

EXPERT SECRETS

The Underground Playbook For Creating a Mass Movement of People Who Will Pay For Your Advice

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MAIN IDEA

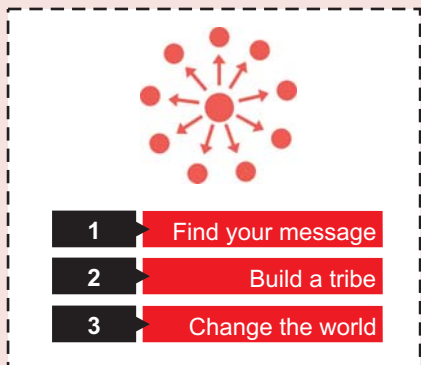
"You will get all you want in life, if you help enough other people get what they want."

– Zig Ziglar, author and motivational speaker

What does it take to have a great business career?

If you're like most people, you've probably spent the first part of your career learning and honing your skills until you have become an expert in your field. To grow further from that point, you then have to use your life lessons and career smarts to impact and help others.

The real secret to having a great career (once you've paid your dues and become an expert) is to do three things well:



Successful people get to the stage at which making more money loses its appeal and making a contribution to the world becomes more and more important. In the long run, what always matters most is how many lives you impact and how many people you can inspire to do better.

"The concepts I've laid out here took me over 10 years to discover from dozens of different mentors and a whole lot of trial and error. I wish I'd had something like this when I got started. I hope that instead of feeling overwhelmed, you'll realize this is actually a huge shortcut. Build your culture, create your products, tell your stories, and build your funnels."

– Russell Brunson



1 Find your message Pages 2 - 3

If you look at history's biggest mass movements, they all follow the same pattern. A charismatic leader or attractive figure comes along who focuses on a bright future and offers their audience a new opportunity to tap into that future. To find your message so you can then build your following, you'll need to do the same. Become crystal clear on who you want to serve, what you want to do and the culture of your future tribe.

2 Build a tribe Pages 4 - 5

The key pure and simple to building a mass movement is to learn how to tell great and memorable stories which build belief in the minds of your tribe members. Instill those beliefs well and people will become far more receptive to the opportunities you offer. When people have confidence what you are telling them works, they will be predisposed to having you influence them more in the future.

3 Change the world Pages 6 - 8

The final step is to get the right people to come into an environment where you can deliver your message and encourage them to either join your tribe or act on your new opportunity. The most effective way to achieve that is to use sales funnels. Funnels fuel your tribe and enhance your impact. Master this and you'll have a constant ongoing stream of people to share your message with.

"To each there comes in their lifetime a special moment when they are figuratively tapped on the shoulder and offered the chance to do a very special thing, unique to them and fitted to their talents. What a tragedy if that moment finds them unprepared or unqualified for that which could have been their finest hour."

– Sir Winston Churchill