

EXPERT SECRETS

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

RUSSELL BRUNSON

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MAIN IDEA

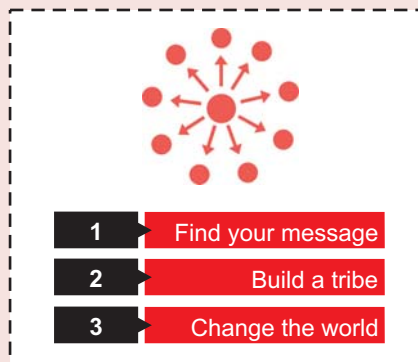
"You will get all you want in life, if you help enough other people get what they want."

– 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."

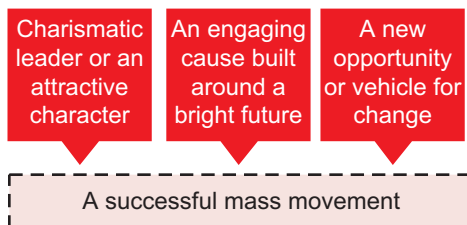
– Sir Winston Churchill



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Finding your message is all about understanding who you must become in order to build a mass movement. If you look at every successful mass movement that has existed in history, they all have three things in common:



Taking each of those elements in turn:

Charismatic leader or an attractive character

Every movement needs someone to the public face of it to get anywhere. The German Nazi movement (for better or for worse) had Adolph Hitler. The Islam religion has Muhammad. Christianity has Jesus Christ. Political parties always have leaders who are good at attracting followers. Similarly, to build a mass movement you're going to need to be prepared to step up and be seen as the leader of your movement.

Now that might sound intimidating but it doesn't need to be. You're probably not trying to start a world religion or major political movement. Instead, you should stop and ask: "Who do I want to serve?" This is the group you're trying to stand out to, not the entire population at large.

Once you figure out the niche you want to appeal to, you then ask three good questions:

1. Can I pull lots of additional people into this niche and will they be excited by this opportunity?
2. Are the people who are already in this niche passionate about it? Do they have their own language, events and sub-communities?
3. Are these people willing and able to spend money on information about their passion?

If your niche passes these tests, you can then set out to become the leader in that field. To become an attractive character, there are a few rules you need to obey:

1. Make sure you are living the life of the dreams of your audience. Be an attractive character.
2. Always act with absolute certainty. Positively ooze certainty every time you speak. Publish your thoughts every day so you stay front of mind.
3. Don't be boring. Keep pushing the edge of the envelope and coming up with big ideas. Be prolific and make it so people hate you or love you.
4. Understand how to persuade. Persuasion expert Blair Warren put it this way: "People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies." That's a roadmap for how to persuade others.
5. Care a lot about the people in your niche and pay close attention to them. Have empathy.
6. Offer the people in your niche outstanding value from a relationship with you. Overdeliver. Give them incredible value however they define the term.

"People are silently begging to be led."

– Jay Abraham, marketing guru

"If you haven't offended someone by noon each day, then you're not marketing hard enough."

– Dan Kennedy, author

An engaging cause built around a bright future

For every successful movement there has ever been throughout history, the leader has painted a glowing picture of the future they are trying to create and what life will be like for followers when they get there. To the point, people want to sign on to something which is bigger and bolder than themselves.

To create an engaging cause, keep these basic principles in mind:

1. *You need to provide something in which your followers can place their faith and hopes.*
Donald Trump did this in 2016 when he said he would "Make America Great Again". His opponent, Hillary Clinton, stood for "Stronger Together". ClickFunnels uses the tagline "You're Just One Funnel Away...: as a rallying cry for its tribe. Every engaging cause has a memorable slogan.
2. *You need to help your people achieve something inspirational and motivational.*
ClickFunnels has a "2CommaClub" for everyone who succeeds in creating a sales funnel which generates at least one million dollars in sales. You need to spotlight some shining achievement which you will help people work towards.
3. *You need something which will allow people to self-identify themselves.*
ClickFunnels users call themselves "Funnel Hackers". A weight loss movement is for those who identify themselves as a "Lady Boss". A nutritional supplement seller has a movement called "Ignite: Energy for Those Who See the World Differently". You need something which fits on a T-shirt.
4. *You have to create a manifesto or Title of Liberty.*
This is a rallying call which will keep on reminding people what you're about. A good Title of Liberty keeps everyone on track and reminds followers who you are and the bright future you're moving towards. You might have a mini-manifesto people put on the home-screen of their phones, a formal written manifesto or a set of videos which encapsulate your cause. The whole idea here is to have materials which people look at and say "Heck yeah. That's me. Count me in."

A good example of a manifesto is that developed by the LadyBoss organization. It looks like this:

LADY BOSS
NEVER GIVES UP.
GIVES NO EXCUSES.
PUSHES THROUGH.
SPREADS SPARKLE.
GETS THE JOB DONE.
TAKES ACTION.
IS CONFIDENT.
LOVES HERSELF.
KICKS BUTT.
STAYS FOCUSED.
IS UNSTOPPABLE.

A new opportunity or
vehicle for change

If you look at all of history's most successful mass movements, they aren't just improvements on the status quo. Good movements aspire to replace what's not working with something much better.

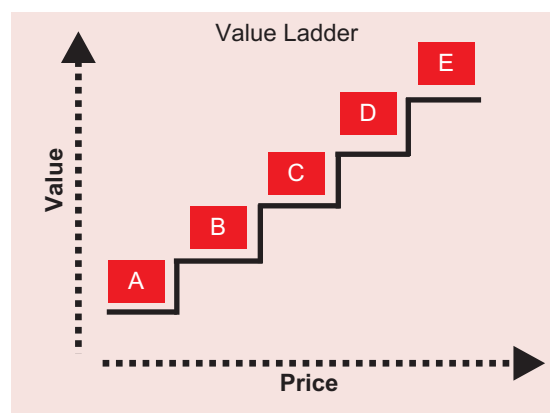
For example:

- Steve Jobs said he would revolutionize the music industry in 2001. To do that, he didn't introduce a bigger CD which held more songs. Instead, he said people should be able to carry all their music wherever they went and they could do that with Apple's new iPod. (And this pattern was repeated again for the iPhone and the iPad).
- ClickFunnels works on the idea to succeed today, you have to replace a conventional website with a funnel which drives prospects to take action. Don't upgrade, trash your old website and build funnels instead.

The goal of any vibrant movement is to move on to something better than the status quo. It's hard to sell improvement offers because they usually involve hard work but moving to something new and better is engaging and exciting. If you promote something new and different, you will get noticed.

New opportunities are generally structured in two generic ways:

1. *A complete switch* – you stop doing one thing and start doing something else. For example, you stop using the Atkins diet and instead use the Paleo diet. The current option is not working and you stress the benefits of the new option.
2. *An opportunity stack* – where people look for additional levels of achievement in the niche they are already in. This is where you have a value ladder where you keep offering new tools and opportunities which will generate even better results in the future. You start them on Offer A and progressively move them through Offers B, C, D and so on.



In doing this, the question which comes up all the time is: How do you get started on building a good value ladder? How do you get someone to pay you for your expert advice when you've only just created the niche? Traditionally, experts in their field have written a book and then used that to establish their credentials but that takes at least a couple of years to put together plus you need years of hands-on experience to talk about.

The answer to that chicken-egg conundrum of building a robust value ladder in a new niche is simple:

1. *Find or bring together a beta group of people to work with* – and ask yourself:
 - What result do I want to deliver for these people?
 - What is the vehicle for achieving that result?
 - What can I do to provide value?

2. *Start to get some traction by offering to work for your dream clients for free* – and document the early results you generate. Very few people will turn this approach down: "Do you mind if I come to your office and work a day for free to see if I can help you?"
3. *Put together a six-week masterclass* – which teaches people about your new opportunity and how it will give them the end result they're after. Develop some great marketing materials for your class using "How to ... without ...". For example:
 - How to make a quick \$10K this weekend by flipping a house on eBay without getting a loan from a bank.
 - How to step exercising but still lose weight by using a little known trick which puts your body into Ketosis without giving up carbs.
4. *Enhance your masterclass curriculum* – by asking your dream clients what they want. The simplest way to do this at present is to identify active groups on social media platforms like Facebook, join those groups, become an active participant and then run a survey asking everyone else in the group "What's your #1 question about ..." Use what you find to fine-tune your Masterclass so it gives people what they really want.
5. *Deliver your free masterclass to a good beta group of interested people* – using something simple like Facebook Live or GoToWebinar. Set up a private Facebook group as well for your beta members to interact with each other. You can use that group to post content, give class updates, foster accountability and deliver other bonus material.

The goal here is to find your message and to come up with a vehicle for change which people love and rave about. The feedback from your beta users will then become the fuel that will grow your entire expert business in the future. Get your vehicle for change right and then look for ways to monetize it later.

"Getting people to give you money is one of the best ways to hold them accountable to their goals. I know selling may not be your favorite activity. But when people pay you, it gives them the transformation they need to change their lives."

– Russell Brunson

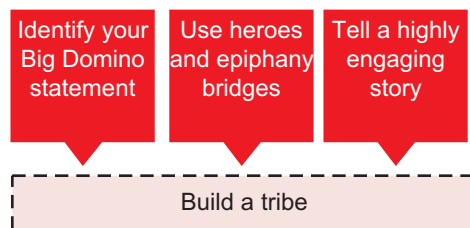


The key pure and simple to building a mass movement is to learn how to tell great and memorable stories which build belief in the minds of your tribe members. Instill those beliefs well and people will become far more receptive to the opportunities you offer. When people have confidence what you are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

"The longer I work in this business, the more I realize how everything comes down to one thing – belief. Belief creates the customer. Belief creates the result. You must persuade people to believe in what you're doing and you do that by mastering the art of storytelling."

– Russell Brunson

Once you've clarified your message, the next step in creating a mass movement is to build your tribe by learning how to tell engaging stories. This process has three elements:



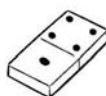
"Stories are the key to belief. If I can identify people's false beliefs and tell stories that show them the truth, I don't need to "sell" them anything. The stories lead people to the right belief, and they sell themselves."

– Russell Brunson

Identify your Big Domino statement

The key to building your tribe is to tell engaging stories and the best way to come up with that kind of story is to sit down and figure out what is the "Big Domino". That is, what is the ONE THING you need to get prospective followers to believe and which, if they do, will make all their other objections disappear or become irrelevant.

Job #1 is to sit down and put down in writing your Big Domino statement. For ClickFunnels, for example, the Big Domino statement is:



If I can make people believe that funnels are the key to online business success and are only attainable through ClickFunnels, then all other objections and concerns become irrelevant and they have to give me money.

Once you clarify your Big Domino, you can then sit down and map out how you will create genuine belief in your Big Domino.

Use heroes and epiphany bridges

The most effective way to get people to buy in to your idea is not to force them to believe. Instead, you should plant a seed in their mind with a story and let them come up with the answer themselves. If you lead them rather than trying to force them, they will sell themselves and assume ownership of the decision.

A great way to do this is to tell a story about a hero who is trying to do something great, has lots of setbacks and then in an "aha" moment has an epiphany which leads to ultimate success. Talk about the journey your hero goes on with its highs and lows and build a highly emotional story which is engaging and interesting.

Buy emotionally

Justify the decision logically

Think of it this way. People buy emotionally and then try and justify their decision logically later on. Emotions sell so if you can weave a story about a hero who makes a discovery which causes them to move forward, you can create that same kind of "aha" moment in the listener's mind. That's what an epiphany bridge is all about.

To tell a captivating story which generates emotion, there are a few things to remember:

- Oversimplify everything and avoid any and all technobabble. Good stories are simple.
- Use "it's kinda like ..." comparisons to relate new concepts back to familiar ideas. For example: "There's a process called ketosis which is kinda like a way to lose weight on steroids."
- If you add in emotions and feelings, your story will be much more memorable. Usually the best way to do that is to have a hero who people relate to and to tell their back story.
- Heroes can take any of five basic identities:
 - 1 -- A victim of outside forces – we root for them
 - 2 -- In jeopardy – we worry about them
 - 3 -- Likable – we want to be like them
 - 4 -- Funny – we want to connect with them
 - 5 -- Powerful – we want to be alongside them
- The story will talk about the journey the hero is on:
 - To win something great
 - To retrieve something for loved ones
 - To escape some kind of disaster
 - To stop something bad which is about to happen
- A good story will talk about the hero's journey of achievement and at the same time their journey of transformation as they change their beliefs.
- An engaging story will usually have the hero go through some definitive turning points on their journey:
 - #1 – The hero will start the journey with high hopes
 - #2 – There will be a change of plans
 - #3 – The hero will reach a point of no return
 - #4 – There will initially be a major setback
 - #5 – The hero will face a final obstacle and win out.

"When people have absolute belief in what you are telling them, you can positively influence them."

– Russell Brunson

Tell a highly engaging story

A good story script will usually have eight core sections which will pull you into the hero's world and take you along on their journey, both internal and external. You can create a script by answering a question for each section of the story:

1. The back story

"What is the hero's back story and why should we care about them?"

To start an engaging story, you have to introduce the hero and give some details about who they are. If you do this well, the listener will get caught up in the drama and start relating to the hero.

2. The original plan

"What is the hero trying to accomplish by dealing with an external struggle or addressing some kind of internal struggle?"

You talk about what the hero desires in terms of what they want to accomplish (external) and what they are thinking and feeling (internal). Memorable stories have flawed heroes who are dealing with their fears and doubts as they set out to achieve something impressive.

3. The wall

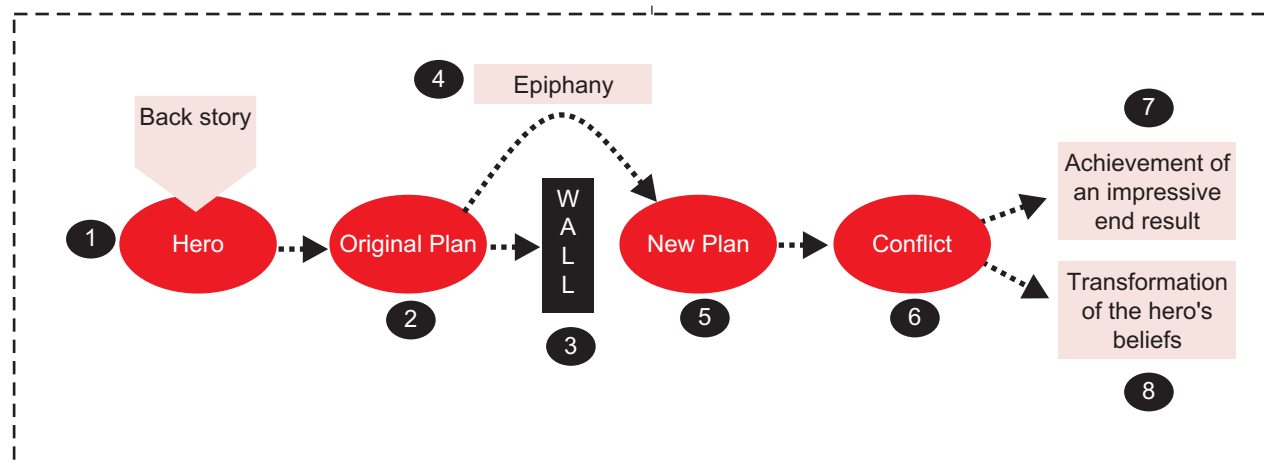
"What was the big problem the hero came up against in their initial attempt to do this?"

The wall describes the frustrations the hero came up against in their initial attempt to achieve their goal. The wall generates and drives emotion for the listener and brings the hero's journey to life.

4. The epiphany

"What was the epiphany the hero experienced and the new opportunity this unlocked?"

This is where something happens which changes the way the hero thinks and tries to move forward. This could be a mentor's input, an experience they have or some breakthrough which is discovered. An epiphany changes the hero's way of thinking for the better.



5. The new plan

"What is the updated plan the hero has now developed which incorporates these new ideas?"

Armed with fresh ideas, the hero now comes up with an improved plan for achieving their aim. The hero will now try and follow a different path to get to their goal based on that epiphany.

6. Conflict

"What conflict will now arise?"

The new plan is certainly better than the original idea but it's still not perfect. As the hero moves forward, they reach the point of no return where they cannot turn back. Just at this most vulnerable stage, something happens which forces them to decide whether to walk away and go back to the status quo or figuratively burn the boats and double down on their commitment to move forward. This provides drama as SHOULD turns into MUST.

7. The achievement

"What was the hero's end result?"

After making a final last push, light appears at the end of the tunnel. The hero enters the promised land and enjoys the fruits of their hard-won victory. Share what it's like for the hero to get the results they were after all along.

8. The transformation

"What have you learned as a result of this journey?"

This is where you talk about what the hero has become through this process and the moral of the story. You talk about the birth of new beliefs and what they mean in the bigger picture. This can be a good lead in to a personal manifesto, a group manifesto or Big Domino statement which encapsulates your beliefs.

You can use this eight-section story script to break the listener free of their existing false beliefs and instill in them new and better beliefs. A good story which engages their emotions can be highly transformative. You can and should use lots of stories to build the new beliefs the listener will need in order to make the change you're suggesting.

"The better you get at telling stories, the more effective you'll become at persuading others, and you'll know exactly what to say when customers bring up objections."

– Russell Brunson

"Stories are simple by nature. You can make stories more complex by going deeper into the settings, emotions, other characters, etc. But at their core, they follow a very simple progression."

– Russell Brunson



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.

It's easy to fall into the trap of assuming your message will be so enticing people will join your tribe without any effort on your part to sell them. That's never true. To get your message out there and to build a tribe, you're going to have to learn how to sell.

This really is just a matter of taking the new opportunity you've created and the engaging stories you've developed and weaving them into a smooth presentation which converts listeners into customers. This will involve three steps:



"If you believe in the product or service you're selling, then you have a moral obligation to try and serve your customers in every way possible."

– Jay Abraham, marketing guru

Prepare a webinar based sales presentation

In the present era, the best way to change the world with your message is build a webinar around it that you can deliver online. If you deliver a weekly online webinar which sells your message, you'll then find there are loads of add-ons you will be able to integrate in at the most appropriate time in the future.

Again, keep things simple when you first start out. Your first attempt at building a webinar should have just four components:

- 1 Introduction / Build rapport
- 2 Outline your Big Domino
- 3 Share three secrets
- 4 Build your offer stack

1. Introduction / Build rapport

You get people enthused about listening to your presentation by piquing their interest and introducing your attractive character. Always remember you're persuading right from the outset so encourage their dreams, justify their past failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies.

2. Outline your Big Domino

Clarify the Big Domino or the ONE THING that you're trying to put across with your webinar. This is usually where you tell your own origin story or that of your hero and your first attempt to knock down the barriers to achievement. This is where you tell your first epiphany bridge story.

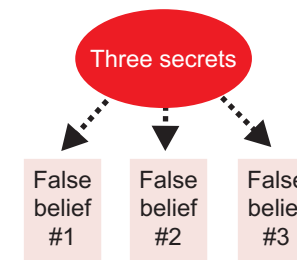


If I can just get people to believe that

then they will be forced to

3. Share three secrets

In the content section of your webinar, you then identify three false beliefs about your ONE THING which are holding people back and tag the solutions to these problems as three secrets you will share:



To break these false beliefs and replace them with truths, you use stories about your hero's journey and the epiphany or epiphanies your hero has experienced. In doing this, you're also talking about:

1. The new vehicle or opportunity you are explaining.
2. Their internal beliefs about their ability to use that vehicle effectively.
3. Their external fears which may be keeping them from believing and getting started right now.

Don't forget to mix in colorful background details about your hero's initial unsuccessful attempts to break those false beliefs, their epiphany and what they now do to be successful.

4. Build your offer stack

This is where you transition from teaching to selling. You do that by using one sentence:

Let me ask you a question.

Once you say that, you can then start presenting your offer using a stack format. This basically means you keep adding value to the offer by including multiple items in the package. Each time you add an item, you also reiterate what is in there already. By the end of building the stack, you will have made a persuasive case for why they should move forward and take advantage of what you have to offer them. This is the way people can join your tribe so be open and persuasive.

Over time and with experience, all four components in your webinar can be progressively improved and optimized. You can fine-tune how you go about building rapport and piquing curiosity with your Big Domino. You can road test and integrate different stories in your three secrets section. You can also add more persuasion techniques into your offer stack and test different offerings.

Let me ask you a question.



For example, as you build your offer stack at the end of your presentation, you can sandwich two or three different trial closes in as you add elements to the stack. That has been shown to be an effective way to influence people to take action and move forward. You can also use a countdown clock to add scarcity and urgency to your call to action.

"Get used to using lots of little statements that get your audience to think or say yes over and over again. The more you can get them to say yes, the more likely they will accept the epiphanies you've shared with them and the offer presented. Trial closes are a huge part of telling effective stories."

– Russell Brunson

"The Expert Secrets process focuses on one core funnel, the Perfect Webinar – getting you into the habit of producing a live event every single week. Consistency pays! And if you spend any time inside my ClickFunnels or Funnel Hacker communities, you know there are lots of other ways to monetize your knowledge, provide value to your customers, and make money. You just keep stacking funnel upon funnel based on what your audience wants and needs. Figure out how to take your company, your business, and your customer's lives to the next level."

– Russell Brunson

Deliver your presentation every week and improve

To build your tribe and ultimately change the world, you've got to keep getting your message out to the world on a consistent basis. Or in other words, you've got to keep exposing new groups of people to what you have rather than sticking with just the same people month after month. The best way to achieve that is by presenting the exact same webinar every week for 12 months straight.

This is somewhat counterintuitive to most marketers who tend to focus on creating new stuff all the time but it makes sense. In show business, when they find a show that works, they don't keep trying to change it. Instead, they take the show on the road to bigger and better venues. They keep running it until it stops making money and only then will they experiment to find the next big thing.

Similarly, to build your tribe, get into a weekly cycle where you deliver the same webinar each week. Keep optimizing and improving it. A good schedule for doing that will feature time to promote, time to present and then time to follow-up each week.

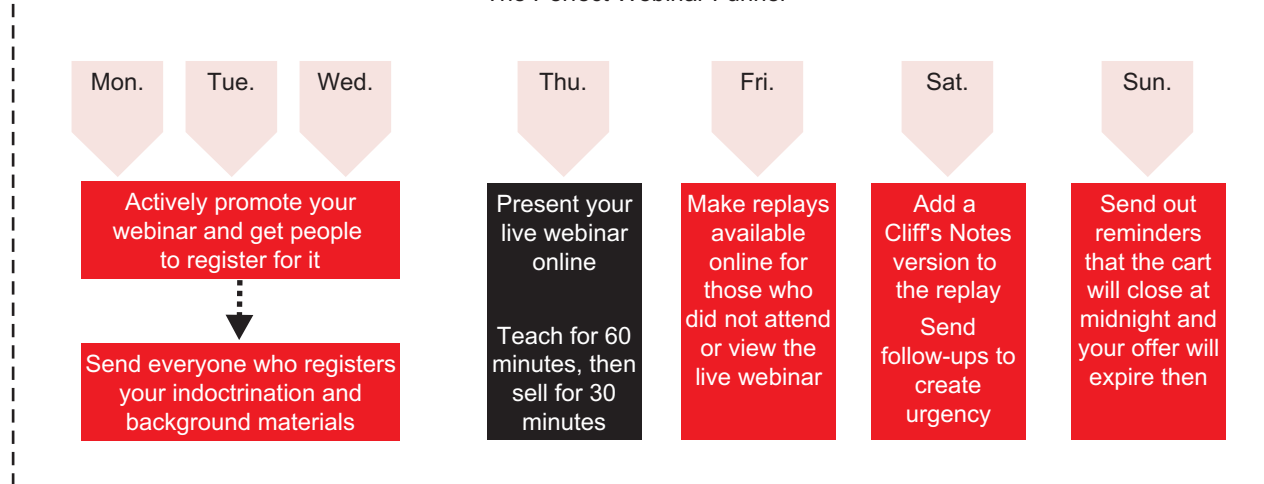
By presenting the same webinar each week, you can build on what works. The more people you get to attend, the better you will figure out the hot buttons you need to push in order to get people to buy and what you need to be doing to increase your conversion rates.

"In the beginning, all kinds of things could happen. Facebook could mess up your ads. Your webinar software could fail to record or function right. You could lose power in the middle of your broadcast. Things happen. Sometimes no one even shows up at all. It's important not to get discouraged. Stick to the plan, and work it week in and week out. The beginning can be rough for some people. Don't quit! It won't be long before you start hitting consistent numbers."

– Russell Brunson

By running the same webinar over and over, you also can experiment with the other parts of your funnel. For example, you can sell something on your indoctrination materials to generate revenue. You can tweak your headlines and your graphics. You can take persistent questions and work them into your presentation. You can figure out different ways to get your message across. That won't happen if you only present your webinar once and then do nothing more.

The Perfect Webinar Funnel



Once you get your presentation working perfectly – which will probably take about a year or more of live presentations and tweaks – you can then automate your webinar and get it running in the background as you develop other materials.

So what do the numbers look like for a Perfect Webinar business model? Everyone's results will be different but for ClickFunnels, the financials work out like this:

Perfect Webinar Business Model	
Target: Get 1,000 people to register for the webinar each week.	
Costs	Returns
Spend approx. \$3 per registrant on online promotional vehicles such as: <ul style="list-style-type: none"> • Facebook ads • Email campaigns • Joint venture promotions • Other activities 	<p>Indoctrination Pages</p> <p>-----</p> <p>10% (100 people) sign up for a \$37 – \$47 offer or for a \$1 trial to a membership site or continuity program.</p> <p>Full ClickFunnels Offer</p> <p>-----</p> <p>25% of those who register will show up for the webinar (250 people)</p> <p>10% of those who attend will buy the \$997 offer 25 x \$997 = approx. \$25K</p> <p>Another 10% will buy the \$997 offer in follow-ups 25 x \$997 = approx. \$25K</p>
\$3,000	\$54,000 +

Learn how to use funnels to your advantage

As can be seen, the Perfect Webinar business model is highly profitable if executed well. You can also add other funnels around your webinar at later stages. For example, you can add:

- *High-ticket offer funnels* – where people fill out an online application form and then talk with someone on the phone to see if they are a good fit.
- *Email epiphany funnels* – where you do all the selling through a sequence of emails with embedded videos rather than in a live webinar.
- *Product launch funnels* – where you teach people valuable information for free using a sequence of four videos before presenting them with an offer.

All of those funnels can be added in to expand on what you're doing with webinars but running webinars is still the best way to start and grow a mass movement of people who love what you do.

Of course, to change the world, you have to figure out how to fill your funnels and keep refilling them week by week. The best way to do that is to use what is called the "Dream 100" traffic strategy. This is how it goes:

Dream 100

1. Make a list of the 100 people who are already selling or talking to your ideal customers. These are your Dream 100 group and will typically be:
 - List owners
 - Bloggers
 - Podcasters
 - Social media influencers
2. Start building relationships with your Dream 100 by following them, friending them, subscribing or buying what they sell. Get to know who they are, what they're working on and more.

3. Give them a platform to help promote what they're doing. Interview them for your podcast or blog. Figure out how you can add value to what they're working on.
4. Select a niche which is not in direct competition with your Dream 100 and ask them to help you promote your new product which targets that niche. Offer them a piece of the pie if they come onboard. Not all of your Dream 100 will agree to do this but some will and you should work hard to make this a profitable experience for them.
5. Create ads for products which specifically target the followers and fans of your Dream 100 and run those. Make sure these ads spell out that you're a fan like them and that you are building on what your Dream 100 already offers.
6. Look at the sales funnels your Dream 100 currently use and ask whether they can offer your products on their thank-you pages, in their emails or elsewhere. Keep exploring how you can co-create new offerings with your Dream 100 which you promote jointly.

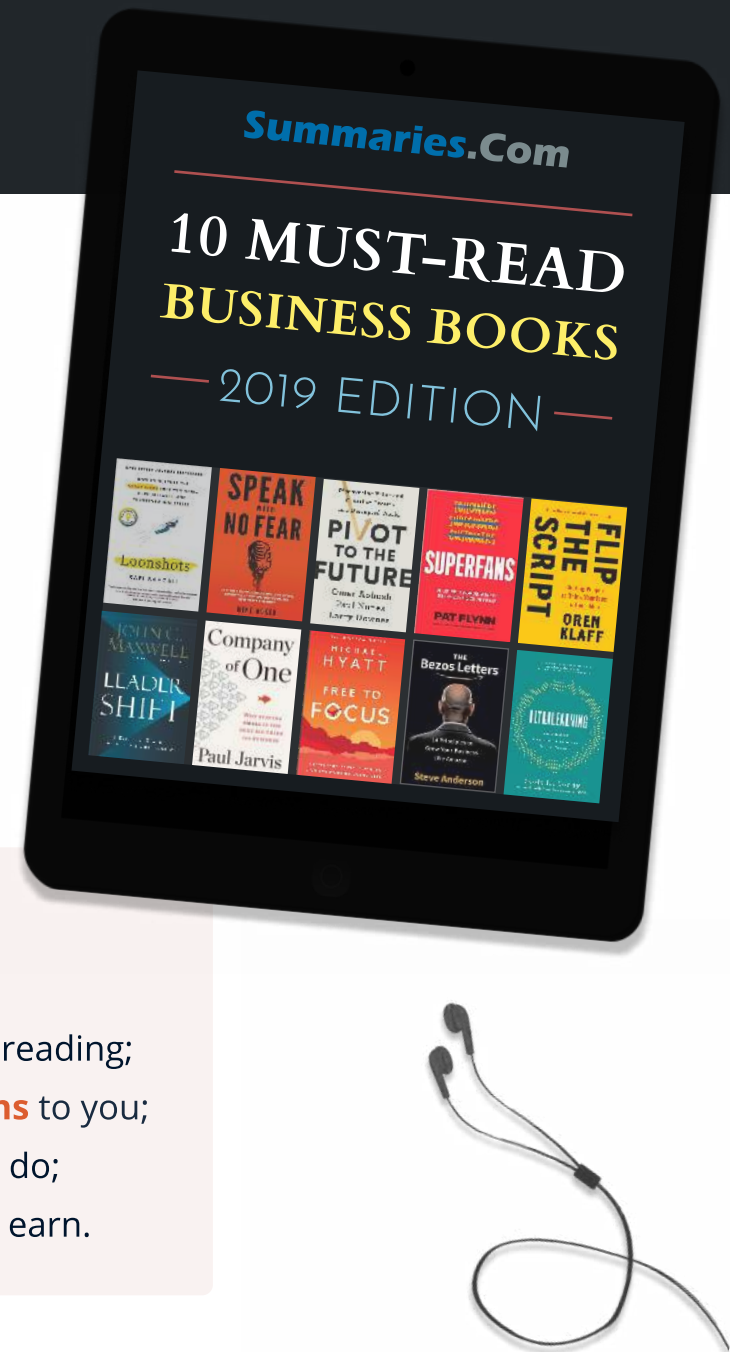
The whole point is the traffic you need to fill your own funnels is already out there. You don't need to create it from scratch. You simply have to identify where your ideal customers are already congregating online and then figure out ways to get those people to come and see what you have as well. If you master the Dream 100 strategy, you can keep filling your webinars and your other funnels with new prospects all the time.

"Throughout our lives, we go through different stages. For most of us in the expert space, there was a time when we focused on growth. Growth is just one half of what we need to have true fulfillment in life. The second half of fulfillment comes from contribution. I know that as you use your life lessons to contribute and help others, you'll become more and more fulfilled. What matters most is not how much money you make. It's how many lives you impact. The money is just a cool way to keep track of what's happening. Become a master storyteller. Really become the vehicle for change that I know you can be."

– Russell Brunson

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