

THE MILLIONAIRE MESSENGER

*Make a Difference and a Fortune
Sharing Your Advice*

BRENDON BURCHARD



NEW YORK

Praise for
THE MILLIONAIRE MESSENGER

“We all have a life story and a message that can inspire others to live a better life or run a better business. Brendon Burchard’s book proves it and shows how you can share your message to make a difference and also make an income. This book will help you change a lot of lives.”

—Marci Shimoff, *New York Times* best-selling author of *Happy for No Reason* and *Chicken Soup for the Woman’s Soul*

“The expert industry has been shrouded in myth and mystery for far too long. Now Brendon Burchard, one of our most innovative and powerful leaders, reveals exactly how we—authors, speakers, coaches, consultants, seminar leaders and online information marketers—make a difference and earn an income with our advice and expertise. This is an industry defined by how much value we add to others’ lives, and this book delivers and shows exactly why Brendon is one of the best.”

—Jack Canfield, *New York Times* best-selling author of *The Success Principles* and originator of the *Chicken Soup for the Soul*® series

“I love making a difference in the lives of millions of people worldwide. It gives my life a deep sense of meaning and purpose. I wish I had read Brendon Burchard’s new book, *The Millionaire Messenger*, twenty years ago, because it has many of the lessons that would have dramatically boosted my career, both in terms of impact and finances. Lessons I had to learn the hard way. No matter what your age, now is the time to make the biggest difference in the world. Brendon will show you how.”

—Daniel G. Amen, MD, *New York Times* best-selling author of *Change Your Brain, Change Your Life* and *Magnificent Mind at Any Age*

“This is a must-read for any author, speaker, coach, seminar leader, consultant, or online information marketer. Brendon Burchard shows you how to get your message to the public in a bigger way (and get paid for it, too).”

—John Gray, *New York Times* best-selling author of
Men Are from Mars, Women Are from Venus

“You were born to make a difference, to contribute and to share your gifts with the world. Brendon Burchard shows you how to make a living (maybe a fortune!) by making a positive difference in people’s lives.”

—Darren Hardy, Publisher of *SUCCESS* magazine and
best-selling author of *The Compound Effect*

“If you’ve ever dreamed of building a career and business around your advice, expertise and knowledge, then you’ll love this book.”

—David Bach, #1 *New York Times* best-selling author of
The Automatic Millionaire

Also by Brendon Burchard:

Life's Golden Ticket

The Student Leadership Guide

Seminars by Brendon Burchard

Experts Academy

Partnership Seminar

High Performance Academy

World's Greatest Speaker Training

Empire Group Mastermind

Meet Brendon online and receive free training at
www.BrendonBurchard.com

DEDICATED to my dad, Mel Burchard, whose message to us kids throughout his life said everything you needed to know about the man and explains everything you need to know about me:

“Be yourself. Be honest. Do your best. Take care of your family. Treat people with respect. Be a good citizen. Follow your dreams.”

CONTENTS

Introduction.....	1
Chapter One: A Crash Course in Sharing My Message.....	5
Chapter Two: Behind The Guru Curtain.....	11
Chapter Three: The Expert Calling and Lifestyle.....	19
Chapter Four: YOU: Advice Guru.....	39
Chapter Five: 10 Steps to an Expert Empire.....	51
Chapter Six: The Millionaire Messenger’s Money Map	75
Chapter Seven: The Messenger Mind-set	91
Chapter Eight: The Millionaire Mandates	103
Chapter Nine: The Messenger Manifesto	131
Chapter Ten: Trusting Your Voice.....	155
Acknowledgments.....	163
About the Author.....	167

INTRODUCTION

This book builds three central arguments:

- Your life story, your knowledge, and your message—what you know from experience and want to share with the world—have greater importance and market value than you probably ever dreamed.
- You are here to make a difference in this world, and the best way to do that is to use your knowledge and experience (on any topic, in any industry) to help others succeed.
- You can get paid for sharing advice and how-to information that helps others succeed, and in the process you can build a *very lucrative* business and a profoundly meaningful life.

If any of this sounds unbelievable—especially the part about your getting *paid* for sharing what might essentially be your message to the world—then it is simply because you have been unaware of a fairly unknown and previously secretive industry that exists all around us—what I call the “expert industry.”

The expert industry is a caring community of people who share their advice and knowledge with the world and get paid for it. These are the people you see on television and online sharing advice on how to improve your life or grow your business. They are ordinary people who have packaged their successes, research, or life story into advice for others and thus have become “experts” on a given topic, whether it is how to be a better parent, start a business, succeed at work, live with more passion, or any other topic. They are servants of wisdom, and they inspire all of us with what they know.

These experts, again, are just average people who have synthesized their life experience and have created products and programs for sale to the public. They have articles, blogs, books, audio programs, DVD home-study courses, podcasts, videos, and more, all of which are extremely

easy and cheap to create thanks to the Internet. In many cases, they have become well known or famous simply for sharing their advice and how-to content. And they have made millions of dollars doing it. In effect, they have monetized their message, and they get paid more than you could ever fathom. They are millionaire messengers, the entrepreneurial experts of the Information Age.

Despite the fact that you may not currently consider yourself an expert or “guru,” the fact is that anyone can be one. Don’t worry; we will reframe the words “expert” and “guru” if you have a negative association with them, because being an expert or guru is just about helping people succeed, which is a very good thing. Becoming an expert is simply a matter of positioning and packaging *who you are* and *what you know* so that you can help the greatest number of people in your target audience. You can become a highly influential and highly paid expert on almost any topic you wish, and in this book I will show you how to do just that.

What I’m talking about is not about your becoming an expert in order to become a “knowledge worker” for some drone-creating global company. The knowledge worker is a long-dead concept, and in the new creative age—fueled by content, authenticity, trust, search engines, and social media—the new class of creatives and experts will work for themselves and create real relationships with people, based on valuable advice and information. Luckily, because of the great democratization of content and distribution that the Internet has brought us, every one of us can create and distribute valuable how-to content that helps other people. You are about to discover that in this new economy we can all be influencers, and we can all be paid for our knowledge without having to work for someone else. If you have a message and an Internet connection, you can have a career in the expert industry and get paid for what you know. It turns out that mentoring others can be both meaningful and profitable.

Importantly, this book is also not about making you a guru in the way most people have thought about it. It is not about telling you how you can become a “motivational” or “inspirational” speaker, though you can certainly do that, too. Traditionally, if you had an inspiring life story and wanted to make a difference in the world, everyone said, “Go be a motivational speaker.” It is sad that our culture’s only language to describe people who help others has traditionally been limited to the

phrase “motivational speaker,” when even those who operate under that moniker do so much more as experts. Speaking is just one of six areas an expert can be paid in; other areas include writing books, conducting workshops, coaching, consulting, and providing online training products and programs. Today’s experts do not have to dominate in all these areas to become wildly wealthy. In fact, I will show you a million-dollar plan for getting your message out there and getting paid for it that may shock you in the simplicity of its implementation.

Having said all this, I have been wondering about something for a while. In the current fragile economy, when so many people are looking for their next step and desperately seeking advice, success strategies, and how-to information, how is it that no one has written a book like the one you now have in your hands? I believe this exact moment constitutes the greatest entrepreneurial opportunity in history and is a small part of a natural and logical development of our economy. People have a great need right now—they need guidance and mentoring and coaching—and you can serve them and make a massive difference (and a fortune) doing so.

I know that my words might sound surreal to you. So my aim in this book is to teach you about this industry and make these three arguments to you in such a concrete, rational, and implementable way that you take action and start inspiring and instructing others on how to succeed in life, business, relationships, or whatever topic you choose.

You can reach millions of people with your message, and you can get paid millions of dollars for doing so. I have proven it and so have my students. While it might sound like hype, keep reading and you might just discover a new career for yourself (and a higher calling).

On a personal note, I never knew about this industry, either, and I was always skeptical of anyone suggesting that you mix message and meaning with money and marketing. I did not, and still do not, like the word “guru,” and I certainly never aimed to become one. Being from a small town, I had a general suspicion of “famous people.” I grew up distrusting most “experts,” and I never really thought about money, because we never had any.

So I can understand if this industry and my assertions might sound peculiar to you at first.

I didn't know I could get my message out there and help so many people and get paid at the same time. Frankly, I wouldn't have believed it if someone had told me.

But then I almost died. After that, I saw the industry for myself. And now I lead it.

This book is my effort to pull back the curtains and invite you in.

Chapter Eight

THE MILLIONAIRE MANDATES

The last chapter gave you the right psychology needed to share your message and build a real business while you are doing so.

If this is how experts think, I'm often asked, then what is it that they *do*? What do they excel at, and what do they consistently practice?

In many ways, the skill sets that experts must master relate specifically to the vehicle they choose to communicate their message through. Authors must develop writing skills. Speakers should develop presentation and persuasion skills. Seminar leaders should be great at facilitation; coaches should be excellent listeners and influencers, and so on.

Although this might seem obvious, our community has a decidedly disastrous perspective on skill development: It has none. Unlike other industries, our community has not embraced skill development, mostly because we have failed to view our calling as a real career choice.

In the corporate sector, employers and employees take skill development *very* seriously. Would-be employees evaluate potential employers based on how much training and skill development they will receive on the job. Companies invest billions of dollars and lots of personnel and talent in their human resource and organizational development departments to create elaborate "career paths," "fast-track" programs, and skill-building opportunities.

Oddly, though, our industry rarely talks about or focuses on skill development. One reason this sad reality exists is the convenient lie in our community that says, "You can just outsource everything and be the talent." That lie has cost thousands of up-and-coming experts thousands of wasted dollars and control over their fate. If you want to control your

destiny in any career or industry, including ours, you need to develop real skill at what you are doing.

Coming from a corporate background, I attacked skill-building in this industry with zest and dedication, even when it was hard and boring. This has really set me apart and given me enormous control and confidence in my future.

Here's an example. In 2007, I realized that online video was going to be the dominant communication mode for experts in the future. Of course, 2007 seems late in the game to recognize this fact, but keep in mind that good, reliable, affordable technology did not yet exist for streaming longer-format video. The technology for shorter format did exist, but remember that experts deal in training, and our videos are often *an hour* or longer. At that time, very few people were effectively using video in online promotions or training programs.

Because of new streaming technologies that emerged around that time, it became possible to post training videos and webinar replays that were an hour or more long. This was a game changer. At the time, a small cadre of online marketing experts, including Frank Kern, Andy Jenkins, and Mike Koenigs, started waving the flag and telling our community to pay attention to using video in our marketing. But as of this writing, most experts are still not using video, even though it has proved to be more effective and lucrative for the industry. Why?

It's because few experts look to the horizon of our industry and ask, "What new skills will I need to develop to stay relevant, connected, and effective?" People ask that all the time in the corporate space, but not often in the entrepreneurial space.

In the case of online video, many leading experts thought, "Yes, video will be important someday. I'll just outsource it." It turns out that in the entrepreneurial world, "outsource" often equates to "I'll get around to it someday."

But I approached video very differently. I thought, "Video is becoming very important in our industry; therefore, it will be important to my long-term success in the industry. I had better learn it and develop skills, right now." With this in mind, I went to some free classes on shooting video being offered by a local art school. I researched shooting, editing, and

posting videos. I e-mailed people who were using video in their online marketing, and asked how they did it.

Most importantly, I took action and bought a cheap Flip video camera and started shooting video in my apartment. My first videos were just me looking at the camera and teaching some basic personal development concepts. They were horrible. *Really* horrible. But the first time I rode a bike, it wasn't so pretty, either, and I approached video just like bike riding or any other skill—you get better with practice.

As of this writing, the way I'm using video online to market my expert empire is probably the most talked about in the industry. Using only video—sometimes direct to camera and sometimes using just screen-capture technologies to make a video recording of a Microsoft PowerPoint presentation—I have had remarkable success. In only twelve months, I used video exclusively in two million-dollar-plus promotions. I shoot on average one video per week, which adds massive value to my audience or coaching clients. Not bad for a kid who started with a Flip video camera.

The point here is not to impress you but to convey the importance of identifying a skill set that will be key to your long-term success, and to help you consistently and diligently develop that skill set. Video was important to my future, so I decided to master it. I have applied this same dedication to other skill areas that are important to my long-term success, including HTML coding, copywriting, product development, persuasion, and graphic design.

Heed my words: If it's important to your long-term success, don't outsource it—master it. Your success is powered by your skill sets.

In general, I say that everyone in our industry should develop skills in writing, specifically copywriting for marketing; speaking and persuasion; facilitating large groups; coaching individuals to achieve their goals; video shooting and editing; and blogging and social media. This might sound like a lot to learn, but I personally developed strong proficiency in each of these areas in under four years. Is four years worth a lifetime of confidence in your career? I would say so. The great benefit in our industry is that you are building most of these skills “on the job” as you promote your message anyway. To spread your message, you would do the following:

- Create a blog and a presence on social media websites.
- Write some posts and articles for your pages on those sites.
- Shoot, edit, and post videos on those sites.

In doing these things, you build your skills. By taking action, struggling through, figuring it out, asking lots of questions, and persisting, you suddenly have mastery.

Aside from the skills mentioned above, I believe that most highly paid experts focus most of their time on developing and practicing five broad skills that I call the “Messenger Mandates.” These are unique skills you must develop to succeed in our unique industry. To call them “skills” is a bit of a misnomer, because they may be viewed as work efforts or tasks more than skill sets. However you slice it, the following five mandates are my response to the frequently asked question “To succeed in this industry, what do I need to be doing and what should I get really good at?”

Messenger Mandate #1: Positioning

Every expert must become skillful at what I call “positioning” in the industry. This is my big-bucket term for developing a good sense of (a) what your audience wants, and (b) what it takes to ensure that your customers and other experts in our community hold you and your content in high regard. If you are not well positioned in this industry, just as in any career or role, you cannot get ahead. You need to make sure you’re talking to the right audience and that people notice you and quickly see your value vis-à-vis other players in your market space.

Let’s start with positioning yourself well with your audience. It should go without saying that you need to know who your audience is and what they want. Once you have that knowledge, you need to deliver incredibly useful and actionable information to them on a regular basis. The less valuable and less frequent your contact with them, the “lower” you are positioned. If you’re not at the top of their minds, you are not relevant or remembered. If you don’t frequently hear this phrase from your audience, you’re doing a horrible job of positioning yourself: “Wow, I can’t wait to get your next [video, newsletter]! Whenever I see your name in my in-box, it’s the first note I open!

You also have to position yourself purposefully vis-à-vis other experts. I know “positioning” is a weird term, so let me illustrate this concept. When I decided to start teaching personal development seminars, I started researching my “competitors.” (I don’t consider anyone a competitor in our community, since we are all unique.) I wanted to know who else was teaching my topics, what they were teaching, *how* they were teaching, how they marketed their programs, how much they charged, what their websites looked like, and so on. I subscribed to everyone’s newsletters, bought their products, and went to their events. While doing so, I constantly thought about how I was different and how I wanted to be perceived. When I finally felt that I knew the industry well enough, I had tough choices to make—the same choices every up-and-coming expert must make: *How do I explain how I’m different? Why is my content valuable? How much do I charge? What “level” do I want to play at?*

In choosing the answers to those questions, I was essentially forming my positioning in the industry. If I couldn’t answer intelligently and thoughtfully, then I’d be just like everyone else, and no one would take any notice of me (or buy my programs). So I spent a lot of time purposefully and strategically differentiating myself and my content. You should do the same.

Uniquely, I also chose a somewhat controversial path. Despite the fact I was just starting out in the industry, I decided to position myself toward the top of the industry by charging the same amount, if not more, than the biggest names in the personal development and business growth spaces. I did this for several reasons. In sharing these reasons, I risk sounding egotistical, but I hope that by now you realize I don’t have a big ego. I just think sharing my thought process might help me make the point I want to make.

First, I chose to charge premium prices because I felt that my story and my strategies for success were unique and transformative. I saw the effect they had on others, and the results were dramatic.

Second, my content synthesized so much “best practice” that I knew it was comprehensive and cutting-edge. Importantly, I also knew that my content was structured in a very practical and actionable manner. The number one complaint I was hearing in the industry at the time was that most seminars in our industry were either too conceptual or too “rah-rah.”

People wanted real-deal, tangible training, so I structured all my content to meet that demand. I had learned a lot about world-class training and adult learning programs while a consultant at Accenture, and I brought those lessons to my work in this “expert industry.”

Third, I felt that my presence and presentation style was distinct and more engaging than others. Of course, this sounds odd to say, if not downright arrogant. But I personally found most experts and presenters to be tragically stoic, monotone, and rehearsed. The reality is that most people just do not push themselves to be good performers. This, I believed, was a great opportunity for my style—accessible, lively, enthusiastic, engaged and engaging, and authentic—to stand out. Years later, at Experts Academy, Paula Abdul would tell the audience she loved me because I was a “Chihuahua on crack.”

Fourth, I chose to make my seminars more about training content than about hyping people up with affirmations only to pitch them a dozen new programs. This was a critical distinction in my career, perhaps the hallmark of my success. At the time, many seminars were simply one-day events that sold people into other high-priced programs. Or they were lineups of a few dozen speakers who all sold something from the stage. These “pitchfests” were all the rage because they are incredibly lucrative, and I participated in many. But I also saw that they had no future.

I made a financial decision to hold longer-format training seminars: three- and four-day events. I also decided to sell fewer programs from the stage, again favoring content and training.

Fifth, I came to find that my training materials and my approach to live events as well as to business were very different from the norm. Simply put, I was obsessive about quality and excellence, while many others, if not most, seemed to be missing the mark. As an example, most seminars in the industry were being held in cheap, dark hotels. The handouts and materials distributed to participants were on cheap paper and were basically photocopies of photocopies crammed into cheap binders. Worst of all, little attention was given to ambience and music. I decided to book nicer hotels and conference rooms that had windows. We lit our rooms more brightly, distributed high-quality handouts and binders, focused on better sound and lighting, and so on. I brought to my brand a higher level of corporate

professionalism and dedication to detail, and it stood out right away both with customers and with peers in our community.

Finally, I decided to meet all the other leading experts in my industry. I approached them or their organizations and offered to add value, interview them, speak on their stages, quote them in my work, promote their products, or have them speak at my events. Soon I was friends with almost every other major expert in my industry. They then started promoting me to their audiences, which improved my positioning even more as wider audiences started seeing my affinity and affiliation with the “big names.”

All this led me to believe that I was distinctive enough to charge premium prices. And it was these points of distinction and this level of pricing that quickly positioned me atop the expert community. Within a year of starting my seminars, we were selling out every event. This was during a time when the economy was failing and most experts were struggling to fill live events.

The takeaway here is that how distinct you are and how much you charge and stay connected with your peers is vitally important to your positioning in our community. You need to be incredibly conscious of these things because your goal is to quickly, strategically, and ethically elevate your presence in our expert community so that you stand out, attract more customers, and create a brand that your peers want to be a part of and promote.

I often tell my clients that to stand out they have to strategically and consistently position themselves in three ways. First, they have to position themselves as a credible source on their subject. How do you do that? You put out valuable content for free in the marketplace and online so that people can see who you are and how you are different. You create and distribute blog postings, videos, webinars, teleseminars, podcasts, eBooks, and so on. Obviously, you don't have to do each of these, but you need to get your message out there. And, yes, you need to put it out there for free so people can get a taste of who you are.

Second, I tell clients that they need to position their information as leading-edge training content. They need to be certain and direct in telling customers, “Hey, guys, here are the latest results and research I've been able to gather and get. This is cutting-edge stuff and I've structured it so you

can quickly understand it and implement it.” The more diligent you are at creating great training, the more people will see you as a high-value content provider. My personal dedication to this concept has helped my products and programs sell themselves and has caused people from all over the world to flock to our training. When people know that your content is the best out there, they trust you, believe in you, and, yes, buy from you.

Finally, I advise clients to get very close to the other experts in their field. Go to their seminars, mingle with them at conferences, join masterminds with them, promote them, and offer to add value to them and their business. As in any other industry, to some degree, you flourish based on who you know and whom you are associated with. So hang out with leading thinkers, interview them for your audience, and ask them to do the same for you with their audiences. Create great relationships. Get in the guru loop and stay there.

Positioning yourself and your content intelligently is both a skill and a mandate for succeeding in the industry. This work is all about creating distinction, value, and a good reputation in the industry. I focus on it with every communication I send out and with every program I develop. You should, too.

Expert Signposts:

1. The lessons I learned here about positioning are...
2. The steps I will take to position myself in this industry are...
3. The people I need to get close to in this industry are...
4. The way I want to be perceived in this industry is...

Messenger Mandate #2: Packaging

At the most basic level, messengers and experts are *content creators*. We find out what our customers want and what would improve their lives or grow their businesses, and then we go out and create some informational products and programs that serve them. We are creators.

And just like positioning, creating and sharing great information that is valuable to people is a skill and a mandate for experts. I like to use the term “packaging” to describe three activities that allow us to build a real business with a great reputation.

First, experts need to learn to *package their information* in a way that their customers can easily understand and implement. Despite the media’s best attempts to force experts to hone their advice into three to five tips, the packaging of our advice is not that simple.

Outlining, chunking, ordering, and structuring our message are skills that take time to hone. The truth is that most people have no idea how to even think through the vast amount of knowledge they have about life or business. They don’t even know how to communicate their advice so people can understand it well enough to actually use it. And they rarely know how to present it in a way that customers find engaging and empowering.

I teach a lot about content creation at Experts Academy, but let me share my favorite distinction in creating and structuring highly valuable content.

Have you ever wondered why a college professor gets paid less than a professional consultant? Or why a self-help guru gets paid more than a therapist or a counselor? Obviously, it has a lot to do with positioning in the marketplace. It also has a lot to do with how they package their information.

The college professor creates and shares information, just as all experts do. The realm of the professor generally lies in sharing *concepts* and *theory* about a given topic. The ordering of their information is geared to helping students gain a broad perspective on a given topic so that they can understand it and, hopefully, develop critical thinking skills. Forced by time and tradition, the professor flies high, giving a broad overview of the topic at the 30,000-foot level. Learning and thinking are the outcomes.

The professional consultant, though, approaches education in a very different manner. Consultants focus less on concept and theory and more on *process* and *practical methodology*. The ordering of their information is process and system driven, geared to helping learners move directly and efficiently, step by step, from point A to point B. The goal is not so much to help learners develop critical thinking skills as it is to build an actual

ability or skill set to achieve a specific outcome. Freed from traditional educational constraints, the consultant puts the rubber to the road and addresses what learners actually do to implement concepts and theory “in the trenches and on the ground.” Implementing processes and achieving results are the outcomes.

Now, before I start getting mail from academics around the world pointing out how wrong I am, let me qualify the example I’ve just given. First, it’s a broad generalization meant to illustrate a point. In no way am I suggesting that professors are not as valuable, skilled, well intended, capable, or, for that matter, process-driven as consultants. For the record, I’m a tried-and-true supporter of traditional education. I’m a product of a liberal arts education, and I personally wish for every person to have an opportunity to get a college degree. College was in many ways the most developmentally rich and the most enjoyable time of my life. I believe that all my college professors and educators should be paid many times what they now earn.

But I hope you see the point in my comparison. Right or wrong, those who teach process and implementable solutions are more valued in the marketplace than those who teach concept and theory. Teaching step-by-step information is more valuable than teaching overview. If someone, especially a consumer who has never met you in person, is going to buy your informational product or program, they want to know that they will get advice and information that they can follow to get directly from point A to point B.

I cannot stress this enough. I’ve helped clients raise their prices by a factor of ten in dozens of subject areas simply by advising them to create a clearer and more implementable system, which their clients could follow to solve a problem and achieve a very specific outcome.

Thus, to package your information well, you must be clear about what your customer wants to overcome and achieve. Then you must create a step-by-step process that shows them how to achieve their goal. The better you do this, the more value you add. The more value you add, the more you can charge. The more value you add and the more you charge, the better positioned you are.

Second, experts need to learn to *package their products* well. If you are going to create a six-disk audio program with transcripts and an accompanying workbook, your program needs to be logically laid out and beautifully designed. This should go without saying, but because many up-and-coming experts are just starting out, they skimp and create everything on the cheap. Personally, I think 80 percent of the products in our industry look horrible. Just as Apple made a killing by reinventing the look and feel of personal computers and mobile devices, so, too, will experts who make their products beautiful and intuitive.

To you who are concerned with designing products yourself, take heart. It's very simple to work with a product designer and manufacturer in designing your product. The message here is not that you need to become a graphic designer or product designer; it's that as owner of your empire you need to make sure everything looks great.

Finally, experts need to learn to *package themselves* well. You have to present to the world a very organized, articulate, caring, credible, happy, and healthy person. It's a hard reality for many to swallow, but looks matter. If you are a sloppy, uninspiring mess, people won't want to follow you. If you can't take care of yourself or follow your own advice, why would anyone believe in or buy from you?

To anyone worried about appearance and beauty, don't—this is not an industry of Barbie and Ken dolls. You don't have to look like a magazine cover model or a movie star to get ahead. Lord knows my good looks are not the reason I've gotten where I am. I would argue that most experts in our community are actually, um, *plain*, your average next-door neighbor. The difference is that the highest-paid experts exude success because they identify themselves as successes, and they dress and carry themselves like successful professionals.

If you want to stand out in the industry, dress well, speak well, and carry yourself well. Project the strength and energy within you that cares and is enthusiastic about the world. Don't try to be something you are not, and please don't be another loud and overcompensating charismatic. Just be the best you, always, and especially when you are in the spotlight. In all your photos, websites, videos, products, and presentations, display the best of you. It's key to your brand and positioning. Never forget that you are a

role model for others. Good health and buoyant energy are something we should all model to the world.

Expert Signposts:

1. The lessons I learned here about packaging are...
2. When creating my information and my products, I am going to package them so that they are...
3. The way I want my brand to be displayed to the world shows me as a person who is...
4. The actions I am going to take to keep fit, healthy, and energized include...

Messenger Mandate #3: Promoting

Once you create your positioning and packaging, it's time to alert the world to who you are, what you teach, and what you offer. It's time to promote yourself.

I'll bet this terrifies you. I always joke that if it were true that experts are ego driven, then they would not be so scared to death to be self-promotional. The reality is that most up-and-coming experts are terrified of the idea of "marketing." But the good news is that marketing in our industry is *very* different from what many expect.

First, let me dispel a common myth. Many trainers in our space often say, "Your number one job is to be marketing yourself all the time." While the intention is valid, the message is not. Your number one job in this business is to *teach and serve* people. That's what you felt compelled to do and that's what you must do. Luckily for you, we are at an interesting crossroad in time when *training is marketing*.

In the old world of marketing, experts would send out one-off promotions to their customers, announcing they had a new product available. For example, an author would send out postcards, brochures, and e-mails out of the blue announcing their new book. They would say, in

effect, “Attention, I know I haven’t talked to you for a while, but by golly, I have something that can help you. Buy my stuff now!”

This “announcement marketing” strategy never really worked well, and these days it’s completely useless. The better approach for experts today is to add value to your consumers for free by actually teaching and training them on your topic. The idea, as I have referenced previously, is for you to send out a few free content pieces—free calls, videos, webinars, or eBooks, for instance—over a series of days or weeks. Then say, “Dear customer, if you like those things, then you will *love* my new program.” The distinction is subtle but meaningful: Never sell without first adding significant value. It’s the difference between promoting and campaigning. By giving away free content first, your customers get to reengage with who you are and what you have to offer them. Then, when you say that you have something for sale, they have a better understanding of the value, and a higher anticipation and likelihood of buying.

To promote your message, brand, and products effectively, what you need is a website and a shopping cart system that will allow you to capture a customer’s contact information, send out e-mails, and process credit card orders. Most people in our industry start out with shopping cart services like 1shoppingcart, Office AutoPilot, or Infusionsoft. Once you have the online infrastructure up to add value, capture leads, and make sales, then the rest of your efforts revolve around relating to your customers and creating products and promotions. That, in a nutshell, is your new career.

The key to doing well with your promotions is to understand buying behavior and sales psychology. Most of Experts Academy has been built to teach this and give specific campaigns to authors, speakers, coaches, seminar leaders, and online marketers. The basic concepts of promoting anything for purchase, though, are universal. There are eight elements present in any good sales message, and all of them must be used in your sales videos or sales copy.

Claim.

Every strong sales message must begin with a claim, a bold promise about what your product or service can help others accomplish. It’s important to know that people rarely read past a headline or watch more than the first few minutes of a video. Why? It’s not because they have short

attention spans, though you might think that. Instead, it's because they are not hooked and enticed to watch more. They aren't grabbed by the eyeballs by a powerful and relevant statement or promise that makes them pay attention and want to learn more. That's the job of your claim: to grab interest. Your customers should read or hear your claim and say to themselves, "I simply **MUST** find out more about this." To accomplish this, your claim should highlight the benefits, results, newness, distinction, or wow factor of what you are offering.

Challenge.

What are the problems your customers are facing in life? How much are those problems costing them? What is preventing them from moving ahead? What will happen if they don't resolve these problems? These are the questions that you must address to create rapport with your prospects. Show them that you understand their world and their problems. Draw attention to how "bad" it really is, and how bad it will continue getting if something doesn't change immediately. Selling is really the art and science of illuminating other people's problems and inspiring them to commit to your solution. As cold and horrible as that might sound, it's true: Great promotions always make you realize there's something missing in your life and that you can have and should have more. Your job as a marketer of your message is to show people the *need* for what you are selling, by shining the flashlight on their challenges and what is necessary to overcome those challenges. But you must never portray yourself as someone who has never had to face those challenges yourself, which is why we need the next element.

Commonality.

I often say, "If you haven't been through it, they won't listen to it." This is a simple statement that reminds us that people listen to experts who are like themselves. One of the most common mistakes new experts make in marketing their message is to sound too perfect and too successful to be believable. They forget what the great educator Booker T. Washington once said: "Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome." People relate to your struggles more often than to your successes. So never forget to share that the challenges your prospects are facing are *common* and that you have encountered similar obstacles on your path to success. Also, share how you

and the prospect have a common and successful future. Say something like “I understand where you are. I’ve been there. We are in this together and I’m here to help you. We’re going places, you and me.” Your common story and journey to overcome challenges creates remarkably powerful rapport. Once you have rapport with your prospects, the next step is to show why *you* are the person to help them get ahead.

Credibility.

You create credibility by sharing the reasons why you are qualified to help your customers overcome their challenges and improve their life, results, or situation. For experts, this is accomplished by sharing the results you have attained in life, the research you’ve compiled and synthesized, or the reasons why you are a role model. This is not a time to brag about every little thing you’ve done in life, nor is it the place to brag about your résumé or riches. Instead, this is where you want to share your story of finding the solution that finally helped you achieve your breakthrough. This is where you say, in effect, “I have traveled the road you’re on today. I’ve already reached the destination, and I’m here to shorten your learning curve and your path to success. I’ve done it and I’ve helped others do it, and here’s *proof*.” Next, you show proof that you are credible by highlighting your accomplishments as well as the achievements of others who have succeeded because of your advice or solution.

Choice.

No sales message can be effective if it fails to create a clear and powerful choice in the prospect’s mind. You must present your product, program, or service in such a way that it is *obviously different and better* than anything else out there. Be bold in bemoaning why other offerings in the marketplace are insufficient or ineffective. State strongly and specifically why your solution is the best available to date. Show all the benefits that your solution will bring into your prospects’ lives, so that they *want and need* it. Here’s one secret out of the hundreds of marketing secrets we teach at Experts Academy: Show testimonials of customers stating explicitly *why they chose your solution*. This creates social proof and begins the argument in your prospect’s mind to make a similar choice.

Comparison Pricing.

Everyone in the world wants a good deal. They want to know that when they buy something its value is much, much greater than what they paid for it. Knowing this, you must never present the price of your offering without first building toward a higher value. You want the prospect to think your offering is going to be more expensive than it turns out to be. You do this by price juxtaposition—showing big numbers and high value and then scaling down to a lower number but equally high value. For example, if you're trying to sell something at \$19.95, you should illustrate how similar solutions cost hundreds of dollars, or how your solution can earn them hundreds if not thousands of dollars, and so on. If your prospects don't think your solution is going to be *ten times* the price you ultimately offer them, then you're not doing a good job. Again, you must do all this ethically and intelligently, but the takeaway should be clear: Make them feel that they are getting a great deal.

Concern.

What are the likely objections your prospects will have to buying your solution? What do they doubt about you? What do they fear won't happen when they get your product, program, or service? Answering these types of questions in your mind and in your sales message is *critical* to your success. The more objections you obliterate during your sales messaging, the more sales you make. Great marketers spend enormous amounts of time writing out the objections and frequently asked questions their prospects may have in their decision-making processes. You should, too. Personally, I never sell anything without first conducting informal tests with friends, strangers, and previous customers. I tell them what I have. I show them my products and sales videos, and then I ask, "What concerns or objections do you think someone might have to buying this? Would you personally buy this right now, paying cash, on the spot? Why or why not?" The lessons I learn from these tests translate directly and explicitly into my sales messages.

Close and call to action.

Making a strong close and call to action would seem like a no-brainer, but almost every new marketer I've ever met fails here. A great call to action builds to a crescendo, stacking on so many exciting benefits, bonuses, guarantees, and urgency messages that the consumer thinks, *I must buy*

this *now!* Let's unpack that last sentence. A great call to action stacks messages. First, it stacks benefits and bonuses—*more* reasons and value for the prospect to buy right now. That's why in every infomercial you've ever seen offering some silly product they always double the offer at the end. *Yes, you get not just one, but TWO ninja Ginsu knife sets when you order right now!* Second, great closes remove risk and set the prospect at ease: *Hey, if you aren't fully satisfied with this product, then return it within 30 days and we'll refund your entire payment.* Guarantees are incredibly important in our industry. While most newbies fear that they will be taken advantage of for offering a guarantee, the fact is that more people will buy your offerings because of the guarantee than will abuse it. Next, a great close ends with scarcity or urgency messaging, telling the prospect why they must buy now or risk losing this great value, price, or one-time offer. Finally, a powerful close must end with a clear, direct, simple, and repeated call to action: *Click the button below right now to get started, or Call this telephone number right now to order.*

These eight components of a great sales message are simply an overview of good marketing. I hope they serve you in thinking about your next promotion. If you'd like to go deeper into the world of marketing your message, simply visit ExpertsAcademy.com and opt in by entering your contact information. I'm always sharing great marketing strategies and tactics with my subscribers.

Becoming a great marketer is like anything else—you master it by learning from others, doing it yourself, experimenting, testing, and improving. I encourage you to take marketing very seriously and to make it a lifelong study. Your message deserves to be heard by the masses, and you deserve to make money when serving others. To do so, you must become a great promoter.

Expert Signposts:

1. The next product or program I am going to create and promote is...
2. The benefits people would get from this program are...

3. The free pieces of content I can send to people before offering this program for sale are...
4. The reasons people will feel compelled to buy this program are...

Mandate #4: Partnering

In getting your message out to the world, you can go only so far by yourself. While everyone would love their message to go viral and suddenly make them an instant celebrity or YouTube phenomenon, it rarely happens, if ever.

This is an important point and something you need to know in advance. At Experts Academy, I've met hundreds of people who were just devastated that their message was not catching fire by itself. Many say, "Brendon, I just don't understand it. Everyone in the world *needs* my information. It's such an important message and can really change lives, but it's just not happening for me. What's *wrong* with people? They'll spread the message on YouTube about a puking cat but not my life-changing stuff! Help!"

This is funny on multiple levels. First, that's so true: Any animal that falls, pukes, bites, plays, or just looks cute will always virally trump your message online. Welcome to our society of insignificant distractions. Get over it and lose the ego. When the student is ready, the master will appear. Your message will grow virally as people need it and share it with others who need it.

It's also funny in a darker, more ironic way, because so many experts who love people and want to help people end up saying, "*What's wrong with people?*" Tragically, they become jaded, and without their being conscious of it, that feeling starts to creep into their communications as a subtle tone of condescension and exasperation. Then their message starts to die as people are put off. This is not funny—it's career ending. Never assume something is wrong with people simply because they don't like, believe in, or help promote your message. Everyone has their own agenda and needs, and when they need you, they will find you. Of course, that's assuming that you are "out there" to find via your website and promotions.

So what can you do to amplify your message and give it the best chances of going viral? First, create *great* value and content. Less obviously, go get partners who *make* it go viral. The goal of every messenger in the world should be to find more messengers to amplify their message. Even Christ needed disciples and promotional partners.

Landing big promotional partners is critical to your message's reach and your financial success. That's why it demands your attention and consistent effort. Luckily, it's a fairly straightforward process.

First, identify other experts on your topic. I've shared the importance of this previously. Your mission in your new career should include knowing *all* the big players on your topic in the industry. This would seem to be a no-brainer, but when I ask my audiences at Experts Academy if they can name at least ten gurus on their topic of choice, only 10 percent of the room raises their hands. The newbie's greatest disadvantage is ignorance, and nowhere is that ignorance more debilitating than on the subject of who else is out there teaching on your topic.

Scour the Internet for other experts by searching Google, YouTube, Facebook, LinkedIn, and all the usual search and social media portals. Who else is training people on your topic? Who has written a book on it? Who talks about it on their blogs? Who speaks about it for a living? Who is doing seminars? Who teaches it at major colleges and universities? While researching the Web for other luminaries and messengers might not sound like a lot of fun, it is necessary. It's also surprising to see what else is out there and what others are saying and doing. Luckily for you, most of what you will find is *crap*, and you will be inspired to take the helm and lead the industry on your topic.

As you're doing this homework, create a spreadsheet with all the other gurus' names, e-mail addresses, brick-and-mortar addresses, and websites. Don't worry, though. Finding their contact information is *easy*—there isn't a credible expert in the world who doesn't list their contact information on their website. Unlike celebrities, entrepreneurial experts *want* to be found, interviewed, and contacted for opportunities.

Also, subscribe to their newsletters as you go, so that you know what they send out to their communities. Their newsletters give you a great insider perspective on what they send out, sound like, and sell. I've personally

subscribed to over 100 lists, because I *want* to know what other experts are saying and doing, so that I am always in the know and relevant. I manage this by having a separate e-mail that I use to follow gurus.

After watching and following other gurus for a while, start weeding down the list to those you trust, like, and respect. That list becomes your target promotional partnership list.

Second, after you have done all this homework—and *only* after you have done the homework—it's time to reach out to these potential promotional partners. This is where 100 percent of newbies screw up. They reach out to other experts like idiots and amateurs. Their first communication usually says something like the following:

Subject line: Please spread the word!

Dear [insert name],

I'm new to the industry and I like your work. I'm almost done reading your book. I'm also very passionate about [insert topic here] because [insert a very, very long-winded effort to explain life story complete with every major struggle recently that has forged character and summoned the message from soul]. With all that said, I have a new [insert thing here: blog, book, event, product] coming out in three days, and I would love it if you would [insert the usual newbie request to (a) give me something for free, (b) endorse my work, (c) send an e-mail to your entire list and tell them how great I am and to buy my stuff]. Thanks for doing that for me. Could you reply and let me know when you can do that? Attached is my [insert anything here: excerpt, article, résumé, other needless nonsense of massive megabytes that ensures delivery to spam box]. Thanks again for all you do. I really appreciate it.

Signed,

Naive Newbie

Clearly I am being facetious, but you get the point. Tragically, this really *is* what most people do when reaching out to influencers and leaders in their area. I know—I get around 100 e-mails *a week* like this.

Anyone who knows anything about Networking 101 can tell you why this is a horrible first approach. It's self-absorbed, needlessly long, and begging for a favor from a stranger. I have heard others in our expert community say these types of e-mails are equivalent to going on a date with someone, talking about yourself the whole night, and then trying to get a

kiss at the end. But I disagree. It's more like walking up to someone and sticking your tongue down their throat. There's no date at all, just a pushy selfish act that gives the other no time to evaluate who you are.

The reason this kind of nonsense happens all the time is what I now call "secretitis." I'm guessing that if you are reading this book, you have heard about and probably read the book or seen the movie *The Secret*. It's actually a good book. The message is to send good intentions for what you want out into the world, and the universe will feel your energy and send you what you want. Before I criticize the book, I have to admit, I think it helped a lot of people. The book has a good message—your thoughts and what you focus on matter—and, in the interest of full disclosure, I'm friends with many of the stars in the movie. But even the stars later warned about the missing pieces of the message. The real secret to success involves a lot of hard work, but the book never mentions that. I believe *The Secret* is just another in a long line of self-help books that hypnotized our culture into leading their lives by a mantra of "ask and you shall receive."

If you have followed my work before, you've likely heard me tell audiences this, and you can quote me: The era of "ask and you shall receive" is dead; today's achievers live and breathe by the credo "*give* and you shall receive."

Before you can get you must give, and that's the first tenet of winning promotional partners to help spread your message and grow your business. The best approach in our community is to reach out to another expert and give them exactly that which you wish to receive. If you want them to promote your website, promote theirs. Want an endorsement? *Give* one first. Need their feedback on your project? Give them feedback on theirs.

With the "give and you shall receive" credo as foundation, here is an entirely different way to approach an expert who could be a potential promotional partner:

Subject line: Can I promote your work?

Dear [insert name],

I'm writing to thank you for all you do to help people, and to ask if I could promote your message and business to my circle of influence. I'm sure you are always looking for more people to help get your message out there. I know I am, so I'm writing to see if it would be okay if I zapped an

e-mail to my friends, family, and fans about your work. Is there anything specific you are doing now that you are trying to promote?

I'm a big fan of your [insert relevant thing here: blog, book, product, event, etc.]. I particularly like your message about [insert their core message here], and it has meant a lot to me. I know it can be a thankless job being an expert, so please know that your work is making a difference in people's lives. It sure has in mine.

Anyway, since we're both in the business of [insert topic here], I thought I would share your message with my audience, even if my audience is not as large as yours. I help people [learn and achieve what?], so I think we have nice alignment in how we serve.

Thanks again for all you do. Please let me know what you would like me to tell my audience about and how I can help you.

Signed,

Nice Newbie

Nice Newbie's note is a complete 180 degrees from the Naive Newbie's note. It offers to add value. It gives. It's appreciative and to the point. It's open ended. It's good.

But hold on. You are an expert, which means that at some level you may often be overly analytical. This means you see a new opportunity or idea, and you immediately question it, instantly raising objections in your mind. Those objections often kill your ability to try new things and implement ideas. What am I talking about? Well, I know that as soon as you read Nice Newbie's e-mail you may have thought, *But wait a minute, Brendon! I don't have much of an audience! I don't have a big list of fans or subscribers! Oh, my God, this would never work for me! Why would anyone want to work with me?*

Am I right? I know this is true, because I've been working with experts for a long time.

Let's squelch your concerns by flipping this situation around. If someone wrote this e-mail to *you*, offering to promote your message, would you honestly care how many people they could reach? Sure, you would care, but would you say no? Of course not. You want to get your message out there to *anyone*, on any size list. This is akin to fund-raising in the nonprofit world. If a donor contacts a nonprofit and wants to give some money, the nonprofit doesn't mind if they get \$5 or \$50 or \$5,000. Yes, of course, they

would *prefer* \$5,000 over \$5, but they will take all the help they can get, and they are appreciative for all of it because they need help doing their good works. Well, so do you. A messenger rarely turns down help.

So after the expert writes back expressing appreciation and giving you something to promote, you promote it for them. You do this through your website or social media or whatever vehicle you have. You help them spread their message, no strings attached. Then you show them you followed through, by sending them whatever communication you sent out praising their work, and thus the relationship begins.

For those who object and say, “But, Brendon, what if they don’t do anything for me after I promote them?” I respond, “So what?” You promoted some good content to your audience. If anything, your audience will appreciate the information.

But this is the more likely scenario: The guru is appreciative and asks more about what you do, and a real dialogue begins. Perhaps one day you meet live at a conference. At some point—and, sorry, there is no rule on when that point comes—you make a suggestion to cross-promote each other as “affiliates.” What is an affiliate? It just means you promote for each other, track your results, and share in any revenue created by your promotion. It means you are promotional partners who make a profit together.

I could write an entire book about affiliate marketing, but instead let me give you the gist by offering another sample communication. When the appropriate time in the relationship comes, preferably after you have actually met your new guru friend in person, you say something like the following:

Subject line: Promoting you again

Hey, [insert name],

Got an idea for you. Remember when I promoted your stuff to my audience? They seemed to really like it. I bet we have a lot of overlap, and we could do a lot of good sharing of each other’s ideas and products.

Here’s my idea. I have a really high-value free [video, webinar, report, etc.] that you can give your audience. I’ve charged \$xxx for this in the past, so they will really appreciate your hooking them up. I can send you a sample e-mail with a unique link to send out. When your people click the link they will go to a page where they have to enter their name and

e-mail to access my free content and training. Once they opt in, they get immediate access. A few days later I will e-mail them and say, “Hey, if you liked that free thing I sent you, then you’d like my new [product or program].” Anyway, if they ultimately buy my new stuff—I’ll know they came from you because it will track back to that unique link you sent out—then I’ll give you half the revenue. So, you are giving superhigh-value free stuff to your list and making money for it. If you’re game, I’ll send you the custom e-mail and link to send your list. All you have to do is personalize it and click Send.

What do you think? This is important: I want to do this for you, too, so let me know what you’d like me to promote for you. I know now that my people like your stuff.

Signed,

Millionaire Messenger

This type of approach works great because it’s based on open reciprocity (I promoted you; would you like to promote me?), value to customers (we’ll give them free stuff), simplicity (just click Send), and compensation (you make money and so do I).

Nothing has to be complicated about all this, and you have probably seen it in action dozens of times. Here are a few good things to know about this approach. First, it works only if you have created a real relationship with your potential promotional partner. Second, it works only if you really add value to consumers with the free content. Third, you should disclose to your audience that you are an affiliate and may be compensated if they purchase anything through your links. Fourth, it’s easy to set up using affiliate tracking and shopping cart functions from any basic provider like 1shoppingcart, Office Autopilot, or Infusionsoft. An important disclosure here is that I am *not* an affiliate or spokesperson for any of these companies, and I am not endorsing them here. I’m just sharing what most gurus use in the way of technology.

At Experts Academy, we often go into the intricacies and technology of doing all this, but the takeaway here should be obvious: Offer to make it easy and lucrative for someone to promote you.

Once you get a few promotional partners on board, it’s like a multiplier for your business. More people in your space will find out about you, more

people will subscribe to your list, and more people will start approaching you with their own promotional partnership ideas.

Promotional partnerships are not limited to other gurus, though. I've taught thousands of experts and entrepreneurs how to partner with Fortune 500 sponsors and nonprofit organizations through my famous Partnership Seminar. This event is the only comprehensive training seminar in the world teaching this. The basic idea is that you team up with companies or nonprofits to create unique content and promotions for their audiences, all based on your brand and how-to information. In exchange, companies and nonprofits often pay you, promote your message to millions, and provide invaluable perspective and resources (staffing, technology, etc.) to make it all happen. To learn more about organizational sponsorships and promotional partnerships, visit www.PartnershipSeminar.com.

Look, everyone needs promotional partners. If you agree with that, you should be diligently and strategically looking for potential partners who can help you spread your message and grow your brand and business. My promotional partners have helped me reach *millions* of people around the globe and make *millions* of dollars at the same time. They helped add value to people I could never have reached, and allowed me to become, in a wonderfully ethical and collaborative way, a Millionaire Messenger. I wish the same for you.

Expert Signposts:

1. The promotional partners I already know I want to approach are...
2. The value I could add to them is...
3. The next campaign I launch that I want them to support is...
4. The steps I'm going to take right now are...

The Last Mandate

Succeeding in the expert industry comes down to positioning yourself intelligently, packaging your information brilliantly, promoting your brand

strategically, and partnering consistently to get your message out there in a bigger way.

The foundation for all these mandates—positioning, packaging, promoting, and partnership—is one enormously important though often uncelebrated mandate. I call it the Ultimate Messenger Mandate: Serving with Purpose. The truth is that anyone can go out there and lie about who they are and what they know. It wouldn't take a lot of effort to throw together some useful information and make yourself look good through marketing and phony third-party endorsements. Building an expert empire as a phony and a thief could be easy, and many have given our industry a black eye doing it. But there is just one problem: Acting in bad faith is not *good*—not for you or for our community. Most importantly, it isn't good for customers.

I wholeheartedly believe that the reason I've gotten so far so fast is because I believe in serving with purpose, and I consistently make it part of my message and my work. Others are smarter than I am, better marketers than I am, funnier than I am, and better looking and more articulate than I am. But I often outserve others because I *care* so passionately about my customers and their success. I never lose sight of why I am doing what I'm doing: to improve people's lives. I'm mentally, emotionally, spiritually, and financially driven by a higher purpose, and that makes all the difference in the world.

I say all this to illustrate that doing good and doing well financially can happen at the same time. The old idea that you have to choose between making a difference and making a fortune is dead in this new economy driven by both purpose and profit. We are in a wonderful new world of socially conscious consumers who care about who they buy from and how their lives are turning out. When you offer them value and you come from a place of service and purpose, they feel it, and your business grows. You make a difference, and you make a fortune. Message and meaning and money mix in a wonderful way.

Expert Signposts:

1. If I brought more purpose into my work, this would happen...
2. The people I have seen not serving their customers have been...

3. Those who are serving with purpose and doing a great job at it have taught me...
4. The way I will stay grounded and focused on service in this business is by...

ABOUT THE AUTHOR



Brendon Burchard is the founder of Experts Academy and the best-selling author of *Life's Golden Ticket*. He is one of the top business and motivational trainers in the world.

Brendon was blessed to receive life's golden ticket—a second chance—after surviving a dramatic car accident in a developing country. Since then, he has dedicated his life to helping others find their voice, live more fully, and follow their dreams. He founded Experts Academy and wrote *The Millionaire Messenger* to teach emerging advice experts how to have more impact, influence, and income while spreading their message and building their businesses.

An influential multimillionaire expert himself, Brendon inspires over two million people a year with his books, newsletters, products, and appearances. He has been on *ABC World News*, NPR, *Oprah and Friends*, and onstage with the Dalai Lama, Sir Richard Branson, Stephen Covey, Tony Robbins, Deepak Chopra, Marianne Williamson, John Gray, Keith Ferrazzi, T. Harv Eker, Tony Hsieh, David Bach, Jack Canfield, and other leaders and legends in the expert industry. His clients have included the largest companies and nonprofits in the world as well as thousands of executives and entrepreneurs from around the globe who attend his speeches and seminars. Brendon's famous seminars include Experts Academy, High Performance Academy, Partnership Seminar, and World's Greatest Speaker Training.

Meet Brendon and receive free expert training at

www.BrendonBurchard.com