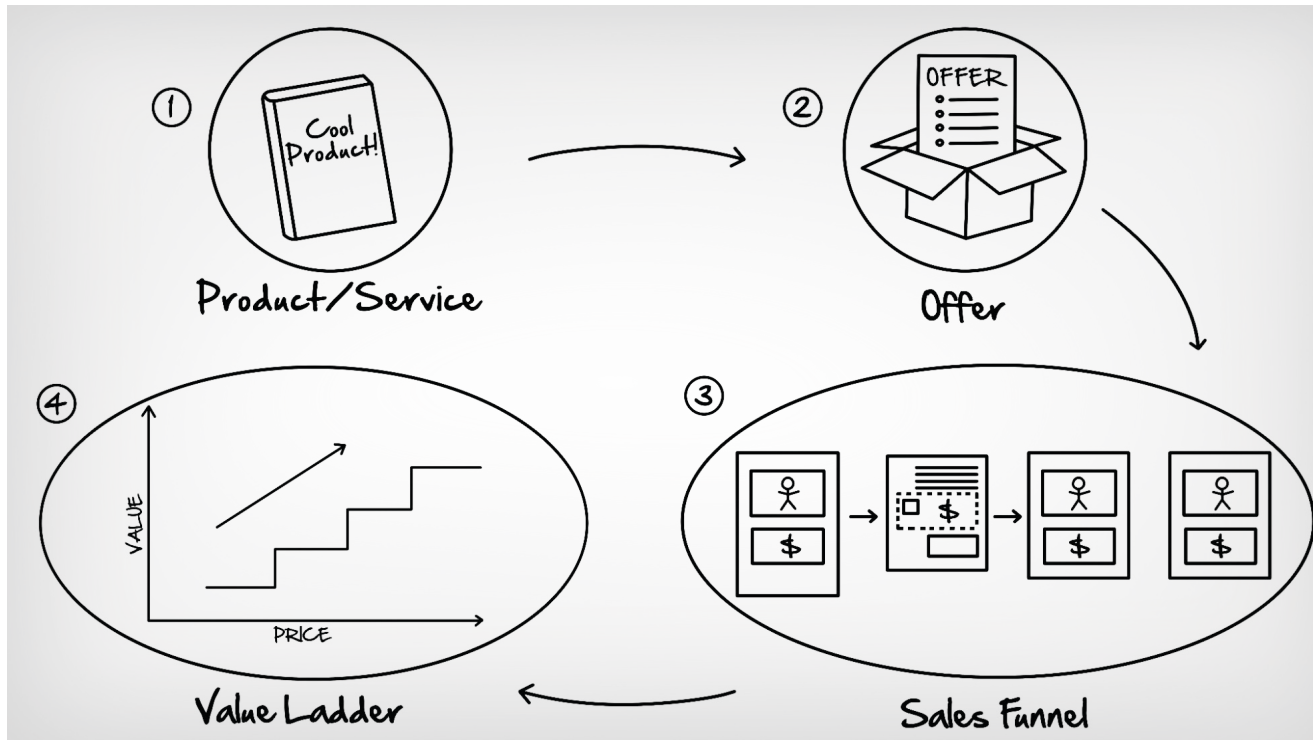
But the big questions were "What will the book be about?" and "What should we call it?"

I thought about this long and hard, and then shortly after Funnel Hacking LIVE, I realized that I had shared one quote from Dan about a dozen times during the event. And what's crazy is that I've done such a good job indoctrinating that concept into the minds of my Funnel Hackers, six of the other speakers also quoted it!

As I thought more about this quote, I realized that it's the foundation of ALL funnel marketing! It was the reason funnels were developed and why they are so essential to master.

“WHOEVER CAN SPEND THE MOST MONEY TO ACQUIRE A CUSTOMER WINS.”

When you start looking at any good company, you'll notice there is an evolution over time that allows them to start spending more money to acquire a customer. The phases look like this.



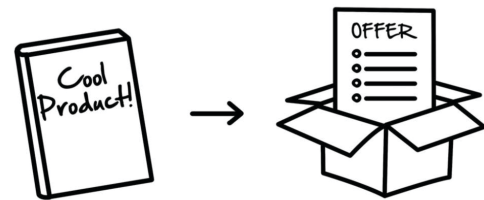
Most companies start with a product, and if it's something that the market wants, then they will get some initial traction and start making money. Over time, most products become commodities. If you're the only chiropractor in your town and your product is an adjustment, it's likely that over time other chiropractors will move into town and offer the same product. And then you are selling a commodity. Or if you're selling supplements, or physical or information products, as other people start selling similar products to yours, you start to become a commodity, meaning you're selling essentially the same thing as everyone else around you.

The biggest problem with commodities is that when an end consumer is looking for something to purchase, and all of the products or services are the same, they will default to whoever has the cheapest one. Yes, that means the way you win when you're selling a commodity is to lower your prices and cut into your margins, giving you LESS money to spend on acquiring a customer.

I once heard Dan Kennedy say, **“There is no strategic advantage to being the second-lowest price leader in town, but there is a huge strategic advantage to being the most expensive.”** So if you can't be Walmart, then you want to increase your perceived value to become the most expensive.

How do you increase the perceived value so you can become the most expensive? You switch from just offering a product or a commodity, which anyone can copy, to creating an actual offer that is unique to you. This will give you the ability to charge more money for anything that you are selling.

As I started going through all of the Dan Kennedy archives, I saw this evolution inside of their business over the decades as well. When Dan first launched his newsletter in 1992, he had one of the very few marketing newsletters in the world. When Bill Glazer bought his company 10+ years later, he relaunched the newsletter not just as a newsletter, but as an irresistible offer, which he called the “Most Incredible Free Gift Ever” or MIFGE.

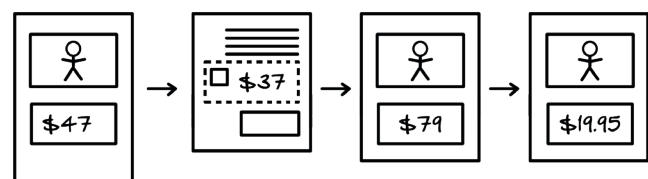


Product/Service Offer

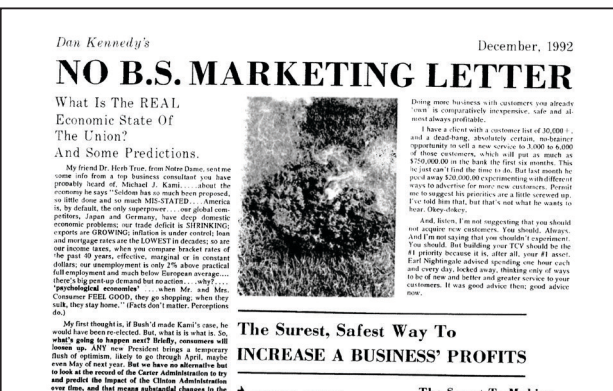
Moving from a product or service to an offer is the first step that will allow you to spend more money to acquire a customer. Bill ran this offer for over a decade, but most of his traffic for the MIFGE offer came from affiliates who emailed their lists to promote the offer. Bill wasn't able to spend a lot of money up front on advertising because he wasn't able to collect much money up front.

People would sign up for membership, and then he gave them a free three-month trial. Because it took him almost three months before he started to make any money from his new customers, he wasn't ever able to scale with paid ads. In fact, after Bill sold the company, the new owners never fostered their relationships with the affiliates, and over the last decade, the company shrunk every month as people would unsubscribe from the newsletter, but no new blood was being pushed to get people to rejoin.

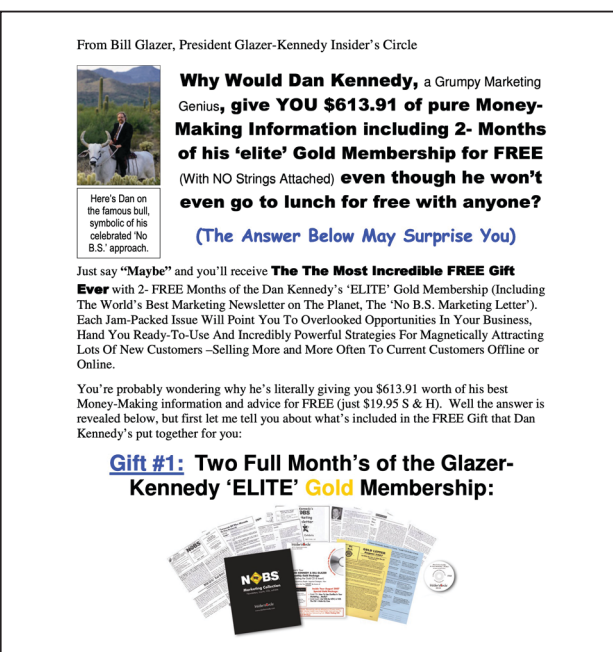
When I acquired the company, I knew that we needed to relaunch it. I knew that if we created a really good offer (a new version of the MIFGE) we could get affiliates to promote it, but that would be a very short-term plan. I wanted something that I could start spending \$10K or more on per day for paid ads to get a consistent stream of new customers. To do that, I needed to evolve to the next phase of business, from product => offer => sales funnel.



The goal for this launch was the same: “Whoever can spend the most money to acquire a customer wins.”



1992: No B.S. Marketing began as just a newsletter



Bill Glazer's 1st "Most Incredible Free Gift Ever" offer

Bill used this irresistible offer of giving away \$631.92 of products for free when people would test-drive the newsletter, helping them to grow their membership to over 10,000 paying customers!

CREATE AN IRRESISTIBLE OFFER (GOAL: TO GET A HIGH CONVERSION RATE ON THE FRONT END)




NO B.S. + BEHIND THE SCENES
MAGNETIC MARKETING LETTERS

Sign Up Now Support Affiliates Login

Why Did Dan Kennedy (AKA The Renegade Millionaire Maker) Come Out Of Retirement And Team Up With Russell Brunson (The Co-Founder Of ClickFunnels) To Create The...

"Most Incredible **FREE** Gift Ever... Designed To Help You Make Maximum Money In Minimum Time!"



When You Subscribe To The NO B.S. Magnetic Marketing Letter, You'll Also Get A **FREE** Subscription To The 'Marketing Secrets' Letter - A \$97 Month Value **FOR FREE!**




PLUS You'll Get Over \$19,997
Worth Of 'PURE' Money Making Information
For **FREE** (Just For Saying 'Maybe!')

All You Have To Do Is Say, "MAYBE"
And The Gift Is Yours... For **FREE!**

 **YES! I Want To Test-Drive The NO B.S. Letter Now!**

Get A 30 Day Trial To The NO B.S. Letter And Get The Marketing Secrets Letter For FREE!

money-making information.” This irresistible offer is converting at 5.7% (at the time of this writing), which isn’t too bad considering they are signing up for a \$97 per month continuity program.

While this is great, I don't get that first \$97 monthly payment for 30 days. Plus, I've got to pay to ship out a big kit in the mail and to print the books they get. So right now, even though the offer is converting, I'm not able to actually spend a lot of money to acquire a customer yet.

We did add a yearly option on the order form, which 5.46% of the people have taken, making our up-front revenue (so far) \$82.72 per member. So in theory, we could spend up to \$82.72 to acquire a member now and still be at break-even (if you don't count our printing and shipping costs).

NBS BEHIND-SCENES
Exclusive Content Only

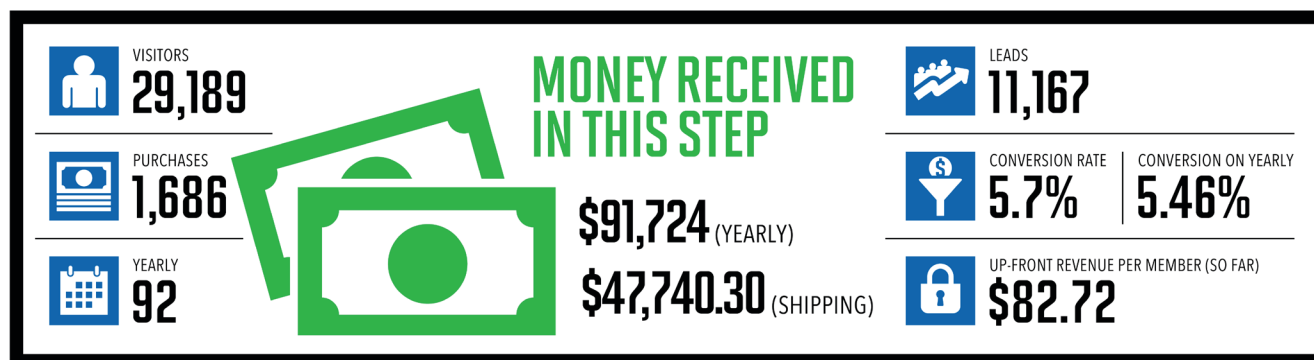
Step 2: Finish Signing Up Below

So We Can Ship Out Your Most Incredible **FREE** Gift Ever!

Let's Get Started

Step 1: Pick Your Plan

<input checked="" type="checkbox"/> <p>Monthly Membership <i>Infinite Value!</i></p> <p>MONTHLY</p> <p>Normally \$97 / Month Today Join FREE!</p> <p><small>Plus \$29.95 To Help Cover Printing & Shipping Costs</small></p> <p>Start FREE Trial Now! <small>Cover \$29.95 Shipping In Just 30 Days FREE</small></p> <p><small>Then Just \$97 / Month After 30 Days</small></p>	<input type="checkbox"/> <p>Yearly Membership <i>Huge 30% Discount!</i></p> <p>YEARLY</p> <p>Normally \$1,164 / Year Today Just \$997 / Year!</p> <p><small>Plus \$29.95 To Help Cover Printing & Shipping Costs</small></p> <p>Skip Trial And Save! <small>Unlock Everything And Save 30%</small></p> <p>Skip Trial And Lock In The Discount!</p>
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STEP #2:

ORDER FORM BUMP

The order form bump is literally the closest thing to free money that you'll ever find in your life. If you don't have an order form bump, it's time to stop EVERYTHING you're doing right now and go and add one to your funnel. Often-times, this little checkbox will completely cover my advertising costs!

I always think of the order form bump like the gum, Tic Tacs, and National Enquirer you see at the grocery store as you are checking out. They are quick impulse purchases that dramatically increase the revenue per customer. Here is an example of an order form bump, and the feedback from one Funnel Hacker (Dean Holland) after he implemented it.

The screenshot shows a two-step checkout process. Step 1 is 'SHIPPING' with the subtext 'Where To Ship Book?'. Step 2 is 'YOUR INFO' with the subtext 'Your Billing Info'. Under Step 1, there's a table with 'Item' and 'Price' columns. The first item is 'DotComSecrets Free Book' priced at '\$7.95'. Below this is a credit card form with fields for 'Credit Card Number', 'CVC', 'Expiry Month', and 'Expiry Year'. At the bottom of the shipping section is a blue button that says '→ Ship My Book Now!'. Below the shipping section is a yellow box with a dashed border containing a bump offer. It starts with a red arrow pointing to a checkbox labeled 'Yes! I Want Audio Book'. Below this, it says 'ONE TIME OFFER - Only \$37: Want the NEW AUDIO BOOK version of DotComSecrets book, PLUS a bonus, unpublished chapter showing you how to get UNLIMITED leads to any of your websites? ***Click YES to add this to your order now for just a single payment of \$37.00! (This offer is not available at ANY other time or place)'. At the bottom of the yellow box is another blue button that says '→ Ship My Book Now!'. At the very bottom of the form is a small note: '* 100% Secure & Safe Payments *'.



Dean Holland

November 6 at 4:45am

Hey guys... Just sharing an update on our F+S offer and a few lessons I've already learned that may help you guys

So firstly some numbers... after nearly 900 visitors we're holding at 12% conversion on people that complete the order (mind blown at this!)

The conversions on those that fill in just the step 1 shipping part is sitting at around 20% so we have those in a separate follow up campaign

Now the biggest lesson of all, as I've never done it before is an order form bump!!!

HO-LI-CRAP lol...

I'm guessing Russell will say "I told you so" haha..

So initially I didn't have one and I decided I wanted one haha... So all I did was remove a bonus I was giving with the \$197 upsell and make that a \$17 order bump

Right now it's converting at 26% !!! It's like free money haha 😊

So get one in ASAP if you don't have one. I'm gonna try putting the price up to \$27 and see if we increase customer value

All in all first 5 days have been a rollercoaster, but I'm excited... I think once I now improve what happens once we get a buyer, and we optimize the backend funnels this F+S concept could change my entire business

Hope this helps some of you guys! Above all, just take action man... By no means have I got it all perfect, and it's got a ton of holes that need plugging but it's out there and selling

For the new MIFGE offer, we decided to make Dan's original Magnetic Marketing System the order form bump at a HUGE discount of just \$47.

Step 4: Magnetic Marketing For A 95% Discount?

☐ YES! I Want Magnetic Marketing System + FREE Issues!

ONLY \$47 TODAY: Magnetic Marketing System is the ultimate direct response marketing "blueprint" for attracting a flood of customers, predictably and consistently. Normally sold for \$497, but right now, you can get Magnetic Marketing System for just one low payment of \$47! PLUS, today, I'll throw in 10 classic NO B.S. back issues, and 8 classic "Marketing Secrets" back issues... absolutely FREE!

Product	Total
N.O.B.S. Letter - Gold (Monthly)	FREE + \$29.95 shipping, then \$97/month after trial

Complete Order

Get Instant Access

Currently we have a 55.04% conversion rate on this order form bump!

At this point, we could spend up to \$108.59 to acquire a customer and still break even!

STEP #3:

ONE-TIME OFFER #1

Limited Sale Offer Activated - Don't Close Out Window Or Hit The "Back" Button

WAIT! Your Order May Not Yet Be Complete

Please Watch This Important Message Below Regarding Your Order...

Everything You Get When You Say "YES" To Upgrading Your Order Today!



MONEY RECEIVED
IN THIS STEP

\$43,616



UP-FRONT REVENUE PER MEMBER (SO FAR)

\$82.72 + \$25.87 = \$108.59

After the order form bump, the next easiest way to increase your average cart value or ACV is through an upsell, or what we call a one-time offer. The first “yes” in any transaction is always the hardest. That is why we make the front-end offer SO IRRESISTIBLE that people have to stop what they’re doing and go run to grab their credit cards. The next yeses are a lot easier, because customers don’t have to go and make a new buying decision—they just have to say “yes” to an upgrade.


For this first upsell, we decided to offer both a digital and physical version of Dan Kennedy’s Lifetime Of Work swipe files. We priced the digital at \$297 and the physical at \$2,497. Notice how we structured the offer: the digital version comes with five volumes, but the physical one comes with all seven! We structured it this way to try to push people toward the more expensive offer.

Secure The "Mother Lode" Of... Dan Kennedy's Lifetime Of Work!

And Say "Sayonara" To Getting Stuck, Lost, Or Frustrated With A Promotion Ever Again!

Entrepreneurs Looking To Grow At An Average Pace...

Grab Only The Digital Versions Of Volumes 1 Thru 5 Of Dan Kennedy's Lifetime Of Work




I'll JUST ADD THE DIGITAL FOR ONLY \$297

Yours Today - Just One Easy Payment Of
Only \$297

- Not take the value as seriously... gets "lost" among the other PDF downloads
- While volumes 1 - 5 are HIGHLY valuable... you'll be missing 2 KEY volumes
- Pay more in the long run once you see the value... and you buy the other 2 volumes at FULL PRICE
- Always need your computer to view the digital versions...

Serious Entrepreneurs Determined To Grow At A RAPID Pace...

Secure ALL 7 Physical Volumes Of Dan Kennedy's Lifetime Of Work (And Before We Run Out!)



YES! ADD THIS TO MY ORDER
Plus, Get Instant Access To All Digital Versions

Regular Price: ~~\$49,000~~
Yours Today - Just One Easy Payment Of
Only \$2,497
Saving You \$7,503 Today

- PLUS - get digital versions to all 7 volumes for FREE! (And enjoy Kennedy goodness while on a flight or a long road trip)
- Generate MORE clients, patients, and bookings rapidly and predictably...
- "Swipe 'n deploy" proven... winning campaigns from Kennedy himself to skyrocket sales

So, What Are You Waiting For?


Secure The "Mother Lode" Of Dan Kennedy's Lifetime Of Work Right Now... And While Physical Copies Are Still Available!

Choose My Upgrade Now!
And Join The Legacy Of Dan Kennedy

No thanks, Russell... I'm declining this offer. I fully understand this may be my only chance at securing rare Dan Kennedy marketing "artifacts" at this unheard of, and downright crazy, low price again...

LAST CHANCE!

How About I Add Only The Digital Versions Of Volumes 1 thru 5 Of Dan Kennedy's Lifetime Of Work (Minus The Bonuses) For Only ~~\$297...~~ **\$197!**



Maybe digesting all SEVEN volumes of Dan Kennedy is too much at this time...?

Truth is, I wouldn't be able to sleep at night if I didn't give you one more chance to secure **AT LEAST Volumes 1-5** of Dan Kennedy's lifetime of work on digital.

That's why I want to make this the easiest, no-brainer decision of your life...

I'll take off the bonuses, knock off another 100 bucks, and give you volumes 1-5 of Dan Kennedy's Lifetime of Work for the one-time, low payment of just **\$197!**

Please note: this RARE limited-sale offer at this UNHEARD of low price of just \$197 is **only available right now on this page.**

Once you leave this page, this offer disappears.

So if you're here, then act now by **hitting the green "yes! add this to my order" button below right now**, and secure Volumes 1-5 of Dan Kennedy's Lifetime of Work on digital... and before it's too late.

Normally: ~~\$297~~
Right Now: \$197
You Save \$100 Right Now!

☒ **Yes! Add This To My Order**
Get Instant Access To Your Digital Gifts

No thanks, I'm rejecting this limited-sale opportunity and understand I will have to pay full price at a later time...

BONUS! Magnetic Marketing Toolkit..... (\$297 Value)

If someone clicked on the “No Thanks” button for this, we had a pop-up that would offer them a downsell version (without the bonuses) at \$197.



MONEY RECEIVED IN THIS STEP



CONVERSION ON THIS STEP

25.23%

195 @ \$297 = \$57,915
69 @ \$2,497 = \$172,293
65 @ \$197 = \$12,805



UP-FRONT REVENUE

PER MEMBER (SO FAR)

\$82.72
+ \$25.87
\$144.14
\$252.73

Are you starting to see how this game is played when you have a funnel that is converting? At this point, after OTO #1, we have the ability to pay \$252.73 to acquire a customer!

But we're not done yet. We have one more upsell in this initial funnel.

STEP #4:

ONE-TIME OFFER #2

In this step, we created another irresistible offer, giving people access to three of Dan's Renegade Millionaire courses for the price of one!

Limited Sale Offer Activated - Don't Close Out Window Or Hit The "Back" Button

👉 **One More Thing!**

ATTENTION: This is only for hardcore Dan Kennedy fans... or looking to become one.
If That's You, Then Watch Below For All The Details

Your Transaction Is Almost Complete...

RENEGADE MILLIONAIRE SYSTEM

"...If there's ONE collection of Dan Kennedy every serious marketer needs... this is it."

Secure The ENTIRE Package of
Dan Kennedy's

Once again, if they said no to the offer, we offered a payment plan on a pop-up.

Now I want to emphasize a few things.

For A Limited Time, You Can Secure...

Dan Kennedy's ENTIRE "Renegade Millionaire" Package Today!

And Receive Instant Access To Digital Downloads So You Can **Begin Your New "Renegade Millionaire" Journey Right Away!**



Normally ~~\$6,188.00~~

Today - Only One Payment Of Just \$497!

(Saving You A WHOPPING 91% Instantly!)

 **YES! ADD THIS TO MY ORDER**

Get Instant Access To ALL Digital Downloads

Bill Glazer taught me the power and importance of ascension inside of a business. Inside the *DotCom Secrets* book is where I first shared a graphic of what I call the "value ladder."


So if you're here now, and you have even the slightest "itch" to defy normal market efforts...

Then D... Million...

Go ahe... too late

FINAL OFFER!


I would hate it if you missed this RARE opportunity, so here's what I can do for you today...



3 Easy Payments

Get The **ENTIRE** "Renegade Millionaire" Package Today

For Just 3 Easy Payments Of Only \$197!

 **YES, I WANT TO BECOME A RENEGADE MILLIONAIRE!**

Clicking On This Button Will Charge Your Card \$197 + Taxes Now

[Yes, I Want You To Upgrade My Order Right Now So I Can Start My Journey To Become A "Renegade Millionaire!"](#)


When you accept, you'll be charged \$197 (+ taxes) and given access to the entire "Renegade Millionaire" package. You'll then be billed \$197 every 30 days for the next 2 months.

[No Thanks, Russell... I'm Not Interested In Becoming A "Renegade Millionaire"...](#)


Today - Only One Payment Of Just \$497!

(Saving You A WHOPPING 91% Instantly!)

 **YES! ADD THIS TO MY ORDER**




MONEY RECEIVED IN THIS STEP

 **CONVERSION ON THIS STEP**

21.39%

154 @ \$497 = \$76,538
55 @ \$197 = \$10,835 (SO FAR)

 **UP-FRONT REVENUE PER MEMBER (SO FAR)**

\$82.72
+ \$25.87
\$144.14
\$51.82
\$304.55

Now I want to emphasize a few things.

First, this behind-the-scenes glimpse of these numbers is within the first few days after launch. The numbers will go down over time as we move more of our traffic to paid ads. But as of today, we are able to spend OVER \$300 to acquire a free newsletter subscriber! Do you know any other newsletter company that can do that?

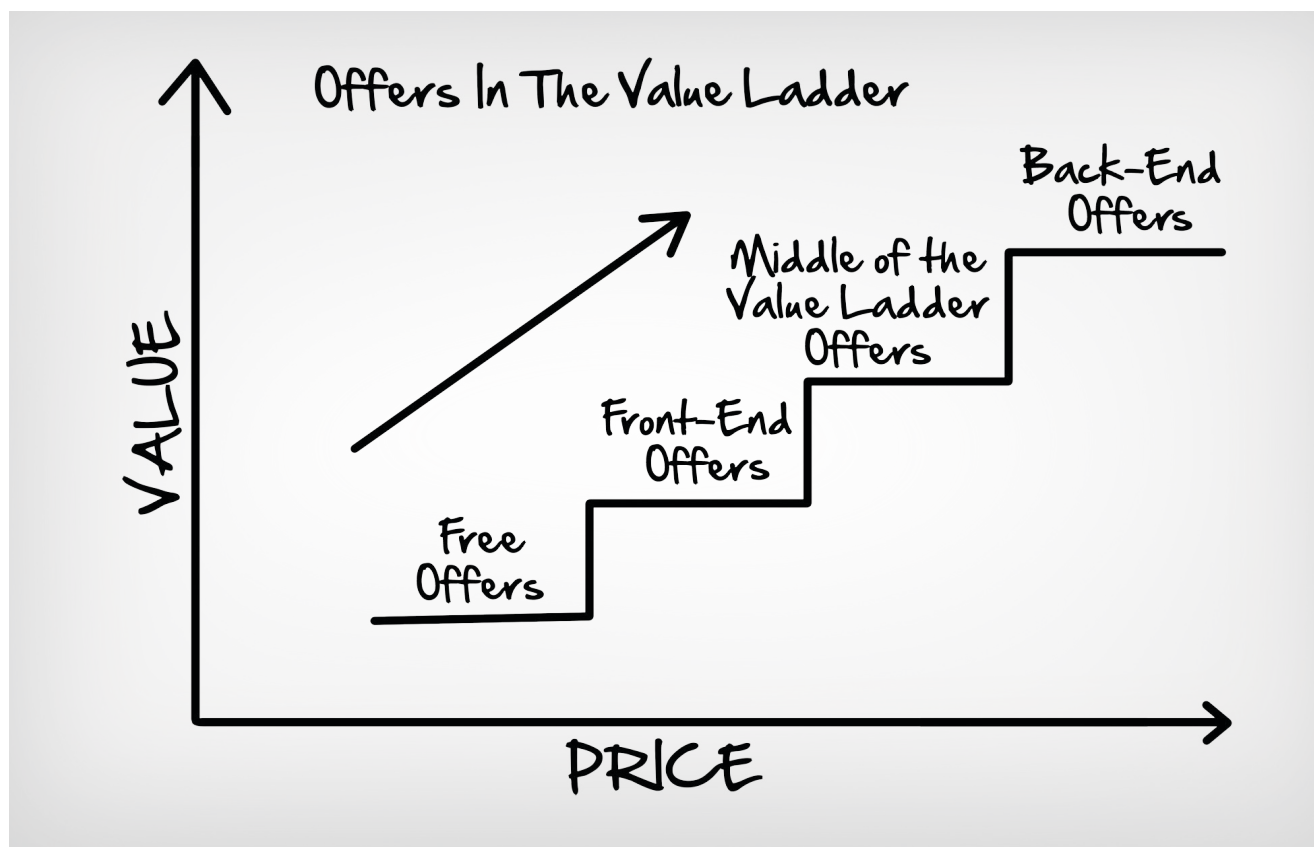
“Whoever can spend the most money to acquire a customer wins.” Building a funnel like this is how you can outspend all of your customers! It is the secret of how you actually implement what Dan has been telling us for so many years!

Over the next 12 months, we will use this funnel to scale the newsletter to the point where it has 10,000+ members again!

Now there is one more phase to this customer journey that I wanted to touch upon, but I don’t have the space to go deep into it here. It’s the step after the initial point-of-sale funnel. It’s all of the other things that your customers will buy over time to increase their lifetime value (LTV).

Bill Glazer taught me the power and importance of ascension inside of a business. Inside the *DotCom Secrets* book is where I first shared a graphic of what I call the “value ladder.”

Each tier of the value ladder requires one funnel. Now that people have joined the newsletter membership at the Gold level, my next goal over time is to provide enough value that people will want to ascend to higher levels. You will see other funnels and campaigns designed to move people from Gold to Diamond to Insiders’ Circle.





Now I want you to look back at the phases of a business.

PRODUCT => OFFER => FUNNEL => VALUE LADDER

Be honest about where your business currently is. If you've got a product, then the next step is to create an offer. If you have an offer, you need to create a funnel that will allow you to spend more money to acquire a customer. If you've got a funnel, it's time to design the next funnels that will move your customers up your value ladder!

VIRTUAL REAL ESTATE SECRETS MAKE YOUR OFFER NEW

*A Monthly Bonus Behind-The-Scenes Look
At The Marketing Sorcery We're Using In
Our Ecomm Funnels That You Can Steal
And Profit From...Big-Time!*

by HEATH WILCOCK

As I sit duct-taped to an office chair being whipped by Mr. Brunson to finish this entry for you (he's not always smiling), I can't help but recall what Dan Kennedy said about opportunities in his 2003

RMS 2003 Bootcamp Seminar as part of his "Renegade Millionaire" series...

"New" helps YOUR offer stand out, create intrigue, and establish a loyal fan base that trusts and continues to buy from you and only you...WITHOUT even *thinking* about trying a competitor's offer.

And what better time to talk about "new" than in Q1 when the world is gearing up for a fresh start?

So strap in, hang tight, and roll up your windows, because in this month's "Virtual Real Estate," I'm going to show you "behind the scenes" on what we did to make our ecomm offers "NEW" and thrilling in a saturated market...

...while at the same time, moving our customers up the value ladder for high average order value (AOV), so we could scale, baby, scale!

Plus, as you continue to read, earmark, and highlight our freshly scented marketing newsletter each month, you'll be able to see how we grow our ecomm brands in real time!

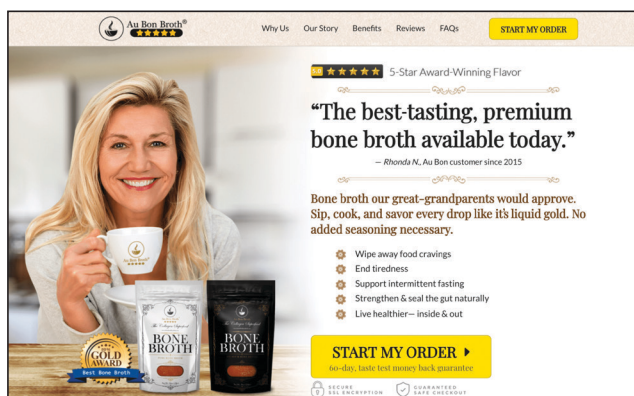
That way you can learn from our mistakes, apply what's working in our funnels to your own, and experience similar, awesome results.

(I make lots of mistakes. So please...learn from ol' Heathykins and save yourself time, money, and frustration.)

Now, on with the show...

The first two ecomm projects Russell and I worked on together were for Zuma Juice and Au Bon bone broth.

STEP 1: We established our "big idea" above the fold to grab our customers' attention and to help us stand out and cut through the noise of a saturated market.



WHOEVER CAN SPEND THE MOST MONEY TO ACQUIRE A CUSTOMER WINS

When you start looking at any good company, you'll notice there is an evolution over time that allows them to start spending more money to acquire a customer. The phases look like this.

Most companies start with a product, and if it's something that the market wants, then they will get some initial traction and start making money. Over time, most products become commodities. If you're the only chiropractor in your town and your product is an adjustment, it's likely that over time other chiropractors will move into town and offer the same product. And then you are selling a commodity. Or if you're selling supplements, or physical or information products, as other people start selling similar products to yours, you start to become a commodity, meaning you're selling essentially the same thing as everyone else around you.

The biggest problem with commodities is that when an end consumer is looking for something to purchase, and all of the products or services are the same, they will default to whoever has the cheapest one. Yes, that means the way you win when you're selling a commodity is to lower your prices and cut into your margins, giving you LESS money to spend on acquiring a customer.

I once heard Dan Kennedy say, **"There is no strategic advantage to being the second-lowest price leader in town, but there is a huge strategic advantage to being the most expensive."** So if you can't be Walmart, then you want to increase your perceived value to become the most expensive.

How do you increase the perceived value so you can become the most expensive? You switch from just offering a product or a commodity, which anyone can copy, to creating an actual offer that is unique to you. This will give you the ability to charge more money for anything that you are selling.



FOR ZUMA JUICE

You can see we are pushing people to sign up for the subscription offer by “stacking it” with more goodies like the shaker bottle.

(By the way, if you haven’t set up subscriptions for your ecomm offer yet, then make that a priority. Subscriptions can help you get to “Scalesville” faster. Plus, customers are better trained for subscriptions today, so use them. If they like the product, they’ll keep the subscription.)

Now, what isn’t seen in the image above but is made clear on the sales page (which you can view here: ZumaJuice.com) is that we are also giving customers two free e-guides with their initial purchase of Zuma Juice.

Valuable Side Note: Spend a couple hundred bucks and get some e-books made for your e-comm offer.

While it may not “seem” like much, I’ve tested this across TONS of brands and it works every time. They act like little “nudges” to get the customer to purchase.

It’s simple and affordable, and immediately adds value to your offer.

FOR AU BON BROTH

We did the same thing as with Zuma, only this time we also added an electric frother and a classy mug. Oh, and it comes in a cotton drawstring bag.



Our audience for our Au Bon bone broth is more on the older, affluent side, so we wanted to make the offer feel more premium, something you’d find at one of those high-end grocery stores where bow-tied employees spritz their produce with Fiji water.

Okay, now it’s time to start adding more money...

STEP 3: Order Bump

MM/YY CVC

Item	amount
Zuma Green Juice (1 Box)	\$67 + \$9.97 Shipping

Add Zuma Drops 50% OFF Today!
ONE TIME OFFER: Add Zuma Drops for only \$27! Zuma Drops contains 2,000 IU of Vitamin D and 120 mcg of Vitamin K to help support immune, brain, and bone health. Simply mix it with your Zuma Juice and voila! More kick-butt benefits. But hurry—our inventory is limited, and most customers having been adding Zuma Drops to their order so they can boost their immune system and save the most money today. Don't let this offer pass you by—add it to your order right now!

Complete Order
100% Yummy Satisfaction Guarantee

*100% Secure & Safe Payments *

Our **order bump** for Zuma Juice is a Vitamin D3 + Vitamin K supplement called Zuma Drops.

It's a flavorless vitamin booster that helps strengthen Zuma Juice's health benefits—and it's only 27 bucks. Easy-peasy add. BOOM.

But we're not done yet.

Now comes the **backend**...

STEP 4: One-Time Offer #1

SPECIAL OFFER ACTIVATED — Do NOT Close Out This Page Or Click The "Back" Button

WAIT! Your Order May Not Yet Be Complete!
Don't hit the back button, or else your card could be charged a second time.
Read the short message below to finish.

Step #1: Order Confirmation Step #2: Limited-Time Add-Ons Step #3: Final Confirmation

WOOOOOO OOOOO! You did it!

Not only did you just make the best decision to secure your order of Zuma Green Juice™...
You also took a leap of faith and said, "I owe it to myself to feel awesome, every single day."
You made a commitment to achieve the best version of yourself, the version you've always wanted but felt like it was just "slightly" out of reach...

SPECIAL OFFER ACTIVATED — Do NOT Close Out This Page Or Click The "Back" Button

WAIT! Your Order May Not Yet Be Complete!
Don't hit the back button.
Important Info About Your Order — Please Read This Page In Its Entirety

Step 1: Order Confirmation Step 2: Optimal Upgrades Step 3: Final Confirmation

Congratulations, [INSERT DYNAMIC FIRST NAME]!

We just wanted to take a moment and tell you how overjoyed we are that you've chosen us to help rejuvenate your health, from the inside out, with our premium, gourmet bone broth.

We know you're going to love the rich flavor, followed quickly by the long-lasting health benefits that come from this concentrated nourishment.

Pretty soon, as you continue to enjoy our bone broth on a daily basis, you'll get to experience loads more clear-headed energy, and without caffeine—allowing you to get

So here's where things get different for ecomm offers compared to info product offers...

The most successful one-time offer for ecomm products—specifically for upsell #1— is “more of the same.”

For example, both the Zuma and Au Bon funnels offer the same product on the back end as the front end, but at a discount.

Take a look...

3 Month Supply

3 Boxes of Zuma Green Juice™



SAVE \$84!

Normally \$231
Today's Price: **\$147**
+plus shipping

Add This To My Order >>

SECURE SSL ENCRYPTION GUARANTEED SAFE CHECKOUT

6 Month Supply

6 Boxes of Zuma Green Juice™



SAVE \$192!

Normally \$462
Today's Price: **\$270**
+plus shipping

Add This To My Order >>

SECURE SSL ENCRYPTION GUARANTEED SAFE CHECKOUT

No thanks, I understand I won't see this offer again

Add 4 Bags Of Bone Broth



SAVE \$60!

Normally \$169
Today's Price: **\$108**

YES! Add This To My Order 🛒

SECURE SSL ENCRYPTION GUARANTEED SAFE CHECKOUT

Add 8 Bags Of Bone Broth



SAVE \$107!

Normally \$299
Today's Price: **\$191**

YES! Add This To My Order 🛒

SECURE SSL ENCRYPTION GUARANTEED SAFE CHECKOUT

No thanks, I understand I may not see this offer again

You can see we’re offering an option to choose either three more boxes of Zuma Juice and save \$84, or they can add six more boxes and save \$192.

We found that offering our customers two high-package options instead of just one gives them a little more “breathing room” to choose either/or instead of a straight “no” to a single option.

Conversion Tip: The secret to making your first upsell work, and work really well, is to give your customers a reason **WHY** they should add more boxes, jars, or bottles.

If you were to just throw out more of the same, people would automatically think, “But I just bought this...why would I want more?”

So, give them a reason. It can be anything...

“There’s a worldwide shipping problem and our ingredients have become even more difficult to obtain...”

Or...

“Our warehouse made an inventory ‘oopsie’ when ordering more Zuma...and now we have TOO many boxes

and not enough space.”

Or...

“Because we’re being held hostage and things are getting scary...”

It doesn’t matter. Just give them a reason.

When you give people a reason to buy more now, if the price is right, then you can have a very successful upsell #1.

And when you have a successful upsell #1, then you’ll have a much more successful upsell #2 (which we’ll get to in just a sec).

STEP 5: Downsell #1



Now, if someone says “no” to the upsell one, they’ll be shown our downsell, where we offer “one more” of the same product but at a 50% discount.

This is an “Oh, why not...go ahead and toss it into the cart” kind of offer.

It's like when you go to your grocery store and see that your favorite cookies are on sale. And this deal is so crazy good you would be silly NOT to take advantage of it.

So you start loading up your cart with cookies.

But then...you realize your'e simply hungry and that you probably should have eaten before you went grocery shopping...

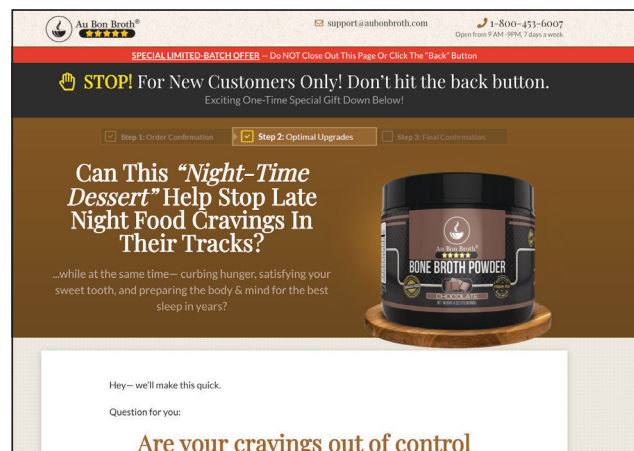
So you logically work your way out of buying an entire shelf of cookies, and you start putting them back...but you keep one box.

Because again, the deal is STILL too good to pass up, and one box isn't going to hurt anyone, right?

Same idea applies to your downsell.

STEP 6: One-Time Offer #2

Okay, next is upsell #2. Have a look...



For your second upsell, you want to offer something that helps strengthen the customer's initial purchase.

In other words, if you sell a supplement on the front end, don't sell flashlights on the back end hoping it will convert. I think we can agree on that, right?

Again, back to the grocery store analogy. When you pick up eggs, oftentimes you'll also pick up butter, cheese, or milk too, right?

So for our Zuma Greens Juice funnel, we are offering Zuma Red Juice, which is a very logical step for the customer.

They have their veggies, now they need their fruits!

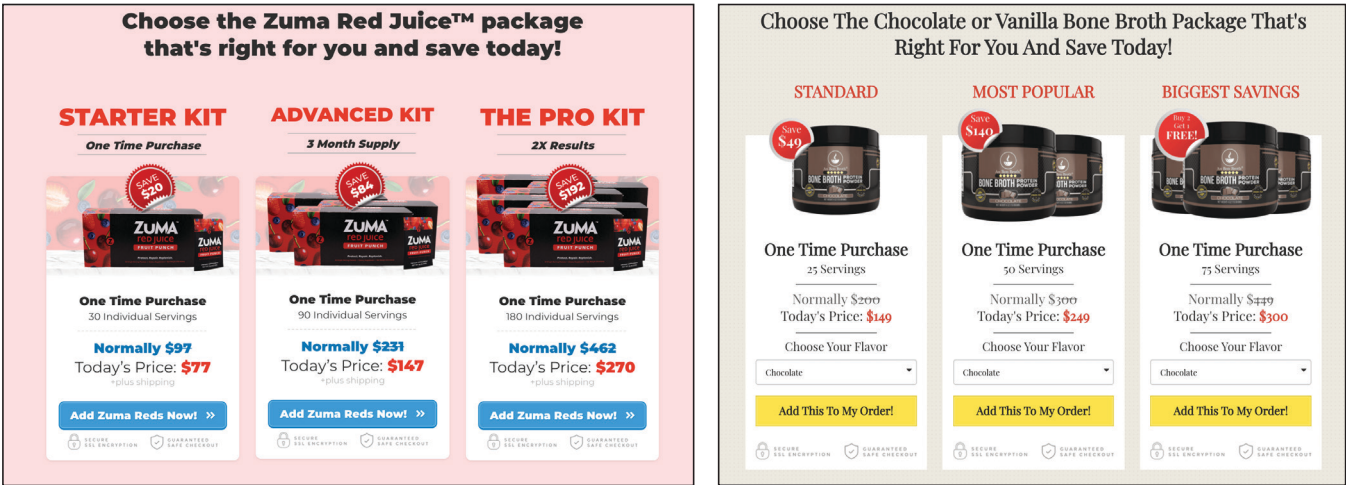
But keep in mind, because we're introducing an entirely new product that isn't shown on the front end, we need to spend some time introducing a new problem and offer the new solution.

So don't rush it—really take your time and make it "new."

For the Zuma upsell #2, our new problem is "slow metabolism" and our new solution is Zuma Reds.

Same goes for Au Bon Bone Broth. We're introducing a new problem ("late-night food cravings") and we're offering them a new solution we know they will love, which is chocolate or vanilla bone broth powder that tastes amazing and works great to curb food cravings at night.

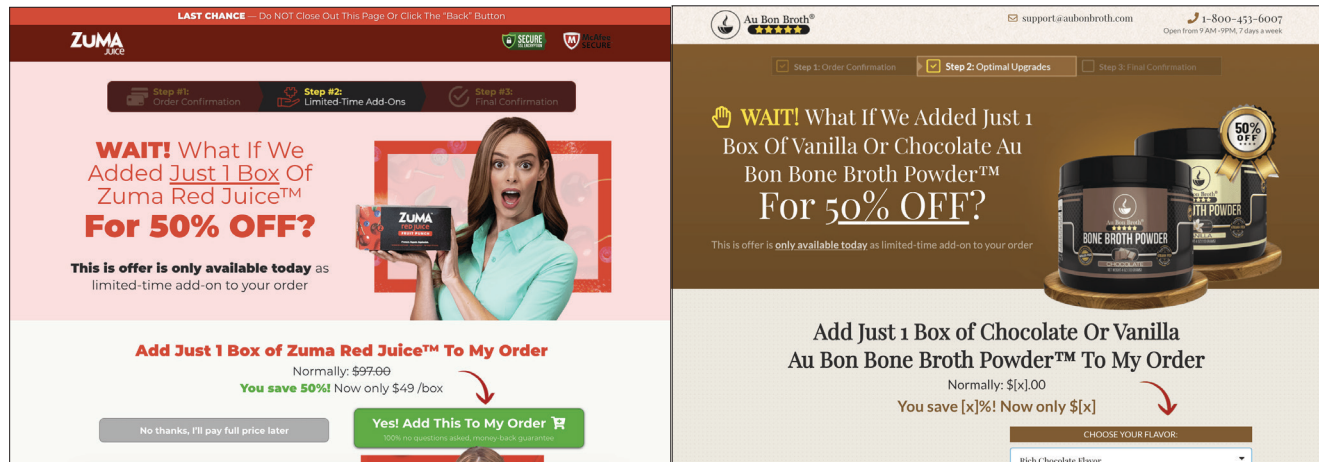
Take a look...



As you can see, we don't give them just one- or three-box options like we did with OTO #1.

Since we are introducing a new product to the customer—almost as if they are seeing a brand-new sales page for the very first time—we wanted to have the same package deal layout as we did on the front end (one, three, and six boxes).

STEP 7: Downsell #2



For our downsell #2, we simply did a rinse and repeat of downsell #1, where we offer “add one more to your order” with a one-time 50% discount.

And there you have it!

I just took you on a journey through two of our funnels to show you how we’re stacking our offers to make them “new” and increase our AOV.

Now it’s your turn. Take a look at your ecomm funnel(s) and see how you’re stacking your offers.

Are you offering free e-guides as “companion pieces” to your product? (It can be as simple as a “5-Day Challenge Checklist” to get people to USE your offer.)

Are your upsells congruent and in-line with your initial front-end offer?

Remember: Don’t overthink it.

As long as you slap something together that follow our stack and upsell/downsell flow, you'll be making more dough while at the same time increasing your customers' lifetime value.

Okay, this is getting too long and Russell is now pacing the office, shirtless and holding a potato gun, asking for me to “come out and play...”

Until next month, sweetums,

Heath Wilcock

MEMBER SPOTLIGHT: DREW AND RECIA DAVIS

Hi! My name is Drew Davis. My wife Recia and I have been a part of the Two Comma Club X (2CCX) coaching program for about three years now, and what a ride it has been! But first, let me give you a little bit of backstory on who we are and how we found ourselves in this amazing program.

Recia and I are full-time real estate entrepreneurs today, but it didn't always look like this. You see, our entire career has not been associated with real estate. Once upon a time, both of us had "respectable, good-paying W-2 jobs," and everything was going fine from the standpoint of "working on a career."

However, in 2009, we were first introduced to the world of real estate investing, and we took a sip of the proverbial purple Kool-Aid that really began our educational process. While at first, it seemed slow, Recia left her first job after our first child was born, which brought some big ahas into our world at that time. Once this leap of faith led to additional successes, I was able to leave my job two short years later, after we had another child.

Shortly after, we were both all-in, to the land of the business. We realized that we were real estate investors and really needed to expand our business education to evolve into true entrepreneurs.

We were introduced to this person named Russell Brunson in 2016, through a real estate webinar (of all things!) with the one and only "Rich Dad." This was one of our key introductions to internet marketing and funnelology. After a short period of time, we developed a

vision to become leaders and experts ourselves. Lucky for us, during this time we were introduced to the One Funnel Away Challenge. That led us to our first Funnel Hacking LIVE event in early 2019.

I attended solo because Recia was at home about to deliver baby #3 in a matter of days from my scheduled return home! Talk about an emotional time... And while it wasn't planned going into the event, the event was so powerful that we solidified our decision to shift and lean in to becoming experts with valuable information to serve the world. So in 2019, we enrolled in the 2CCX coaching program. We knew that it had the leadership and educational training we needed to help us grow our business quickly.

In the next two years, we were able to scale our software services business significantly, find our voice, and replace our active real estate income. During this time, we grew tremendously in terms of our knowledge of business and our knowledge of ourselves, and we continue to grow as a part of this tribe.

Earlier this year, we had our fourth child. And through the growth process, we decided to shift our business once again to achieve greater impact and fulfillment. As a result, we've relaunched new offers in 2021 and recommitted to accessing the full breadth of value available in the 2CCX coaching program. We've also made good on a promise to align for better traction, momentum, growth, joy, and fulfillment. We've had incredible support and developed great relationships while in this program, and are super excited about the upcoming year because we believe that the sky's truly the limit.

We also hope that for anyone reading about this sample from our personal experience, you also realize what is possible for you when you lean in and go to work and put yourself on the right track to run on. That track is well laid out for us in this coaching program. We wish you the best of success in tapping into your true potential and pursuing your dreams. Thanks!

– DREW AND RECIA DAVIS

MAGNETIC MARKETING WITH DAN KENNEDY

Republished from his “Renegade Millionaire Idea Of The Month.”

E-X-P-A-N-S-I-O-N

In the September 2004 issue of the *NO B.S. Magnetic Marketing Letter*, I directed readers to this expansion of an article there, about how entrepreneurs creatively expand their businesses’ reach.

In interviews I did for my book *No B.S. Business Success* around that same time, I repeatedly pointed out that we are all sloppy in our use of language and, for the sake of casual convenience, use the terms *business owner*, *small business owner*, and *entrepreneur* interchangeably, when in actuality there are many important distinctions.

Actually, the hierarchy of business ownership has three main tiers.

- At the bottom—in terms of size, income, wealth, and opportunity—are the be-your-own-boss business owners. These are people who start or buy businesses in order to give themselves a good job without an annoying boss. Often this is someone who has been working in an identical or similar business.
 - An employed restaurant manager buys a sub shop franchise.
 - A car mechanic buys a muffler shop.
 - A carpet cleaner prints up business cards and starts their own one-person operation.

These people often never expand their businesses, continuing to do the same job they were doing, behaving as workers—certainly not as entrepreneurs. In short, **self-employment is not necessarily entrepreneurship.**

- On the next level is the small business owner. They may enter business with bigger goals and are typically quicker and more eager to have employees doing the ground-level work while they focus on the marketing and management of the business. However, imagine you meet this person and ask them what they do, and they say, “I own a jewelry store.” If you met up with them again 12, 24, or 36 months later, their business would still be a jewelry store, largely unchanged. By their very definition of their business, they rule out all sorts of expansive opportunities. By their tunnel vision, they preclude many activities.
- At the top of the financial pyramid is the entrepreneur. Even though they too might own a jewelry store, they might say, “I’m in the jewelry business,” but then three years later, they may also have...
 - Satellite mini-stores in three malls
 - A thriving website and mail-order business
 - A high-end custom jewelry business
 - A diamond brokerage

They might even be selling a week-long trip to South Africa for \$25,000 per person, where they pick out their own diamonds at the mines. Unlike the business owner, this entrepreneur has a broad, wide-open vision, thinks bigger, and avoids defining themselves too narrowly.

Incidentally, I’ve used a real person as an example: one of our members, Mike Jurado, who is in the jewelry business. Here are a few other examples.

Darin Garman went from a localized business, selling

Iowa apartment buildings to Iowa investors, to advertising for and attracting investors from all over America using national media to investing in heartland properties.

Paul Johnson of Shed Shop avoided doing full electrical installations in his sheds for years, due to requirements for contractor licenses. He finally got over his reluctance, wiped away that restriction, and now has an entire array of profitable upsells to offer. He is expanding into the sale of turn-key, fully equipped home offices. That's product-line expansion.

Nightingale-Conant (or N/C, a personal development company) was locked in to a \$49/\$59/\$69 price model for many years, firm in their conviction that they could not successfully sell higher-priced products to their customers. In fact, my Magnetic Marketing System (MMS) was one of the first products N/C sold successfully outside their price model, and the only one not to add audio "bulk" to justify price. MMS has only six cassettes but sold for \$399 (and no less than \$278). Now N/C frequently offers higher-priced products. Price and margin restrictions lifted.

When I worked with U.S. Gold Corp./Gold By The Inch, their lead-generation restriction, a reliance on the small number of opportunity magazines, was lifted by a successful infomercial I created.

The Subway restaurant chain enjoyed such extraordinary, rapid expansion by eliminating grills and stoves so no venting was necessary, and their stores could be put into places that other fast-food stores could not go, faster and cheaper.

This is a characteristic and strategy of all the Renegade Millionaires: we reject the restrictions normally present in a given industry, type of business, or market. In fact, we reject the idea of restrictions entirely.

To apply this as a strategy, take the time to build a list of restrictions affecting your business—legal, government-imposed, economic, lack of resources...every kind

imaginable. What things do you frequently think or say that state limits on your business?

For most, it is a difficult list to make. Honesty is vital. No editing. Build the biggest, most complete list you can. Maybe dedicate a legal pad to it, and keep adding to it over a month or so. Another way to get at this is to list all the reasons your business isn't ten times more profitable than it is. Restrictions will emerge as reasons. If you belong to a peer advisory group, make it a group activity. Once you have assembled all the "facts" you believe to be true and in control of your business and have itemized all the restrictions, you are ready to question and challenge them one by one.

To live this mindset, make a point of catching yourself whenever you think, voice, or accept a restriction. Call yourself on this whenever it pops up. And direct your thoughts to expansion, not limitation.

SECRETS OF SUCCESS

by *RUSSELL BRUNSON*

RADICAL IMBALANCE

People often ask me how I'm able to live such a "balanced life." I always respond to this question with a laugh, and then I look them straight in the eyes and tell them bluntly, "Nothing great comes out of balance. Everything amazing and worthwhile in my life came from periods of RADICAL imbalance."

When I decided I wanted to be a State Champion wrestler, I didn't achieve that success by being balanced, I achieved it by being obsessed. I shifted 90% of my efforts to this one goal. My grades in school suffered, my

relationships struggled—everything was put on the back burner so I could achieve success with my #1 priority at that time.

The same was true with my wife. When I met Collette, I didn't just spend a few hours a week with her. To create something lasting and great, I radically shifted what I was doing to spend the majority of my time with her. We needed that focus to be able to build the foundation for the relationship that we have today. When our kids came, we had to radically shift our focus from each other, to our kids. Each season of our lives has caused us to radically shift where our focus goes.

The same was true inside of my business. When we were launching ClickFunnels, my cofounder and partner Todd Dickerson and I were spending 18+ hours a day to get our vision off the ground and make it a reality. I remember starting working each day around 9:00 AM Mountain Time and going to bed at 3:00 AM. Todd, living on the East Coast, would be waking up at 5:00 AM, about the same time I was going to bed. We'd talk for a few minutes, I'd pass the torch on to him, and he'd start running while I passed out for a few hours. Everything else in my life had to take a back seat for a season, so that we could create something great.

After ClickFunnels was live, I was able to shift back to a more balanced state because it didn't require 18+ hours a day from me anymore.

The goal initially is not to find balance. Everything great in my life came from times of radical *imbalance*. I want you to realize that you can't actively pursue all of your goals at once. You need to pick one, and focus all of your efforts on it, until you have gained a certain level of mastery with it. Then it will run on autopilot in the background as you shift to the next goal that you want to conquer. When I was building ClickFunnels, although the majority of my time was focused there, the habits and routines I had built in the past for myself, and my relationships (my wife and kids) were still in place. I was able

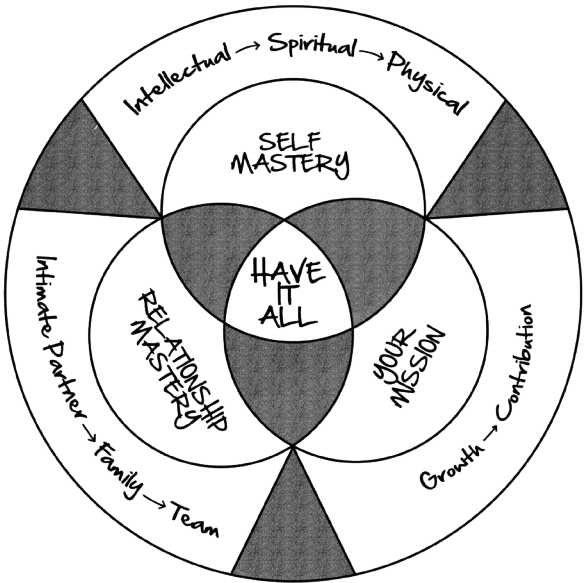
to continue to do the routines I had set up in the past, so those things that mattered to me wouldn't be lost during this season. I was still able to work out, I still had time blocked in my calendar for my wife and kids, but all excess time, every other waking moment, went into radical focus on this goal. When the goal was accomplished, I could then leave behind the routines I needed to continue to grow ClickFunnels, but I was able to snap back and give time back to the other areas of my life so that it felt more balanced.

One of my mentors, Keith Giddens, once told me that each of us is similar to a rubber band. I remember seeing him hold one up and then tell us, "By itself, this rubber band is useless, but if we stretch it to its capacity, it can do amazing things. Stretched, it can bind things together and help organize things. But, if you stretch it too far, it will snap and break. We need to make sure that we're stretching ourselves, but not to the point where we break." One of my favorite songs, "Turn! Turn! Turn!" by The Byrds, was written from the scripture found in Ecclesiastes 3:1-8. It says:

To every thing there is a season, and a time to every purpose under the heaven: A time to be born, and a time to die; a time to plant, and a time to pluck up that which is planted; A time to kill, and a time to heal; a time to break down, and a time to build up; A time to weep, and a time to laugh; a time to mourn, and a time to dance; A time to cast away stones, and a time to gather stones together; a time to embrace, and a time to refrain from embracing; A time to get, and a time to lose; a time to keep, and a time to cast away; A time to mend, and a time to sew; a time to keep silence, and a time to speak; A time to love, and a time to hate; a time of war, and a time of peace.

What season of your life are you in right now? Many people think they want to focus on their mission, and so they radically shift their focus to that. But they haven't developed any level of self-mastery, or relationship mastery needed to actually create a company, and so they fail. Not because they don't have a good goal and a guide to get them there, but because they aren't worthy of it yet.

I want to challenge you to stop for a second, and as you look at this image to be brutally honest with yourself about which season you are actually in right now.



I do believe there is a hierarchy to the areas of your life that you need to master. The first is self-mastery. Before you can really be successful in your relationships and your mission, you have to master yourself. It's similar to the line we hear every time we get on an airplane when they tell us "Should the cabin lose pressure, oxygen masks will drop from the overhead area. Please place the mask over your own mouth and nose before assisting others." If we don't have the air we need to survive, we can't help anyone else.

So, what season of life are you in right now? I want you to highlight that goal as the #1 focus of your life. It won't be forever, but it will be for a season. This season may be a few weeks, it could be a few months, or it could be a few years, depending on how hard you work at it. Now attack that goal with radical imbalance and achieve something great!

VALUE LADDER





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