



# Dedication

To Wayne Dyer – Thank you for your commitment to us, for being someone we can relate to, and for sharing the truths you came to find and reveal for the benefit of souls everywhere.

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## Chapter 1

### Start Here:

# How To Sell Your Stuff, Not Your Soul

Do you want to start a new business --- and/or are you looking for a way to do your marketing without buying into cheesy tactics that scream, “I’ve sold my soul, now buy my stuff!”?

Would you like to live a millionaire’s lifestyle – experiencing an abundant life?

This book is going to help you get there more quickly than you ever dreamed possible, while remaining in integrity with who you are. You are about to learn – quite literally - how to sell your stuff, not your soul!

And if you don’t yet have any “stuff” to sell, or want to create new products and/or services to offer... By the time you finish this book, you’ll know exactly where to begin – in alignment with what the world truly needs from you... and you may even discover something you have to offer that you previously weren’t aware of (we all have surprises “hidden” inside of us).

Most importantly, you will become a marketing expert, possessing the ability to create amazing results for yourself, as well as whoever it is you want to help – while living an “enlightened life” – one you are proud to live.

My name is Trace Haskins. I grew up in Anchorage, Alaska and obtained my first international client in 1996 when I was 12 years old, before I even knew I wanted to be an entrepreneur (and honestly, I don’t even think I knew what an entrepreneur was). Relationships I had made online ultimately led to my Mom and I moving to San Diego, California when I was 13 – which is when my career in business and helping entrepreneurs officially took off.

There were many successes and failures early on, and I learned a tremendous amount in every area of business imaginable – from technical steps on how to work with technology, to how sales and marketing works ... to learning who to trust, and how to say “no” when things just don’t feel right.

By the time I turned 18, I had moved into my own apartment, traded the design of a client’s website for an Infiniti luxury sedan, was earning a monthly income higher than most adults in their 30’s and 40’s that I knew, and life was shaping up to be quite peachy. That same year I moved to the elite island community of Coronado, California, living just a few blocks from a beautiful golden sandy beach – and in the same year, I met my wife Sabrina, which inspired us to join together in marriage only 7 months later.

As life continued on, there were plenty of up’s and down’s; The lowest point being in 2008 when markets crashed and as a result, so did my clientele at the time. My wife and I were forced to

perform a short sale on our first purchased home together, and return to penny counting and coupon-cutting for a time as we started life over. It was a tough time financially and emotionally to say the very least, but as life always reminds us: Things always work out beautifully in the end when we keep the end in mind.

There are always gifts to be lived as we journey though life's high's and low's: We learn to appreciate the present moment, and that our thoughts and actions direct our experiences.

Today, I enjoy a lifestyle that I truly love. I live with my wife in Austria, just minutes from the border of some of my favorite countries including Italy, Switzerland, Germany, and France. We recently became homeowners for the 4<sup>th</sup> time and absolutely love our charming, spacious 116-year old home with views of the surrounding mountains and a tiny old castle. We enjoy travelling the world, and locally I take every opportunity I can to coast around this beautiful area by bicycle, motorcycle, boat and train. I still operate my own business and keep things simple, which is just the way I like it.

I was introduced to the co-author of this book, Peggy McColl, by our good friend Brian Proctor. Peggy is a world-renowned expert in manifesting the life of your dreams and building businesses that produce millions of dollars in revenue while positively impacting the world. She has worked directly with thousands of amazing souls, including Dr. Wayne Dyer, Neale Donald Walsch, Marianne Williamson, Jim Rohn, Mark Victor Hansen, Gregg Braden, Bob Proctor and Debbie Ford. She lives in Ottawa, Ontario, Canada with her husband Denis and their two doggies Pablo and Noelle. She's the proud mother of her son Michel and the proudest grandmother of her grandson James. To put it simply, she's built her life around serving people like you and I who know they have something to give and deserve a life of love and abundance.

I am so excited that we get to author this book together and help you on your path in life and business of giving and receiving!

### **Lessons from “Wayne’s World”**

Peggy and I absolutely love Dr. Wayne Dyer. If you have ever listened to Wayne speak or have read any of his work, you likely remember how he shares that he once had an ego thirsty with desire for wealth and adding as many Best Selling Books to his repertoire as possible. He also had an ego thirsty for alcohol. All of the above was controlling Wayne's life – to an arguably unhealthy degree.

Fortunately, Wayne discovered who he truly was. He stopped pushing and striving to create Best Sellers. And he quit drinking alcohol.

Did that mean he never achieved Best Seller status again? ... Not by a long shot. He continued to write Best-Seller after Best-Seller! And it happened naturally.

Did he never drink a beer again? ... Sure he did, but they were non-alcoholic. They no longer influenced his mood or behavior.

Wayne shifted the focus of his thoughts, his energies, and his ambitions... and we, as spiritual beings having a human experience, are all benefitting tremendously as a result of both his words as well as his living examples. Thanks, Wayne.

If you love amazing souls like Wayne Dyer, Eckhart Tolle, Bob Proctor, Esther Hicks and Abraham, you are going to be thrilled with this book.

If you desire to run a wildly successful business and experience abundance in every area of your life while operating in alignment with your source energy --- the source energy that the above souls root their life's work in -- then you are going to benefit significantly from this book when you put these principles into practice.

Together, let's sell your stuff -- not your soul!

### **Back To Basics**

It's an absolutely amazing gift to be alive and breathing here on earth.

It's an absolutely amazing gift to be an entrepreneur in today's world with today's technology (which includes the Internet and instant access to millions and millions of people).

It's an absolutely amazing gift to spend time with mentors who lift you -- and the people of the world as a collective -- up higher.

What can be a bit disheartening at times, however, is when people get so wrapped up in their personal goals, dreams and desires, that they begin to abuse technology and their knowledge about how human behavior works to manipulate and ultimately harm their fellow human beings.

Ego and motivation takes control of the steering wheel of their life, and their soul and source energy takes a back seat.

Tobacco campaign leaders are a great example. An honest headline for a pack of cigarettes could read, "Who Else Wants To Purchase Death From Lung Cancer Sticks?" Marketing campaign creators know exactly how to hook people into continued, often life-long consumption of cigarettes; even I, personally, have felt very drawn to becoming a smoker (even though I fortunately have never taken up the habit). I know it's unhealthy for me, yet there's a part of me -- or rather, a part of my ego --- who loves the appeal... and this is what some marketing experts prey upon.

A more modern-day example are the endless numbers of self-proclaimed "Internet Marketing Gurus" who can supposedly help you become a millionaire overnight.

Please know this: You can be amazing at marketing and selling, earning huge profits and upgrading your lifestyle to one you love, without resorting to this kind of behavior. Let's discover how, shall we?

## Riding The Trains

If you're anything like me, you may have found yourself hopping back and fourth between two trains on two tracks that seem to lead in two completely different directions...

### Train #1: Enlightenment / Higher Consciousness / Personal Development

On this track, we study amazing souls like Wayne Dyer, Esther Hicks and Abraham, and Eckhart Tolle. We learn all about the ego, and how it could be described as a disease which every human being is "infected with", which creates separation between us and our fellow humans, encouraging competition and causing all forms of negative emotion. We learn that the key to happiness, freedom, bliss and living a life of meaning is to detach from our ego and live in the moment... because the present moment is all there is. The past doesn't exist any longer, and neither does the future. We learn to become grounded, to listen to our breath and our hearts beating, and to be grateful to be alive and to witness the present moment, letting go of resistance. To truly live in the "now". When we do this, all personal suffering ceases to exist. We no longer want for anything more than the present moment offers. Our soul is truly free.

### Train #2: Entrepreneurship / Goal Achieving / Marketing and Selling

On this track, we study very talented and wildly successful business and marketing experts who highlight how there's something missing from this present moment, and how our dreams are waiting for us right around the corner. They show us proven strategies that will bring wealth and tangible results that we currently don't possess. In a very real way, this appeals to our ego and distracts us from living in the present moment – it agitates what Eckhart Tolle calls our "pain body" - and fuels us to build grand desires and strive to make tomorrow better than it is today.

And that's wonderful, because gosh darn it... we want the big house, the fancy car, the beautiful clothes, the perfect relationship, the hot body, and the experience of traveling the world in luxury! We don't want to give up the possibility to experience these things. We deserve abundance. Besides, being content with our lives right now – just the way it is - sounds... well... boring. "We are living in a material world, and I am a material girl" --- or so the song goes. ☺

So, which train do we ultimately choose to ride for the rest of our lives? The train of enlightenment --- which leads us towards blissful surrender... or the train of achievement --- which takes us towards more, better, faster, stronger?

I would argue that there is tremendous value to be had enjoying the journey on both trains. The key lies in linking the two trains together; to aligning all the train cars so that they coast through the beautiful terrain of life in harmony. Heck, the train cars can even water the flowers and trees as they pass through.

This book exists to cause a shift ... to cause the trains to align, more and more as millions more people read it and find their own personal version of the truth.

Rejoice in knowing: You CAN live a millionaire lifestyle without selling your soul!

And you CAN live in an enlightened state, without having to give up the physical things you'd like to enjoy during your stay on "Hotel Planet Earth".

We've got a few ideas --- which are proven to work wonderfully --- and in this book, we're going to show you how to put them to good use.

It all starts with the question: What's driving you?

### **5 Words To Change Your Life**

An important point to remember is this: We are going to die. More specifically, YOU are going to die.

My accountant has a poster on her wall which says the following: "There are two things certain in life: Death and Taxes."

We can look at this fact of life and decide to use this wisdom in one of two ways:

Option #1: Become cynical and decrease our value on life, acting as we please --- even if it harms other people --- because they, too, are going to die one day anyway... so it really doesn't matter how we conduct our behavior here on earth. Pedal to the metal until the end!

Option #2: Realize what an opportunity it is to experience this thing we call "life" in this physical place we call "earth", and help others enjoy their experience while they're here as we enjoy our experience thoroughly, too. Do harm to no one and no thing; Increase our perceived value of the present moment. Cruise on through with the flow of life until the next chapter.

If you're reading this book, something tells me you naturally feel more in alignment with Option #2. I'm ecstatic to hear that, and welcome you to try on the ideas in this book like a new pair of shoes. If they're not comfortable after you try them out, you can take them back off; and if you do find they're a perfect fit, you can enjoy them for the rest of your life as they take you marvelous places in every passing moment from here on out. The choice is always yours.

### **A Shift In Marketing Consciousness**

Through speaking at and attending seminars, conferences and training programs – and talking with heart-centered entrepreneurs from all over the world – it's clear that many people experience this feeling of being torn between the Higher Consciousness Train and the Goal Achievement Train. They learn how the human mind works and all about the fancy marketing tactics the gurus use to sell millions and millions of dollars in products and services --- yet they don't feel comfortable implementing these tactics because it feels dirty, manipulative, and far from operating in alignment with higher consciousness and "source energy".

There is a way, however, to create a very powerful, high integrity, aligned-with-purpose union between the cars of both of these trains, and that's what we wish to reveal to you in this book.

Once you discover how everything works in harmony – you will be free to create, serve, market and sell with bliss and ease!

As business owners, we must learn to transform the way we conduct our marketing. We must continue to learn from business and marketing leaders, and filter the things they teach us in a way which allows us to re-shape manipulative tactics into empowering tools for our clients and customers.

Basically, we need to “tune out” the negativity --- and shift the paradigm of how marketing is done!

When you buy enough marketing courses, read enough business books, and hang out in as many marketing circles as I have over the past 19 years, you start to notice 3 trends...

Trend #1: Some people are really just in it for the money and toss ethics and morality aside. You'll see this when they talk more about personal manifestation than what they want to help people with.

Trend #2: Some people argue that ethics and morality are subjective and therefore they are not breaking any rules, because the rules are made up in the first place.

Trend #3: There are many systematic ways to create marketing campaigns designed to “control” the minds and actions of a population... and these campaigns exist in many outlets: From your country's government, to your local restaurant, to the guru online selling a \$7 marketing course.

You are being manipulated and sold to constantly. And ... stick with us here ... not all of this is necessarily bad. In fact, it can lead to much joy and satisfaction for you during your life here on earth. Even your Mom or Dad may have manipulated you when they promised a reward in exchange for you doing your homework or cleaning up your room! And you've surely picked up some of these habits and tactics and use them yourself in your daily life.

How about the last time you purchased a beautiful pair of shoes that were on sale? You were influenced – through the power of marketing and what's called an “irresistible offer” --- to spend money and acquire the shoes. But you loved it, didn't you? 😊 (Perhaps you're wearing them now ... and perhaps you even paid full retail!)

In this book, you are going to learn how marketing truly works, and how you can use marketing and sales tools & tactics to do a lot of GOOD in the world. You're going to learn how to develop products and services that are absolutely worthy of creation! And you're going to learn how to sell them without selling out.

The benefit for you is that you will go further into an enlightened state, while progressing

towards your goals and dreams, living the life you've imagined – without stress, without worry, and without compromising common sense ethics and morality. You can amass wealth in all areas of your life, and feel darn good about every aspect of it.

And a happy “side effect” is this: You'll become aware of how others are trying to manipulate you, and you'll have the option to allow it in some cases – because it contributes to your experience of life here on earth ... as well as the option to avoid it in other cases – because it's not in alignment with what you want.

Thinking of this in terms of employing the Laws of Attraction and Vibration, you can tune your inner “radio” to the stations you wish to listen to; And you can be a radio station that broadcasts good things that help people all day every day.

Sounds amazing, right?

Well then! Let's get started. 😊

### **Marketing To Human Beings**

I'm going to make a bold assumption right now, and that assumption is that you desire to attract your ideal clients and customers who are fellow human beings.

With me so far?

Excellent. 😊

Here's the important thing you need to know about marketing to humans:

They all have ego's, and the ego is truly what we need to market to.

Our target market's ego's are who are listening to our marketing communications.

The human ego drives the human's actions.

I'll give you a personal example...

Although I'm doing my best to live my life from a state of “higher consciousness”, as detached from my ego as possible... there are still, on most days, things rooted in my ego that drive my behaviors.

I love to drive, and I love BMW's.

Why do I prefer BMW?

- It's a “luxury” brand; a status symbol.
- I enjoy the general design of most of their automobile models.

- Thanks to marketing as well as movies and personal relationships I have had over the years, I associate BMW drivers with being a bit of a “bad boy” or “bad girl” – and when I’m honest – there’s a part of me who wants to be a bad boy... it has sex appeal, it’s tempting, it’s about being a rebel and not conforming to the rules of a game that someone else created.

I own my favorite model of BMW: A topaz blue “3 Series” sedan with sports suspension, SMG transmission, paddle shifters on the steering wheel, and lots of other bells and whistles that make my ego go, “Aww yeah. This is a hot car. This is MY car.”

Now, when I hop into “higher consciousness” mode and disconnect from my ego, my emotional connection to my car disappears. I know it’s not important. I know I like it because of reasons which ultimately have no value. I could sell or give the car away and experience no emotional pain when living from this non-egoic state.

However, I consciously choose to allow certain things rooted in my ego to remain in my life... just like my topaz blue baby... because they’re not controlling me or hurting anyone else; rather, they contribute to a fun experience here on this planet we call “earth” in this reality we call “life”.

Peggy personally gravitates towards Mercedes. To each their own. (LOL) She’s equally unattached and enjoys cruising in her Mercedes SUV, especially when it’s occupied with passengers she loves and adores.

### **Human Consciousness (Or Lack Thereof)**

We hope this fact transforms significantly over the next decade or so – in fact, we’d love to help make a difference here – and the fact that this book exists and you’re reading it is already proof that things are shifting --- but for now, there is one thing that’s certain about the majority of the world’s population...

People are walking around and living their lives like unconscious zombies.

And we really don’t say that with even the slightest tone of judgement implied.

“Forgive them, for they know not what they do.”

The people who understand human behavior and how the art and science of marketing works are the people who direct the lives of most people on the planet.

In school, we’re taught how the world supposedly works.

On TV, we’re programmed by advertisements as well as the various things we watch.

At the supermarket, there are TV screens showing advertisements, programming us to have

certain desires.

Walking around town, taking the subway, or driving along the freeway, there are billboards and posters impacting our wants and our moods.

On the Internet, there's a never-ending feed of advertisements, articles and conversations that constantly plant thoughts into our mind --- some healthy, some not so much.

Our church – no matter what our faith or religion may be – tells us how to think and feel about things concerning morality.

The people who design all of the above campaigns are perhaps equally innocent – even the ones who are creating “garbage”. They, too, have been programmed by fellow humans to create noise, and join the game of selling according to the rules that have been proven effective over hundreds of years. And their ego --- which is this “disease” that all of us as humans possess --- holds the wheel and steps on the accelerator pedal – often not realizing when to use the brake responsibly.

We are all victims of our ego – it wants more, better, faster, stronger. You're even reading this book because there's some kind of improvement you desire to make in your life and in your business. And this is completely acceptable, to a certain degree. The question is, where do we draw the line --- and are we conscious enough to draw the line?

If you're reading this book – you certainly are conscious enough to draw the line for yourself. And you are conscious enough to help others in your life draw the line, too.

THAT'S SUPER AWESOME! ☺

You can be an entrepreneur, a business owner, and a marketing machine --- and market and sell your products and services effectively --- while coloring inside the lines you've set for yourself – because you are about to understand the full spectrum of what's possible and make choices that – yes, are amazing for your marketing and sales --- and are also amazing for the people you wish to serve and their ability to live happy, fulfilled lives.

But before we get into the “How To” portion, we need to address the pink elephant that's still smack dab in the middle room...

### **Is Marketing And Selling Evil?**

I'm going to give you the straight up answer: No, it's not. It's actually a beautiful thing – when deployed in alignment with source energy and good intentions!

You can use a knife to take life ... and you can use a knife to slice an apple and share the slices. The choice is yours. Choose consciousness; Choose the apple!

When you make a choice to market and sell products and services, you also have a choice about

what to focus on...

Option #1: What YOU want

Option #2: What YOUR CUSTOMER/CLIENT wants

When you focus your marketing and selling on what's best for your customer/client, in the end, all you're really doing is helping them get what they want, by providing them with access to it. It's really super simple.

Over the course of my 19 years doing business and learning marketing, there are many times when I thought about giving up because I saw how some campaigns manipulate people so severely – with them being totally unaware of it - it turned my stomach.

I've turned down MANY opportunities to create wealth for myself for a price of compromising good ethics practices... and I'm so happy that I did. Because each time this happened, I remembered that I can do things in a way that improves people's lives.

So I continue learning, watching and observing ... and choose to only do work and take on clients who are in alignment with their source, being the best contribution I can be to enhancing the experience of people's lives here on the planet – whether through things like this book – or through co-creating products, services and marketing campaigns that enrich and fulfill.

Needless to say, my dear friend and co-author Peggy adheres to the same standards. It's the only game we're willing to spend our lives playing.

Let's now have a look at the opportunities available to you – to create, market and sell products, programs and services in alignment with what you enjoy and wish to offer the world!

## Chapter 2

# Opportunities At Your Fingertips RIGHT NOW

I like to call Peggy McColl the “opportunity queen” because she has helped so many people live their dreams, help their audiences and benefit from the business and financial rewards in the process ... so I’ll let her highlight some of the most lucrative opportunities that her and her clients are enjoying right now (that you have access to work with virtually instantly).

### Unlimited Possibilities

This is the part of my business that makes me really excited! I love, love, love teaching people how to turn their ideas into money-making machines. There are so many ways to turn your ideas into millions of dollars in profitable revenue. I’ll bet you already have an idea or two about how you can open the floodgates to prosperity.

You can create your own lucrative products and services very easily. There are unlimited possibilities.

Here’s a great example of how someone gave away a free book, sharing her knowledge, which turned then into huge profits: A corporate consultant named Carol Abramson decided to write a book called “Not 3 but 21: The Investor Relations Audience Every Public Company’s CEO Must Understand” and gave it away for free to potential clients. Out of the 250 copies Abramson gave away, 100 of those who received the book became clients who generated more than two million dollars in consulting fees!

If you have something to teach, you can easily generate revenue online and offline. I run my business, Dynamic Destinies, from my home. My business is primarily online and I run it from my laptop. I do not have a large staff of assistants. In fact, all of the people who work for me are contract employees. I have very little overhead for my corporation. Though I travel for select speaking engagements that also generate revenue for my business and allow me to touch people’s lives in person, I run my business primarily from home!

What are some of the products and services I’ve personally created? I love writing books (and I love teaching people how to write, publish and market their own, too – in fact, over time people started calling me “The Best-Seller Maker”).

I’ve also created eCourses and downloadable programs, audio recordings and flash drives, and workbooks and guidebooks. I teach courses that I record and sell on my website, I offer coaching and mentoring, and I do speaking engagements where I sell products and services from the stage.

I always have multiple products and services available and I constantly pay attention to the needs and wants of my clients.

You can quite easily create your own products like these. You can generate income from teaching and recording a course. You can then sell the downloadable version on your website as a source of passive income.

One client who I had the pleasure of serving is Marie Forleo. Marie earns millions of dollars in revenue from authentically helping people in the areas of expertise she's good at.

Marie knew from the time she was in her early twenties that she wanted to do work that was meaningful for her and helpful for women. After starting a coaching business, she wrote her book, "How to Make Every Man Want You and Every Woman Want to Be You".

From the moment I met Marie, I just knew she was one of those people who was going to achieve great things in her life. She was confident, dedicated, knowledgeable, persistent, and very attractive and enthusiastic. Marie launched her career through effective use of the marketing techniques she learned from my bestseller program.

What was behind Marie Forleo's success? She knew she had something valuable to share, she listened to what her clients wanted and she created quality offers based on those wants.

One of the first things I do with a new client is create a revenue model for their business. You must consider where you are investing your money to ensure maximum return, and what products, services and programs you are going to offer to receive that return. I know numerous entrepreneurs who spent considerable amounts of money on publicity without generating any revenue for their business... this is something I love helping you avoid! ☺

Another entrepreneur I know was invited to appear on Good Morning America. She flew her family to New York City and rented a suite at The Plaza Hotel. Though she made a wonderful appearance on the show, she experienced almost no increase in sales and she was very disappointed. The lesson for you: You must be committed to making a difference for people and helping your audience while still being savvy about marketing and selling! No marketing mojo means no sales and a severely reduced impact.

There has never been a better time to be an entrepreneur. Technology has made bringing your message to the world easy and inexpensive and the world is more accessible than it has ever been. The opportunities to live a Millionaire Lifestyle really are unlimited. There are over 2.5 BILLION people and more than 1.5 TRILLION dollars being spent through e-commerce. You can claim your Millionaire Lifestyle right now, and if you follow the suggestions in this book and model the examples we share, you will be on your way to achieving the life you desire.

### **Here's A Quick List Of Things You Can Easily Create And Sell**

- Books
- eBooks
- LIVE Online Courses
- PRE-RECORDED Online Courses
- 1-on-1 Coaching Services
- Group Coaching Programs

- Digital Audio Programs
- Webinars
- Seminars, Workshops and/or Live Events
- Retreats
- Livecasts
- Podcasts

You don't know the first thing about creating any of these things, you say? ... Well, trust me, I understand how that can seem intimidating at first. The good news is, Trace and I can show you our proven step-by-step systems for getting your products and programs done and marketing and selling them with ease (and in good spirits)!

## Join us on our **FREE LIVE TRAINING WEBINAR** and learn:

- **How To Get Your Program DONE**
- **How To Get Your Program LAUNCHED**

Click here to **REGISTER FOR FREE NOW:**

<http://www.howtosellyourstuffnotyoursoul.com/webinar>



### **How To Make \$1,000,000**

Getting to \$1 million in sales by helping lots of people is not as hard as you might think. Try these possibilities on for size!

- Sell a \$200 product to 5,000 people who want it.
- Sell a \$500 product to 2,000 people who want it.
- Sell a \$1,000 product to 1,000 people who want it.
- Sell a \$2,000 product to 500 people who want it.
- Sell a \$4,000 product to 250 people who want it.

OR... create a membership program and invite:

- 5,000 people to pay \$17/month for 12 months.
- 2,000 people to pay \$42/month for 12 months.
- 1,000 people to pay \$83/month for 12 months.
- 500 people to pay \$167/month for 12 months.
- 250 people to pay \$333/month for 12 months.

In the next chapter, you'll begin to discover how easily these numbers can begin to manifest.

## Chapter 3

# Earn Money And Help People In Your Sleep?

Peggy McColl again here, with an important public service announcement (LOL). ☺

YOU CAN AND SHOULD earn millions of dollars doing what you love. It isn't enough to simply find your passion. You must discover your passion, recognize where the desires are in the industry, fulfill those desires better than anyone else and pay attention to what is working and what is not.

When you harness the technique I will teach in this chapter, you will soon realize that you really can create the life of your dreams where you live in abundance and do what you love.

Do you know that only three percent of people earn more than ninety-five percent of all the money that is earned? These people have learned how to generate multiple sources of income (MSI) to become wealthy.

More than 95% of the population trade their time for wages. The trouble with this way of earning money is that you will eventually run out of time.

I was recently asked how many MSIs I had and what they were. I did not know the answer. I receive checks in the mail for royalties for my books and online money transfers for affiliate marketing. I have an app out there in the world that I receive royalties for and I have many downloadable programs available for purchase from my website. My books have been translated into numerous foreign languages and I receive royalties from the foreign rights publishing houses. Money is always flowing into my business and in many cases, the work is complete and the product is downloadable.

These great examples of passive income are available to you too. I would love for you to model some of my MSIs and generate revenue in your business while helping your audience in your own special way.

I have a client who has a completely automated website with downloadable audio recordings available for purchase. The recordings are already finished and the shopping cart takes care of the sale. Her website is earning money 24 hours a day and she does not have to even be there.

You're probably asking how you can set up MSIs and earn money while you sleep. I mentioned several ways for you to consider. Royalties from your book and foreign rights publishing are one source of passive income. Teach and record a program that you can sell and deliver electronically (whether you are there or not). Host a free tele-summit or webinar series and sell the recording. There are so many possibilities! Between passive income and MSIs, you can create a very lucrative business that does not require much of your time. This frees more of your time to do what you love.

Another idea for creating an MSI is to record a program you deliver and offer the course as a downloadable program from your website. You can even have the content of your program

transcribed and edited and then you have a book to sell!

### **How many MSIs should you have?**

As many MSIs as you want. ☺

You do not have to create all your programs and services at the same time. Get one product or service running smoothly before moving on to the next. Focus is key when starting a new endeavor.

My personal friend and mentor, Bob Proctor, tells a story about a performer who was spinning eighteen plates at the top of long sticks. The performer would race along and keep them spinning. Just when it looked as though one might fall, the performer would get it going again. Bob says it was phenomenal to think of the concentration of the performer.

After the performer finished and was chatting with the audience, Bob said someone asked the man how he could possibly get and keep those plates spinning at the same time. The performer replied that it was easy, he just started with one plate and got it spinning really well before he moved on to the next plate.

You can use this method too. Rather than creating half a dozen new products, create one and make sure it is established and running smoothly, then when you are ready, simply create another source of revenue, like a downloadable audio program.

Then you add a third, and a fourth, and a fifth. You are much more likely to succeed if you focus your energy on getting your first product or service running really well before you move on to others.

Affiliate marketing is another opportunity for a source of income. Affiliate marketing is where you promote other people's products to your following (most commonly, your e-mail list) and you receive compensation for person who purchases one of your affiliate's offers.

There are countless ways to use affiliate marketing to your advantage. Not only can you make money selling other people's products and services... affiliate marketing is used for launching virtually everything online (which means: you can enroll affiliates to promote YOUR stuff, too).

I have friends who have generated millions of dollars by promoting other people's products and services to their lists. They share great offers that can benefit their audience. They don't have to do anything to earn except send a quick e-mail or two... and you can leverage this in your business, too.

There is a fascinating example of an idea that grew into an entire business of MSIs. Nancy Martin loved quilting and decided that she wanted to write multiple books on quilting. Martin started her own self-publishing company and called it The Patchwork Place. Within a relatively short time, she renamed the company Martingale and Company and she ended up publishing more than four hundred titles and selling over twelve million books. Nancy Martin wrote forty of her own books on quilting many of which went on to be the bestselling books in the company.

Who would have thought one lady could build a publishing empire that netted her a fortune based on her love of quilting and helping other people quilt? It just goes to show that it really does not matter what your passion is, when you connect with it on a deeper level, the way to build the business will come to you.

If you do not have MSIs in your life, you should start immediately to establish at least one. The amazing thing about MSIs is that once you establish one or two, you attract other bigger and more lucrative MSIs into your experience. Consider how you will feel when you open your email and there is eighteen thousand unexpected dollars in your account from automated website purchases. My guess is that you'll be pretty happy and excited. It's those feelings of happiness, excitement and gratitude that attract more of the good stuff into your life. Especially when you know you earned it putting together products and programs that are helping people.

You should enjoy the benefits of MSIs. When you begin to generate revenue without exchanging time, you give yourself that time to spend creating other streams of income. The cycle repeats blissfully over and over until you find yourself one of those lucky people who spend their days doing what they love and enjoying a life of luxury. Millionaires have always used the MSI strategy to build wealth. Decide how much income you would like to earn during a good night's rest. Set the intention and get busy! 😊

## Chapter 4

# Sell Them What They Want, Give Them What They Need

Now that you have an idea of what opportunities are within your grasp, let's talk about how to turn them into a booming business that touches lives through the power of marketing and selling.

To effectively market and sell your stuff, you need to understand how the human ego ticks.

As humans, we have wants --- and we have needs.

Needs are things like food, water, and shelter. There's no ego input here... if a human is to survive, these are things that are required.

Wants are things like cars, mansions, and iPods. There's extreme ego input here... these things are not needed for basic survival, but sometimes it certainly feels like they are because of the mental story we tell ourselves about why we want them.

When we are deciding what to offer our clients and customers, to be responsible business owners, we should start with their needs in mind. What problems are they facing, and what do they really need that will help them overcome these problems the most?

Once we identify their needs, it's important that we don't stop there. We must then identify what they want. 99% of the time, talking about what someone needs is not enough.

People are motivated by their wants, not their needs.

Do you want chocolate, or would you prefer some broccoli?

Which option is a want, and which option is a need?

Most people would choose the chocolate. (Hey, on most days, I would too. 😊)

So throughout the marketing and sales process, we need to speak to people's wants, so that we can get them emotionally excited enough to take an action. It's kind of like selling chocolate that comes with a surprise bonus of broccoli, along with a 7-step guide to teach you how to live longer by eating less junk.

Here's another example: A car is a vehicle that helps transport people from point A to point B.

But for most people, that's not enough to motivate them to buy a car, especially in modern western culture.

You need to talk about how safe and reliable the car is... how beautiful it's design is... how it's better than others... and how they'll have a much better experience with your car getting from point A to point B than they will with any other.

In the end, when it comes to our need to get from A to B... a car is a car. But the human ego makes it so much more. ☺ And this is what we want to speak to when we're communicating our marketing and sales messages.

The more you learn about marketing throughout any course and even throughout this book, you will begin to realize it's really all about playing a game. You can choose not to play the game (which, arguably, sounds like the easiest choice) ... the only problem with that is, you won't sell anything or help anyone --- which means it's back to the day job, the 9-to-5 grind, and limits on the life you're able to live and help others live.

So our recommendation is for you to learn how to play the game really well, according to the rules and terms that are in alignment with source energy and who you want to be in the world. That's a game that's fun. That's a game that's exciting. That's a game worth playing, a business worth leading and a life worth living.

Sell your stuff. Not your soul. Keep constant focus on helping others and enhancing their experience of life. What a concept. ☺

### **Be Someone's Hero**

I can't remember who first introduced me to the following concept, but it had a big impact on me since the day I first learned about it... Peggy learned it as well at some point in her lifetime, and it's a huge driver for her in determining the actions she takes in her life and her business, too.

The concept is this: Be someone's hero.

If you have something to share that has the opportunity to touch someone else's life, you have a moral obligation to share it with as many people as possible.

This "something" might be an idea. It might be a story. It might be a system. It might be a tangible product. It might even be as simple as a hug (have you seen the "free hugs" campaigns surfacing around the world?) Whatever it is, if you realize you have a gift to offer, and you choose not to share it... your purpose in life is not totally fulfilled. And --- in our opinion --- perhaps it's our egos talking --- but that would be a shame. ☺

From an honest marketing perspective, this concept of "being the hero" is often used to activate emotions of "guilt" --- so that you feel a burning desire inside of you to continue further --- and ultimately buy a product from someone who introduces you to this concept (sneaky, right?) --- which ultimately, in one way or another, expands your ability to be a hero.

Even so, just because some people use it in their marketing campaigns as a persuasion tactic, it

doesn't make it any less true – in our opinion. In fact, that's why many good-intending people share it. It's a truly valuable concept.

What are we here for? What are we doing? We may as well be someone's hero and contribute.

We're alive and breathing --- time is going to pass in our lives no matter how we use it --- we may as well spend at least a portion of that time sharing something that helps others (and when we combine it with business, it helps us financially too --- not to mention the emotional and spiritual rewards we receive from having touched someone's life).

Play the game... make it fun! And make it meaningful.

In this next chapter, we'll start to look at the way the game works.

## Chapter 5

# What Is A Marketing Funnel and Exactly How Does It Work?

Whether our primary goal is to make a positive contribution to the world or to simply make lots and lots of dough (or ideally – both!), we need to understand the basic fundamentals of how marketing works --- and one very important part of the game is called a “marketing funnel” (also called a “marketing sequence”).

Marketing funnels come in many different shapes and sizes.

### Traditional Marketing Funnels

In the “real world”, an example of a traditional marketing funnel for a supermarket would be this:

You receive a coupon book or postcard in the regular mail (or in a newspaper) which invites you to stop by your local supermarket and save 10% on your next purchase of groceries. You then drive around your neighborhood, see the sign on the front of the supermarket, pull into the parking lot, shop, and checkout.

In addition to seeing the coupon book or postcard, you might see billboards or hear advertisements on the radio inviting you in.

Congratulations! You have fallen “victim” to being “seduced” by your local supermarket’s marketing department. (LOL) ☺

Another example is when you stop by your local mall and you pass by someone offering free 20-minute massages. You accept their free offer, and they proceed to provide value to you by giving you the massage – during which time, your body feels very good and relaxed. Depending upon if they’re a massage therapist or a chiropractic doctor, they will talk to you about the benefits of getting regular massages – such as reduced stress and pain relief – or the benefits of chiropractic treatment – such as pain relief and the curing of many conditions and diseases – and the next step is to sign you up for a free appointment to assess your needs at their local clinic. From there, you have your free appointment, they advise you on what they feel will benefit you the most, and you sign up for their paid services (which may be a package of a certain number of massages, or a package of a certain type and frequency of chiropractic treatment).

These are two examples of very basic marketing funnels which are probably quite easy for you to find, no matter where you live in the world. I see them everywhere I travel to.

The “down side” to these traditional marketing funnels is that they’re very costly to produce.

You have to start out with a sizeable budget to execute these --- for advertising media costs, graphic designer costs, printing costs, postage costs, staff costs, etc. And you're not guaranteed a return on your investment... you have to shell out the cash, hope you put things together well, and hope to make more money than you spent. Obviously --- corporations like the bigger local supermarkets, Coca Cola, Starbucks, Apple Computer, Macy's, BMW, Mercedes, and so on -- have these budgets and teams and experience necessary to execute these types of campaigns.

But if you're a "little guy or gal" --- we've got good news and a better option for you...

### **Online Marketing Funnels**

In the "online world" --- which is where Peggy and I love to work the most, because it offers us freedom to live a very casual lifestyle, creating our own schedules, working with who we want -- when we want --- marketing funnels likewise can be very simple (and we can set them up without leaving the comfort of our home, and they often don't cost us any out-of-pocket cash! Sweet, right?).

There are three types of online funnels which you see all the time -- which work really well -- and are super easy for you to set up to sell your stuff (and when you do it tastefully -- remain in possession of your soul) ☺:

- The "Free Report" Funnel
- The "High Value Content Series" Funnel
- The "Webinar Training" Funnel

#### **The "Free Report" Funnel**

In this type of funnel, you create a very simple web page, inviting people to sign up for a free article, report or eBook which provides them with value (usually teaching them how to do something specific). You blow them away with some amazing free advice, and then offer them to receive even more value from you by buying a product you offer for sale (which might be an online course, an audiobook, a book, consulting services, software... you name it -- the sky is the limit and you can sell them anything you want!)

This is a GREAT funnel to create if you like to write, and your audience likes to read.

#### **The "High Value Content Series" Funnel**

In this type of funnel, you create a very simple web page (just like in the "free report" funnel) -- except this time, people are registering to watch a series of free videos (or listen to a series of free audio lessons). You can create the videos very easily using PowerPoint slides, or simply sitting in front of your Web Cam or using your Smart Phone to teach them something. After they complete your free series of videos or audio lessons, you offer them to go even deeper with your training by purchasing a product you have for sale -- which, again, can be anything you wish.

## The “Webinar Training” Funnel

In this type of funnel, you again create a very simple web page, inviting people to register for a free training webinar – where you will teach them something of value. All you have to do with this kind of funnel is put together some PowerPoint Slides (or just be on camera if you prefer – it’s totally up to you) – and by the time you finish your webinar, which is typically about 1 hour long – you make an offer for them to buy something from you which takes the free webinar training even further.

Do you notice a trend inside all 3 of these funnels?

- You invite people to sign up for something free
- You give them something free (whether it’s a report/ebook, video series, or webinar)
- You invite them to buy something afterwards

Super simple and super easy stuff!

**You may be wondering: Why do we ask people to “Sign Up” or “Register” for the content instead of just giving it to them right away?**

Simple... because when they sign up, they get added to an e-mail list; which gives you the ability and permission to contact them in the future to A) help them more and B) make offers. Instead of forcing them to buy something from you the first time they see your web page (which – let’s be honest – is usually super annoying), you’re able to naturally build a relationship with them – let them get to know you – provide them something of value at no charge - and then ask them if they’re interested in buying later!

You can think of it like dating... most of the time, you want to get to know the person you’re going to marry before tying the knot, no? Well, with sales and marketing, things really aren’t any different. That’s why we build marketing funnels – and give people a chance to “date” us before asking for their money!

(Thanks for dating Peggy and I, by the way. We hope you’re having at LEAST as much fun as we are. LOL 😊)

**Want to go deep and learn the in’s and out’s about setting up these online marketing funnels and creating your own products and programs? Join Peggy and I on our FREE LIVE TRAINING WEBINAR!**

**REGISTER FOR FREE NOW:**

<http://www.howtosellyourstuffnotyoursoul.com/webinar>



## Chapter 6

# How To Connect Deeply and Emotionally With People Who Want Your Stuff

So now that you know **what** a marketing funnel is, and you realize that our human egos respond to **wants** more than needs, the next step is understanding how to build the kind of funnel that people love you for (and when you do it right – it doesn't even feel like marketing)!

First of all, let me start off by saying... you need to get this piece spot-on, otherwise you will have a hard time getting anyone to take you up on your free offers – let alone selling them something later on. But don't be scared – Peggy and I will make things easy for you.

The cool thing is this: When you get this piece right, you will be operating on a high vibration (or as Abraham calls it, a “high flying disc”) – and you will attract your ideal type of customers and clients, and do so in a very “non-salesy” way (which – let's be honest – makes your soul feel super great). 😊

There's a simple 6 step formula that easily allows you to connect deeply and emotionally with your audience:

1. Create an “avatar” that represents them
2. Create a list of their wants and needs
3. Create a list which describes what their current life is like
4. Create a list which describes what they really want their life to be like
5. Identify stories and experiences from your own life that they can identify with
6. Weave your personal stories into your marketing funnel

Now we'll describe each step so you can begin immediately!

### **Step One: Create An “Avatar” That Represents Your Ideal Customer/Client**

An “Avatar” is a fictional model of a person who represents what someone in your target market is like (i.e. someone you'd like to help). It includes age, gender, geographical location, language, occupation, marital status, family status (i.e. children or no children, pets or no pets), and any other basics you can think of. The more specific you get with your Avatar, the more effective you can be in communicating with your target audience – because it will be as if the things you say and the offers you make (whether free or in exchange for money) will be custom made just for them!

Let's create an imaginary Avatar that could describe someone who would be interested in this book:

- Age: 29 to 65
- Gender: Female and Male
- Location: United States, Canada, United Kingdom, Australia – anywhere English is spoken
- Language: English
- Occupation: Entrepreneur, coach/mentor, or currently in a job position which doesn't light them up and is ready to escape the 9-to-5 routine
- Marital Status: Married, Single, Divorced, Widowed
- Family Status: May have children, may have pets (but definitely loves animals)

You may notice that this Avatar is still fairly broad... because there are a lot of different types of people who are interested in selling their stuff without selling their soul! It's not just women, and it's not just divorced people --- but depending upon who YOU want to help, maybe it is.

Maybe you want to help divorced women in their 40's regain their faith in finding their soulmate. Maybe you want to help 50 year old single men living in Wisconsin get sober. Or maybe you want to help 18 year-old recent high school graduates living in Canada start a new business.

The more specific you can get, the better you'll be able to help folks – and the easier it will be to create your marketing messages and programs.

### **Step Two: Create A List Of Their Wants and Needs**

When thinking about their wants and needs, remember that when it comes to marketing and sales --- and getting people to take an action that will benefit them in their lives --- it must be something that drives them emotionally.

If you want to help an alcoholic, for example, they may “need” to quit drinking alcohol – but focusing on this aspect is likely not going to get their attention.

Instead, you'd focus on wants...

- Being a good father / mother / husband / wife / life partner / example for others
- Feeling happy, free from depression and guilt
- Living a longer, healthier life
- Finding their purpose and experiencing the feeling of fulfillment

Make a list of wants, and a separate list of needs, and you'll already have a ton of things to talk about inside your marketing funnel that really speak specifically to the person you want to help.

### **Step Three: Create A List Which Describes What Their Current Life Is Like**

Everybody is experiencing circumstances in their life currently, whether those circumstances are interpreted as positive or negative. Some things about their life they feel terrible about – and

some things, they feel wonderful about. Make a list of everything you can think of --- the good, bad and ugly.

These days, it seems that most people feel stressed, lacking time, lacking clarity on what they want to specifically do with the rest of their life... and often they feel tired, depressed, and perhaps lonely (even if they're in a relationship). To the contrary, many people feel grateful for the gift of being alive, they feel full of energy (or at least know what it's like to feel this way), and have a generally positive impression on their life. Some people feel bored and have lots of time in the day to fill that they don't know what to do with ... while others are very busy with obligations such as getting ready for work in the mornings, taking the kids to school and picking them up, family gatherings, work events, travel, you name it... imagine yourself living in their shoes and list out what their daily life is like – the good, the bad, and the ugly.

As a side note: It's useful to collect ideas about the negative aspects of your target market's lives --- because generally, you want to help them solve a problem and/or find a solution. The first step is to identify what's "wrong" ... and remember to think in context of the reality that the ego creates. When we're on a "high flying disc" detached from ego and operating from a place of higher consciousness, we realize that nothing's wrong, and the present moment is perfect as it is, despite what "problems" and "circumstances" our ego may identify... but this higher place is generally not where we will find the people we desire to help. So we must go with them where they are, and then help bring them to a happier place.

#### **Step Four: Create A List Which Describes What They Really Want Their Life To Be Like**

In this step, we start to get really excited again – because we are creating opportunities for our Avatar to feel wonderful, to feel alive, to feel whole and to feel completely fulfilled. Make a list of experiences your Avatar would like to live out...including tangible things (like how much money they want to have and the kinds of clothes they'd like to wear) to intangible things (like emotions they want to feel).

#### **Step Five: Identify Stories and Experiences From Your Own Life That They Can Identify With**

Alright, now you're "armed" with lots of great stuff to talk with your Avatar about! In this step, you want to think back on your own life and identify stories and experiences that you've personally had, that your Avatar would connect with if you told them... Maybe you tell them about a passionate romance that ended wonderfully (or badly) ... maybe you talk about tough times you experienced and bounced back from ... or maybe you talk about how life has always been wonderful, and how you want them to experience the feeling of living a wonderful life in abundance, too, no matter how they feel right now.

When you do this step, remember this: People like people who are like themselves --- and who are like who they want to be.

So if you share common struggles, talk about that. It will create a bond and a rapport between you. And if you have something they want, talk about that – because it will help them see possibilities for themselves by learning from you.

Do this step carefully and tastefully. We all have seen the over-done marketing campaigns where the online gurus are flaunting their Ferrari's and 20-bedroom mansions... if your target market will respond well to this and you have these things, by all means – go for it. But what's most important is the emotional connection between you and your Avatar, and that they really feel deep within their soul that you want to help them – and can.

### **Step Six: Weave Your Personal Stories Into Your Marketing Funnel**

Now that you've identified which stories from your personal life you could tell, you want to select the ones which make the most logical sense ... the ones which teach the best lessons, and which will emotionally connect with your Avatar.

Take a sheet of paper (or whatever electronic gadget you prefer to use ☺) and draw out what your funnel could look like. For example, in the case of a “High Value Content Series” Funnel, it could look something like this:

#### REGISTRATION PAGE:

- Briefly explain story about how I went from earning \$3,000/month to \$3,000/day
- Briefly explain story about how it was easy and provided me with freedom in my life

#### VIDEO 1:

- Briefly introduce who I am and what I want to teach
- Explain story about how I struggled with various business ideas and technology
- Explain story about how I learned how to do things better, multiplying my income
- Explain story about how I decided to share the business model with others so they can do the same thing I did

#### VIDEO 2:

- Teach some principles and tips that people can use immediately to get better results
- Demonstrate and tell story about how I did it myself and how they can, too

#### VIDEO 3:

- Answer frequently asked questions and tell any stories that related to the questions
- Invite people to take this free training further and purchase my in-depth 6 week training program

As you can see above, there are 4 different pieces of the funnel, and each one has at least one

story inside of it – strategically placed so that it’s helpful, and likewise so that the bond between you and your Avatar is strengthened with each step. When you’re honest - and when that comes through in your speaking and presentations - by the time your Avatar reaches the end of the funnel, they’ll be ready to take the next step --- give you money in exchange for your product/program/service!

SPOILER ALERT: Peggy and I are implementing this same kind of funnel on YOU right now. © Are you shocked? Well, probably (and hopefully) not... offers are a part of the game (and fortunately, high value is the name of the game)!

Isn’t it nice to be “straight up” with folks ... sharing great knowledge, helping them out, and earning money as a reward?

Everything in life should be this simple... as a matter of fact, it can be!

**If you want to go deep and learn the in’s and out’s about setting up these online marketing funnels and creating your own products and programs, join Peggy and I on our FREE LIVE TRAINING WEBINAR!**

**REGISTER FOR FREE NOW:**

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## Chapter 7

# The SCIENCE of Marketing – Made Easy

Now that you understand the 6 step formula to connecting deeply and emotionally with your audience, it's time to put the icing on the cake with the SCIENCE and ART of marketing and selling. In this chapter, we'll begin with the SCIENCE.

This chapter – and the next one - contains hundreds of years of marketing and sales wisdom, learned by many great teachers who spent billions of dollars and countless hours trying them out - and practiced personally by myself for 19 years (and practiced by Peggy for 22 years) with phenomenal success.

If you've been around business and marketing training in the past, you'll likely recognize some of these principles --- and some of them might make you squirm a bit. That's where this book comes in with a refreshing perspective... how to use the SCIENCE and the ART of marketing and sales WITHOUT selling your soul in the process!

The SCIENCE and the ART are like knives; learning about them this book, when you use them afterwards, you'll be cutting apples and handing out delicious, healthy slices to apple lovers. ☺

Get ready to be amazed at how you can utilize these so-called “tactics” in a way that you'd be proud to try out on your very own Momma!

The ingredients of marketing and selling SCIENCE are the following:

### Hooks

- A unique idea/angle/visual
- Grabs attention
- Guarantees consumption
- Prompts lean-in
- TIP: questions are powerful because the brain can't ignore them!

Hooks can be implemented inside your marketing in a variety of ways... it might be inside the title of your book, it might be in the headline on a web page, article or social media post, it might be the very concept for what it is you're selling, or it might be a visual element (i.e. a photo or a video) that inhabits the above listed qualities. No matter which way you choose to use hooks, you MUST make them a part of your marketing! (You'll learn more about how to use them in the next chapter on the ART of marketing and selling)

A great example of a hook would be the headline: “Can you sell your stuff, not your soul?” (Hey, it worked on you, didn't it...? ☺)

## Loops

- A loop is essentially an incomplete hook
- Gets viewer to stick with the presentation, book, video, etc.
- Once the loop is open, the viewer wants to “complete the loop”
- Used in marketing, TV shows, movies (i.e. “to be continued...” or “to find out about what happened, tune into tonight’s episode of XYZ”)
- Open the loop... Fill it with things you want your audience to consume, i.e. stories or training.... and then close it. But don’t forget to open a new loop. 😊

Just like hooks, loops can be implemented inside your marketing in a variety of ways... however, the execution of the loop is a bit more in-depth, because it starts in one place (i.e. inside a headline) and ends in another (i.e. inside the product that you’d like people to purchase).

A great example of a loop would be: “Would you like to learn how to sell your stuff, not your soul? Enter your name and e-mail address for a free report that will show you how.” That’s the opening of the loop. Then the loop gets closed as you read the free report.

## Pattern Interrupts

- Yanks the viewer’s attention away from their environment
- Get the viewer’s full attention
- Similar to shock and awe (which you’ll learn about soon)
- Something unexpected or edgy

A pattern interrupt can be implemented in many different ways. It may be a word, a visual image, a bold color, a loud noise (or the complete lack of sound), or many other things. The goal of a pattern interrupt is to get the person’s attention. There’s a lot of “noise” in our world these days, so the importance of using pattern interrupts is at an all-time high. The key in using them and not selling your soul in the process is to keep them “real”.

A great example of a pattern interrupt in the form of a headline would be: “Can you use these 7 simple tips to multiply your income 400% in 30 days?” In this example, the numbers themselves are a form of a pattern interrupt, because our brain is attracted to them. Another pattern interrupt is the idea of multiplying your income 400%... and another one is the idea of doing it quickly – within 30 days. As you can see, it’s important to be creative with how you use pattern interrupts – so that they’re effective – while coloring inside the lines of being truthful and telling a story rooted inside integrity! A commonly misused pattern interrupt could be, “Housewife goes from broke to millionaire overnight”. That’s the kind of headline we want to quit creating... unless, of course, it’s the truth. In most cases, it’s a very bold exaggeration --- because as we both know --- success only comes overnight after years of learning and hard work. 😊

## Calls to Action

- Instruct your viewer on what to do
- Example: Call / fill out web form / visit / buy / share
- Must make it super clear what you want people to do! 😊

While a Call to Action is about as basic science as things can get, a lot of people – particularly if they’re just starting out – completely forget to include a call-to-action, or feel shy about directing their audience what to do.

In a weight loss commercial, the Call to Action could be “Call 1-800-BURN-FAT”. On a web page, it could be “Enter your name and e-mail address for instant access to XYZ.” In a conversation with a prospect, it could be, “Let’s sit down over a cup of coffee and fill out the paperwork, and you’ll be driving away in your new convertible in just a few minutes!”

If you’re using video in your online marketing, for example, somewhere in the video, you’ll want to direct people to do something... for example, “If you’ve found this video useful, please hit LIKE and leave a comment letting me know how it’s helped!”

The goal is to get people used to taking action... whether it’s hitting the “LIKE” button, leaving a comment, registering for a free offer, or hitting Add to Cart to buy something.

When they take action, you are able to help them... and on the financial side of things, you’re about to earn some money in exchange. 😊 When you’re operating on a “high flying disc” and providing value, you’ll no longer feel guilty about asking for the sale. Instead, it will be a moment of excitement.

## Offers

- What are you offering?
- Be specific!
- Make it amazing!
- If possible, make it just as good – or better than – your competition!
- Make it irresistible
- Highlight benefits, not just features

An Offer is probably the second most basic ingredient of the science of sales and marketing. An offer may be something you make that costs nothing, or it may cost \$1 million dollars... no matter what the price is, it’s something you’re going to constantly be doing (making offers).

When you registered to receive your copy of this book, that was an offer that you said “yes” to.

When you offer a product, program or service for sale ... that’s an offer you’re inviting your audience to say “yes” to.

When you ask someone if they'd like a cup of tea – even that's an offer! It's actually amazing how many offers we make and receive every day of our life. So realize this and feel really comfortable about it, because it's a natural part of life... and an important part of sales and marketing!

One important aspect of your offer is to make it specific and irresistible. Instead of offering, "Download my free book now!" (which is very generic and not very compelling), you would want to be more specific by saying, "Download my free book now and learn how to sell your stuff, not your soul while multiplying your income at least 400% within 30 days and living a fulfilled life that your Momma will be proud of!"

### Scarcity

- Helps cause people to take action, and take action quickly
- Make sure you include a reason! (tackles trustworthiness)
- Don't abuse this trick!
- Keep it real!

Okay, now we're entering into the Devil's territory, aren't we? ☺ When we speak with heart-centered entrepreneurs like you - the "S" word --- Scarcity --- is one of the most despised terms in all of sales and marketing, because to most well-intending people, it feels dirty. Especially for people operating on a "high flying disc" and from a place of higher consciousness, we know that the world's resources are not scarce, and all there is is unlimited energy and abundance in everything, all day, every day... so to use scarcity in our marketing feels completely unnatural and unwanted.

We agree wholeheartedly. At the same time, we must remember, when we are marketing, we are usually marketing to the ego... and the ego identifies with things like scarcity and fear. It helps people take action and improve their lives. If we're selling something that helps people take a step towards higher consciousness, using a lower-consciousness tactic like scarcity can actually help people get there!

So how do we do it? We do it from a high-vibrational place, rooted in authenticity and good intentions.

A typical example of scarcity would be, "Buy now while supplies last!" It's funny, but you even see this version of scarcity on digital products... how can a digital product run out? It's digital! ☺

If we're selling something which really does have some element of exclusivity – for example, a class (whether online or somewhere local) where we want to give people individual attention – then there is an authentic limit to the number of people who can be in a class, either because of physical space in the building or the amount of time which can be spent with each individual attendee.

In this example, we can use scarcity in an authentic way... it incentivizes people to register quickly, before spaces fill up. It's not hype... it's a fact of the time-space reality we live in. And we can feel good about using scarcity this way.

Long story short, don't make scarcity up and use "false scarcity"... keep it real. It's that easy!

### **Stacking**

- Utilize multiple marketing tools in one piece, or...
- Make an offer "bigger" by adding multiple features to the offer
- Helps give more value to the buyer, and as such, increased perceived value of your offer
- Think cheesy infomercial, but try not to be cheesy
- Bonuses are great for stacking!

Okay, let's be honest... who doesn't love "BOGO" offers? (Buy One, Get One Free) Likewise, when you buy a sandwich, isn't it nice to get chips (or vegetables) and a drink with it at no extra cost? How about buying a car and getting a 4-year warranty and free oil changes and car washes?

Look at what Apple and other industry leaders have done with a phone. A phone is now useable anywhere in the world – wirelessly - and is simultaneously a photo camera, a video camera, a chat device, a calculator, a flashlight, a banking center, a fitness tracker, a video player, and a million other things, all in one. That's what stacking is. Stack away as much as you can with your offers. And obviously, stack as many Science and Art ingredients into your marketing funnels as possible for extraordinary results. It doesn't have to be hard, either. Just think about what your Avatar wants and needs, and stack away!

### **Perceived Value**

- What the customer genuinely thinks your offer is worth  
(in reality, your offer may be worth more or less... beauty is in the eye of the beholder)
- Utilize the marketing principles in this book to increase the perceived value of your offer
- Highlight features / benefits to increase perceived value
- Target your Avatar! Make sure you have a product-to-market match!

We all have different opinions about what something is worth (and unfortunately, in some cases, what one person is worth vs. another... but that's another topic for another day).

When you create offers, and when you represent yourself and your brand, people are going to create a perception inside their minds and their emotions about what things are worth to them.

When you price your offers, you want to consider what YOU think it's worth, weighed against what someone who fits the description of your Avatar might think it's worth. If there's a gap between the perceived value, you need to do one of two things...

- 1) Communicate your offer differently so that the perception increases
- 2) Enhance your offer so that the perception increases
- 3) Accept your Avatar's perceived value and make your offer's price match it

This can be a bit of a funny topic sometimes, because we --- as the offer creators --- often either think our product is worth more than it is in our prospect's minds... or, shockingly, think it's worth less than our prospects do. This is where it can be useful to look at similar offers in the market, as well as consult an expert, on how to do things.

It's also shocking to know: While we typically think lowering a product's price will increase sales, sometimes making the price higher increases it's psychologically perceived value, which therefore increases sales! (Human egos are a funny and entertaining phenomenon...)

The important thing to remember is this: perception is reality for the person who's perceiving. Make sure you know how your target market perceives your brand and your offer, so you can be "cooking with gas"!

### Features

- The features of your offer should "WOW!" your target market
- Highlight the most important features (not necessarily all of them)
- Highlight the benefits associated with each feature!

When you make an offer – whether it's free or for a price – you'll want to list out it's features. If it's a car, you'll talk about the braking system, transmission, safety features, color, dimensions, and so on... if it's an online class, you'll talk about how it's digital (so you can attend in the comfort of your pajamas), how you meet once per week (or how it's pre-recorded for you to watch anytime your heart desires), and so on. Inside the next chapter – the ART of sales and marketing – we'll talk about including benefits to accompany each feature (because while you might mention your car includes traction control, which is a feature, you'll also want to mention why this is good/important – so you don't spin out of control and cause a head-on collision on a rainy highway when your car aquaplanes).

### Delivery Time

- How long will the viewer have to wait to receive the ultimate product, service, or free content?
- Brown box mentality = People like to wait a little bit, because the anticipation they feel is psychologically and emotionally exciting/satisfying
- Instant access mentality = People want things immediately, because they like instant gratification
- The key: Identify your target market's expectations and design around them

This ingredient is pretty basic, but it's worth being aware of... you'll want to identify if your target market likes moving fast or slow, and deliver your marketing funnel and offers

accordingly. For a good portion of the world, the “brown box mentality” is a dying breed – but it does still exist today! For example, I love ordering something exciting from an online store and waiting for the package to arrive in the mail, and then unboxing it and showing it off once it arrives. Again, the ego is a hilarious thing, is it not? ☺

### **Education**

- People like to learn!
- Educate your target market
- Keep it simple – don’t over-deliver (or they’ll go numb, light might be happening with you reading this book ☺)
- This will help build a “relationship” between your target market and you/your brand
- Deliver results in advance of purchase

Most people like to learn something, either because it helps them achieve a result, or because it simply makes them feel “smarter”. Either way, it’s always a great idea to teach things inside your marketing funnels... it also makes the marketing feel a whole lot less “salesy”. It also helps create a positive sense of emotions between your market and you / your company / your brand.

Peggy and I personally LOVE teaching people stuff – even if they never buy anything from us and we never exchange money. Knowing we had a positive impact is a grand reward! (And yet, we always hope to earn a few bucks in the process... and without fail, we do. ☺)

### **The Promise**

- Make promises
- Gives people a “carrot” to continue down the rabbit hole
- Big
- Bold
- Exciting
- Emotionally rewarding
- Keep it real – no hype

Whether we are offering some free advice, or offering something at a high-ticket price... we must make promises to our audience. If we don’t promise anything, why should anyone spend their time and/or money with us? It’s important you identify things you can promise to deliver --- whether it’s tangible, psychological, and/or emotional --- and these promises should be in alignment with what you can truly deliver, as well as with what your target market’s wants are. Which brings us to the last important scientific ingredient...

### **The Delivery of The Promise**

- Deliver on the promise!
- Following-through makes your target market start to feel good about you/your brand
- Promise delivery combined with the other ingredients of Science is magic!

Okay, so you've made promises, now keep them! This is real rocket science stuff, isn't it? LOL. ☺ Fortunately, many ingredients of the marketing and sales success recipe are easy and very common-sense based. Keeping your promises is one of those no-brainers. What's even better is if you promise one thing, and then deliver that --- and even more. It's called "Under promise and over deliver". We highly recommend it. Surprise people with amazing stuff, and you'll create wealth and abundance greater than you ever dreamed of.

## Chapter 8

# The ART of Marketing – Made Fun

Alright --- so truly – learning the SCIENCE wasn't as hard as you thought it would be, was it? ☺

Let's continue and learn about the ART of Marketing and Selling; and here's where things can get REALLY FUN ... whether or not you've ever considered yourself to be any kind of "artist" in the past, and even if you currently hold a belief that there's not a single artistic bone in your body.

This is about as close to "paint by numbers" as marketing authentically can get!

Also note: The ART is like the body of an automobile, while the SCIENCE is the motor and technical parts that actually allow the car to drive. You need both the inside and the outside in order to manifest an automobile --- and likewise, you need both the ART and the SCIENCE to create your marketing. The ART mostly has to do with what people actually physically SEE with their eyes.

### Headlines

- The big idea!
- The first thing people see or hear
- Should contain bits and pieces of both science and art!

If you're writing a book, the main "headline" would be the book's title --- and if you're writing an e-mail, a "headline" would be the "subject line". Whatever piece of the marketing funnel you're creating may be, it needs to have some form of a headline, and the headline needs to communicate the big idea – something that's immediately understood by the human brain within a few brief moments... and something that emotionally and/or intellectually excites your audience.

### Sub-Headlines

- The "other" headline

Just like headlines, sub-headlines are used to communicate a smaller piece of the big idea. Sub-headlines can be thought of like a main headline's children. ☺ You might use a sub-headline in a book title --- or it might be a few short headlines placed throughout an e-mail, an article, or a web page. They're meant to stand out from any other elements, but not quite as much as the main headline.

## Bullet Points

- You can use bullet points to highlight features/benefits
- Provides “clutter free” text – easy for the brain to read
- Allows you to quickly deposit ideas to your target market’s brain!

Bullet points are a super handy way to communicate some thoughts and ideas in a brief manner and get a point or several ideas across within a matter of seconds. They’re easy on the brain and are a great tool for you to use to quickly communicate ideas since they’re much easier to read than paragraphs. You might use bullet points on a “Registration / Opt In” web page, on the back portion of a book cover, in an e-mail, or on a web page designed to sell a product or service. And if you’re creating videos and/or slideshow presentations, you’ll certainly use them there.

## Paragraphs

- Filler
- Detail-oriented
- Storytelling
- Should contain ingredients from both science and art!

A paragraph should feel like a love song when it’s read in the reader’s mind. Likewise, in the case of a paragraph being spoken in audio or video form, it should be fluid and easy to listen to. Paragraphs allow you to provide a large level of detail about various stories, ideas, concepts, and instructions. You’ll use paragraphs virtually everywhere – even if it’s just one or two.

## Lean-In

- Gets viewer’s attention quickly
- Gets them to take a closer look (lean in!)
- Heavily used in print marketing
- Headlines, visual images
- Color, boldness, size

The term “lean-in” comes from traditional print marketing, because it literally means that the viewer physically leans towards an object – whether that object be a book, advertisement, or something else. To encourage people to lean in, you’ll basically want to combine a few scientific + artistic ingredients together in a way that captures someone’s attention even at the slightest and briefest glimpse out of the corner of their eye. Lean-in can be activated with words, colors, images, and more.

## Shock and Awe

- Goes hand in hand with pattern interrupts
- Yanks your viewer’s attention to your piece
- Humor? Horror? Weirdness? Awesomeness?

- Causes a double-take!
- Be edgy but not so much to turn off your target market. 😊

When you incorporate shock and awe into your marketing pieces, it will create a memorable experience for your audience and they'll be more likely to pay attention to you, your brand, and your offers. One way to describe shock and awe is using imagery and language that is unexpected in the environment it appears in --- for example, a billboard featuring a nude person in the middle of Times Square in NYC, or a headline such as "City unsure why the sewer smells".

You'll want to be careful not to offend your audience when you use shock and awe... go ahead and be outrageous, but stay within the perceived limits of what your target market will find amusing and respect!

One of the reasons some marketers use headlines like "Become a millionaire overnight" and "Check out my 20 bedroom 18 bathroom house" is because it's a form of shock and awe and begs attention from their target market. And, it works. In many ways, we can't really blame marketers for using tactics that we might call "cheesy"... the point where I put my foot down, personally, is when it's simply not real and/or distorts reality from truth.

We should use things like shock and awe, but let's keep it real and steer away from deceit!

### **Authenticity**

- Be real! • Don't lie! • Be bold but be cool!
- Do the best / make the best claims you can now, and revise them later when you're able to!
- People can tell when you're being real or fake!
- "What goes around comes around!"
- Don't just say authentic words... Have it come across in your "way of being"
- Mistakes and goof-ups are ok! You are human (right?)

Authenticity is one of our favorite ingredients! It feels so good to be ourselves, but the reason it fits into the "art" category, is because it truly is an art form. When we learn to stop worrying about how we look and how we sound, and we simply are free to be ourselves on camera, during interviews, in our writing and in every form... we have mastered the art of authenticity.

As human beings, it can be hard to be authentic. We're really scared that people won't like us – and when we put money on the table (i.e. people won't buy our offers because they don't like us) – it gets even more intimidating.

That being said, some people choose to straight-out lie about things in order to project a better image. It's one thing when you're stretching outside of your comfort zone and becoming a new, better version of yourself... for example, wearing a business suit to attract a higher level of clientele when normally you wear shorts, t-shirts and flip-flops on a daily basis. However, when

you manufacture fake testimonials, rent an exotic sports car and pretend you own it for a video, or do other things that truly are deceitful --- that's when you're building non-productive karma that we firmly believe will come back around to you eventually.

So the good news is this: It's so much easier to just be authentic and just be you! Get comfortable in your own skin. It's beautiful... and people appreciate it, more and more, as the market gets fed up with fake personalities.

### **Storytelling**

- “Once upon a time, in a land far, far away...” - Captivating and engaging!
- Use stories your market can identify with
- Don't overdo it!
- Kiss (keep it simple silly)
- First point of contact? Keep it short.
- Start in the middle of your story (sometimes).

People love stories. And as Peggy can testify having published many of her own books and having helped thousands of her clients publish their own books, stories are really key. People remember stories better than they do facts and figures – so they're a more useful way to teach things (and very powerful in marketing and sales, too).

One “pain point” for us as entrepreneurs putting together our marketing is knowing what details of a story to include. We want to include the details that our audience will identify with, and omit anything that's not absolutely necessary... because our goal is to engage, educate and inspire – not bore them with details that in reality, only we ourselves care about.

So tell your story – throw some science and art in there – and watch your audience fall in love with you and pay you for it (while you help them in your own unique way)!

### **Mental Imagery**

- Paint a picture with your words
- Keep it at an 8th-grader's level for most markets (why? Literacy + “noise” + ease)
- Engage the target market's imagination
- Handy when a topic is so broad you can't place a physical image on the screen that appeals to enough people

Long story short, with mental imagery, we want to get people to think! For example, right now, I'd like you to picture your own personal paradise... what does it look like to you? Is it a white sandy beach surrounded by a beautiful blue ocean and palm trees? Or perhaps a hidden oasis in the middle of the forest with waterfalls and beautiful mountains surrounding you?

Notice how when I asked you these questions, you started form some mental pictures inside your mind. That's how you want to engage your audience too --- in ways that they emotionally

connect with, on topics related to what it is you're offering.

### **Suggestion**

- Help move viewers towards “buy-in”
- Newsflash: People generally don't like being told what to do directly 😊
- Paint a picture that implants an idea in the viewer's mind and has them say, “I need this” or “this is awesome” without coming right out and saying it yourself.

As I'm sure you have found out by now, your spouse, kids, friends, and even strangers don't like being told what to do (at least not initially). However, one way of getting people to take an action is to “suggest” it, in various creative ways...

For example, your audience may find you very self-absorbed if you shout from your rooftop, “I am the best person in the whole wide world and you are really lucky to know me!” However, if someone writes a testimonial about how they feel this way about you – suddenly, even though the information is the same, it's interpreted in a much different way and accepted instead of loathed. 😊

Another example is this: Let's say you want someone you love to stop smoking because you care about them. Instead of complaining to them and begging (or demanding) them to stop, you could show them an article about a study done that shares how people who quit smoking instantly increase their annual disposable income by at least \$2000 per year while living longer lives.

Inside your marketing communications, there are many different ways to implement the power of suggestion.

### **Perception**

- Similar to perceived value
- Target audience may have different perception than you/others about various subjects
- Respect their perception, work with it
- Consider their perception and build your marketing around any objections they might have
- Speak to their level of consciousness (not yours)

As human beings, there are about as many ways to perceive literally everything and everyone as there are colors in a rainbow. Just have a look at any political election and you'll find a gamut of different opinions and perceptions about the candidates and conditions at hand.

You'll want to identify how your target market perceives their problems and potential solutions, and weigh how they will feel about you and your offer if you do X, if you do Y, and if you do Z... becoming aware of all these perceptions will help you relate to them throughout your marketing communications, forming thick layers of bond, trust, loyalty and empathy.

## Persuasion

- Similar to suggestion, but more direct.
- With persuasion you typically are providing incentive to do something / take action.

You can easily use persuasion in your marketing in many different ways...from offering a discount for purchasing right away, to giving away free bonuses when people redeem your offer, to implying potential results they can achieve by highlighting testimonials and reviews from people who already have tried what it is you have to offer.

When you use persuasion as an opportunity to improve your offer (which means your customer/client ends up receiving more value), it's a great way to offer even more with a happy side effect – making the sale easier and more enjoyable.

## Framing

- Uses the power of suggestion.
- Frame an idea
- If \_\_\_\_\_, then \_\_\_\_\_ !

While we don't suggest you frame a fellow human being so that they go to prison for a crime you committed (LOL), which is a different kind of framing than we're talking about here --- we do recommend you use the marketing concept of framing inside your marketing funnels and communications.

Examples of framing could be: "If you want to run a financially successful business while positively impacting the lives of people around the world, you'll love our new book: How To Sell Your Stuff, Not Your Soul" ... or ... "If you're looking for a magical place to spend your honeymoon with your new honey, these 5 top tropical destinations are sure to make your souls happy."

## Benefits

- A lot of people forget to mention these! Duh... ☺
- Every feature you mention should have a corresponding benefit
- Evokes emotional response, whereas features evoke logical response
- Emotion sells!

In the chapter on SCIENCE we talked about listing out and describing the features of an offer, whether it's a free offer or for the exchange of money. Benefits are to features as peas are to a pod... For every feature, there should be a wonderful, emotion-provoking benefit.

Examples:

Buy our online course = learn in the comfort of your pajamas

Anti-lock braking system = keep yourself, your family and others on the road safe

Save 10% today = keep more of your hard-earned money when you take action now  
All natural, no preservatives = Have a healthy body, experience more energy, feel happier

### **Justification/Reasoning**

- If quantity is limited / if time is limited
- If price is high
- If price is low
- If you're claiming your work is awesome... etc...
- Overcome objections right when they come up.

Human beings (or rather, the human ego) is a natural skeptic. Why is the price so high? Why is it so low? Why is the sky blue? Why do you seem so helpful and friendly? It's natural for people to dream up bizarre reasons why you might be trying to manipulate them (especially since there is indeed so much manipulation to be found these days).

That's why, in some cases, especially when it comes to your offer, you need to explain why things are the way they are. If you're teaching a class, for example, and you're explaining that registration is limited to 50 people, explain why (for example: so you can provide individual attention, because the software you use only accommodates that many, because the room at your venue is limited to that number of seats)... this is an easy one, but it's often overlooked. Explain yourself, and be real about it!

### **Angles**

- Explore ideas / offers from multiple angles
- Appeal to more people (broader audience) / appeal to each person in multiple ways
- Increase effectiveness
- Similar to stacking

There are always multiple angles from which you can sell ideas, products and services – and it's a good idea to highlight as many as you can, so that you really appeal to as many folks as possible (and do your offer the justice it deserves).

When selling a computer, for example, there are so many reasons why someone might want to buy it... from how they can use it at school and at work, to how they can watch movies, play games, solve problems, browse the Internet, keep in touch with loved ones... there's no limit to this particular product, and it's very likely that whatever you want to offer has many angles to highlight it's usefulness, too.

Same principle applies to this book. There are so many reasons why you would want to read it, and so many things you can do with your new knowledge and perspective when you're through!

## Social Proof

- Important!
- Testimonials
- Starting out? Tap friends/family/etc.
- This will come in time!
- Helps tell people if others like you, they might too!
- Don't make it up ☺

People like to spend their money on products and with people and brands with whom they trust, and the best way to know if they can trust someone is by hearing about how others have benefitted from your products and services. It's a very powerful sales tool, and when you have the opportunity to implement social proof, you definitely need to do it.

Social proof can come in the form of written testimonials, audio testimonials, video testimonials, reviews on review sites, the number of people who like your business page on Facebook and other social media sites – and it can also come in the form of “As Seen On” examples, such as if you've been featured in magazines, TV, news, radio, local venues, etc.

I've had folks cross my path who wanted to manufacture testimonials (i.e. make them up with fake names and photos!), and these days, it's easy to “buy” them (even in video format) on the Internet to make your products and services look better. Please don't resort to these tactics... be real... get honest reviews and testimonials from your Mom and Dad if you have to, to start. Above all, keep it real, and keep your energy singing at a high vibration – and experience the long-term benefits of building a REAL business!

## Questions

- Educate your target market via questions!
- Use questions that lead to a “yes”!
- Your brain can't ignore a question (no matter how hard it might try!)

The human brain LOVES questions – in fact, it's impossible to see or hear a question and not answer it mentally. Am I right?

See what we did there? LOL. Use questions that mentally and emotionally engage your target audience, and they'll flow right through your marketing funnel, learning more about themselves than perhaps they knew they would – and getting more and more excited about forming a business relationship with you.

## Congruency

- Be congruent/consistent with your marketing message (and look/feel of things you make)
- Be congruent all the way through a marketing funnel:  
Ad > landing page > registration form > thank you page > email follow-up > offer page

- Headline example (ad > landing page) (use the same key words in ad + on page)
- Build a relationship
- Bond your customers to your brand

It is important to be congruent with everything you create in your business... it allows you to leverage the time and resources you invest much more efficiently, and it gives your audience a consistent feeling about what to expect from you.

Introduce your personality and your brand, and do so consistently everywhere (in e-mail, on video, on web pages, in person, etc.).

When you do the exercise outlined in an earlier chapter about figuring out what your ideal customer / client's "Avatar" looks like, keep that in mind when developing your advertisements and marketing resources. Use language, use images, and create an experience that aligns well with what your audience will love and appreciate --- make them feel "at home"!

People should feel like: "OMG, they're talking to ME!!"

Do this consistently, and you have a fan, client, and/or customer for life.

It's good for you, it's good for them, and – of course – it's good for your bottom line. ☺

## Chapter 9

# The Next Step: A Millionaire Lifestyle

So, let's recap what we've learned so far...

- We can sell our stuff without selling our soul.
- Based upon observations about society as a whole in it's current state, we are typically marketing to the "ego" and the ego's wants and desires.
- We need to sell people what they want, and then give them what they need.
- There is a science and an art to the things we do in our business to market and sell our products & services, and now that we're aware of what the ingredients are and we've developed a model for how to use them in an empowering and ethically exciting way, we're ready to help as many people as we can – while earning an abundance as we do it!

Now, let's talk about the next step: Creating your very own Millionaire Lifestyle!

We use the term Millionaire Lifestyle because at the end of the day, what our soul truly wishes to experience is abundance, no matter how much money is in the bank, no matter what kind of property we live in, and no matter how many fancy toys we possess.

You can live a Millionaire Lifestyle right here, right now, without a \$1,000,000.00 bank account balance.

And when you do manifest a balance sheet containing that number or even more --- it will feel like "Okay, cool. That feels nice!"

You will be very grateful for it, and the pursuit of that number will not own you in the meantime.

Starting right now, in this very moment, you can already feel like a Millionaire and live a Millionaire Lifestyle.

### **An Example From Trace's Life**

My wife and I own a beautiful 5 bedroom home in Vorarlberg, Austria. In addition to the 5 bedrooms, it has a spacious living room, dining room, kitchen, art gallery, workshop, laundry room, foyer, and a completely separate office (which is where I'm writing from as we speak) that even has it's own kitchen and bathroom. My wife and I love the home's central location in the charming European village we live in, and we can walk just a few blocks to cafes, restaurants, grocery stores, banks, doctors, bike shops, auto shops & dealers, beauty parlors, and virtually anything we could ever want or need. Even the "doggie salon" is only a couple of blocks away, where we take one of our furry four-legged family members every month for a trim.

Walking out our door, we have instant access to walking, biking and rollerblading trails surrounded by beautiful forests, mountains, streams and lakes. And a quick hop in the car, on the

bicycle, motorcycle or the train puts us in Switzerland, Germany, and Italy (or other wonderful countries when we wish).

And every window in the house offers beautiful views of nature, filled in with trees, mountains, the surrounding village and even a small castle – which is something I have always wanted. Our home even has hardwood floors and skylights, which have been on my “wish list” since I was a child!

And to my wife’s particular delight – we’re located right next door to the house she grew up in, where her parents still live today.

I own my dream BMW sports sedan – as described earlier – and my wife drives a new BMW SUV (after my ego convinced hers to come to the “dark side” --- after all --- a “bad boy” needs a “bad girl” ☺).

I own a motorcycle which I enjoy riding around the villages and mountains here in Austria and Switzerland, and down in Italy as often as I can arrange it.

We also love riding our bicycles for fun in the sun that’s a great workout, and rollerblades we honestly haven’t even broken in yet.

We have more clothes than we know what to do with, which live inside a walk-in closet (which I built myself: yes, a computer-geek turned handy-man).

We don’t have to worry about where the mortgage is coming from next month, or where money for our meals is going to come from. I am honored to operate a small business that I absolutely love, because I get to spend the “work” part of my life serving fellow souls who appreciate life’s opportunities and are eager to help as many people as they can. My clients, students and I connect both as business partners as well as friends. It’s fabulous! And I love that I don’t have to sit in rush-hour traffic every day. ☺

We enjoy traveling around the world a few times each year – sometimes to new and exciting places, and often to familiar ones we enjoy.

We are blessed with excellent health, although it may be a wise idea to cut back on the Lasagna and Gelato and eat a bit more broccoli. ☺

We have friends and family around the world we enjoy spending time with, and in my case, every client has become a wonderful personal friend. It’s so nice to hop on a plane for a few hours and land somewhere distant while still feeling right at home.

We are in the flow of our life. Of course, there are always up’s and down’s – the ego loves to create drama, and while I’m working on it, mine’s not much different from anyone else’s (except Eckhart Tolle’s – he seems to have a nice grip on things). ☺

When we really stop to look at things, and stand in a position of gratitude and bear witness to the life we enjoy every day --- we live a Millionaire Lifestyle. And we were able to experience a Millionaire Lifestyle before accumulating a \$1,000,000 bank account balance.

It's not truly about the number --- it's simply about the lifestyle and the things we do which are in alignment with the lifestyle we want to experience!

For me, in my business, I simply needed to learn a few principles, and choose to allow my heart and soul to guide me in my daily actions and choices. The rest manifested itself practically on auto-pilot. I turn down more projects these days than I take on – because my focus is on quality, not on quantity.

My goal is to multiply the amount of souls I can help by teaching as much as possible how to execute this game we call “Selling Your Stuff, Not Your Soul”. And I'm honored you have taken the time to read this book and hopefully gain some insight into your next steps for living your deep, passion-connected, purpose-on-fire fulfilled life (and operating your own wildly successful business).

As Peggy will teach you, and as she has learned from her mentor and personal friend Bob Proctor, a goal is not to be set for what you'll get; it's to be set and achieved for what you'll become in the process. The getting, then, is a happy byproduct of taking action in alignment with good intentions ... and starting with the end in mind!

I didn't always possess the material things I am blessed with today, nor was I always aware of how to manifest them. Likewise, for a number of years, I forgot how to appreciate the up's and down's of life and the enjoy journey itself. Fortunately, thanks to some incredible mentors and tapping into my soul's guidance, I feel more “awake” now than ever. And it's always growing and expanding.

### **An Example From Peggy's Life**

I am so grateful and blessed to live with my husband Denis in our Dream Home here in Ottawa, Ontario, Canada, where we enjoy a lifestyle of true luxury (complete with a home-theater that seats 10, along with relaxation in the outdoor Jacuzzi anytime our heart desires). We also recently acquired a second home – a lovely cottage on a beautiful lake located close to where my son and grandson live --- where we are currently having fun expanding amenities (including a beautiful new wooden dock for the boat).

I have manifested material wealth beyond my wildest dreams... and it's a fun game for me to play, because in the process, I have had the opportunity to help improve many lives through my business. And that's something I deeply desire for you, too. I have learned, as Bob Proctor taught me many years ago, setting goals and acquiring things is not really about “getting” something or

somewhere... it's about becoming, and about giving.

My husband and I got married on July 25 a number of years ago. A pastor married us in a beautiful outdoor ceremony. After Denis and I exchanged our vows, everyone held their breath as they waited for the magic words "I now pronounce you husband and wife, you may kiss the bride."

What did this pastor have—this power of being ordained and being able to declare a couple man and wife? Of course it's a legal system and we signed a legal document... But had anything really changed? Were we different beings? Wasn't I still the same Peggy I'd been five minutes ago and Denis still the same Denis?

Of course we were the same people! We were the same people but there was an understanding and a knowing. Denis and I had entered into a spiritual contract and that meant we were now husband and wife. We believed we were husband and wife, and because we believed, we became husband and wife. Other than a piece of paper, becoming husband and wife was just belief.

William James said, "Believe, and your belief will create the fact." It was belief that made us husband and wife. The pastor performed the religious ceremony, and the government documents made it legal, but it was our belief that truly married us.

What if I possessed a power similar to the pastor and could declare you to live a Millionaire Lifestyle? It just so happens that I do have that power. I have the power to declare you to live a Millionaire Lifestyle if you decide that is what you want.

You must bring the belief.

In return for your belief, I am going to give you a promise: If you read this book carefully and follow through with the suggestions it contains, I know you will live a Millionaire Lifestyle as a result of selling your products, programs and services (and retain full and complete possession of your soul ☺) ... if that's what you truly desire. Since you've read this far, I'll be so bold as to declare you to live a Millionaire Lifestyle right now!

You have the right and the opportunity to claim your success; you can claim it right now in this very moment. If you have something in your heart that you are passionate about sharing, make the decision that you are going to do it. Decide you are going to follow your passion and claim it by writing it on paper and carrying it around with you, so you can look at it often and step into

the emotional “feeling” of what it’s like to live a Millionaire Lifestyle.

I decided to live a Millionaire Lifestyle long before any evidence of it manifested in my life. I was definitely not born with a silver spoon in my mouth and when I started my business, I was a struggling single Mom up to my ears in debt.

When I first proclaimed my desire to the Universe, I felt very uncomfortable. But I knew I was passionate about bringing my message to the world and I knew that I wanted to impact people in a positive way and generate many millions of dollars in revenue.

And so I did. And so I do. ☺

You must make that same decision too!

Dr. Wayne Dyer said, “It’s not crowded along the extra mile”. By reading this book, you are already part of a very select group of people who are willing to go the extra mile. Trace and I wrote this book to save you thousands of dollars and years of wasted effort ... and to show you how to energetically implement marketing in your business, whether you’re starting from scratch or looking to transform an existing business.

It is our sincere wish that you live your own Millionaire Lifestyle, too. Use the information in this book to guide and inspire you ...

... to achieve your dreams as a successful spiritual being having a human experience ...

... on this big ball of quickly vibrating molecules, flying swiftly through space, that we call Planet Earth.

**Want to go deep and learn the in’s and out’s about setting up these online marketing funnels and creating your own products and programs? Join us on our FREE LIVE TRAINING WEBINAR and learn:**

- **How To Get Your Program DONE**
- **How To Get Your Program LAUNCHED**

We’ll hold your hand, and our spirits will dance in harmony together! Join us.

**REGISTER FOR FREE NOW:** <http://www.howtosellyourstuffnotyoursoul.com/webinar>



## Chapter 10

# The Wizard of Oz And Other Great Lessons

A quote often recited by Wayne Dyer and originated by William Blake is:

“This life's dim windows of the soul  
Distorts the heavens from pole to pole  
And leads you to believe a lie  
When you see with, not through, the eye.”

**When you see with, not through, the eye.**

Now that's deep. ☺

Before reading this book, when it comes to how marketers were able to have an affect on you --- you very likely had been seeing WITH your eyes, rather than THROUGH them. At the same time, more and more, you began to see more and more THROUGH, the more conscious you have started to become.

You also are now aware that as an entrepreneur, YOUR avatar --- your target market --- is also seeing WITH their eyes, rather than through them.

The choice is yours in what you do with this information. Given that we titled this book “How To Sell Your Stuff, Not Your Soul”, we have a strong feeling you'll do wonderful things with it.

You are the Wizard of Oz... you're the one behind the curtain now. What would happen if you decide to toss the curtain aside and operate from a “high flying disc”?

Another teaching of Wayne's that we love is how he always highlighted this:

**Manifesting is not about attracting what you WANT... Manifesting is about attracting what you ARE.**

As that relates to selling your stuff and not your soul, it highlights how when you help others manifest what's best for them, you'll likewise receive what's best for you.

In alignment with this thought is something Bob Proctor talks about a lot:

**You set a goal not to get something, but rather to become someone.**

Finally, we'd love to leave you with an empowering story that holds the possibility to change not only how you proceed from this moment forward with your business, but also how you move on from this moment forward in every area of your life where there are results being manifested which you'd like to transform.

**Porsche Nelson's Autobiography In 5 Short Chapters (as told by Wayne Dyer)**

Chapter I

I walk down the street.  
There is a deep hole in the sidewalk.  
I fall in.  
I am lost ... I am helpless.  
It isn't my fault.  
It takes me forever to find a way out.

Chapter II

I walk down the same street.  
There is a deep hole in the sidewalk.  
I pretend I don't see it.  
I fall in again.  
I can't believe I am in the same place.  
But it isn't my fault.  
It still takes a long time to get out.

Chapter III

I walk down the same street.  
There is a deep hole in the sidewalk.  
I see it is there.  
I still fall in ... it's a habit.  
My eyes are open.  
I know where I am.  
It is my fault.  
I get out immediately.

Chapter IV

I walk down the same street.  
There is a deep hole in the sidewalk.  
I walk around it.

Chapter V

I walk down another street.

## Together, Let's Walk Down A New Street

Come walk down another street with us! Want to go deep and learn the in's and out's about setting up these online marketing funnels and creating your own products and programs while selling your stuff, not your soul? Join us on our FREE LIVE TRAINING WEBINAR and learn:

- How To Get Your Program DONE
- How To Get Your Program LAUNCHED

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Published by  
**Dynamic Destinies**  
613-788-3200

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**Cover design** by Trace Haskins

**Book layout** by Trace Haskins

First Edition, 2016