

Coaching With Sean

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Introduction:

Before we get started with the Business Model and the steps, overview, etc of the Coaching With Sean Plan for Building an Information Business, I'd like to take a journey back in time.

A journey back in time to a place before you encountered this training.

If you are typical (and who is, anyhow??), you've been trying to build a profitable business for some time now.

You've tried different "models", different price points, different systems.

And none of them have worked, at least not to your point of satisfaction - or you wouldn't be here!

Now, it's been said that the definition of insanity is doing the same thing over and over again expecting a different result.

And might I gently suggest that even though THIS program is different from EACH program you've been through, studied, and so on . . . you are doing the same thing as you've done before.

You've found a person or a system (or both) who has somehow said something at the right time and the right place such that you believe that this training will like nothing you've ever done before.

And part of me wants to cry out, yes, it will be - cause I'm the best, my training is the best, and so on.

But I don't believe that to necessarily be the case (although it could be, it could be the perfect right training, right now, for you, right here right now)

But in all reality - unless something shifts in your approach, in the way you interpret the training, in the implementation YOU take . . . this training program will not go any differently than the ones you've done in the past.

You see, if this is one more in a long string of programs, each of which offer hope, each of which you are really excited about for 2 weeks, each of which you get behind in after 2-3 weeks, each of which you begin to think the person teaching isn't as good as you thought, each of which you end up being persuading the NEXT mentor or teacher or program that the NEXT one is the right one.

You see, right now, today, THIS is the right one - but if it's just one more training program in a long string of training programs - then it will be followed by one more that you feel is THE one that will take you to the next level.

Now, please don't get me wrong.

I'm REALLY excited about the path I am going to take you on.

I'm REALLY excited about the fact that after 10 years of experiencing teaching these topics, with many successful students and clients, I am planning to take the best of the best training, the things I have done and said in the past that helped folks get the most success the fastest, and combine that with a powerful 45 day, day by day, do this, do that training program that I believe really CAN be the very best for you and your biggest, bestest hope of getting where you want to go.

But I want to be really clear about this: my words on a page or on an audio isn't the only thing that it will take for this to be successful for you.

You see, if this is just one-way - me preaching to you - and you blindly following some steps but not building out a REAL BUSINESS -a business with a lifeblood of it's own, something that is uniquely designed to change lives radically - this will just be meaningless words.

The SAME things that have sabotaged you in the past WILL sabotage you again, right here, right now, in THIS program.

It's just like if you rely on your husband or wife to give you all the nourishment and stamina and confidence you need to live life. They can't do it FOR you. They can be there for you, they can bolster you when you are down - but they CAN'T eat for you, diet

for you, make you wake up in the morning, make you get a job, make you clean the garage, make you productive, happy, or anything.

All that is on you.

They can nag, yell, create programs, teach you - but none of it will work if YOU don't want to do those things.

And it's the same way here.

I can't MAKE you stay motivated, I can't make you turn off your cellphone when you are working, I can't MAKE you stop spending an hour a day reading emails that for 3 years haven't changed your life, I can't MAKE you create your product, I can't MAKE you learn to write such that you can influence other people to buy your product, I can't MAKE you do any of that.

And incidentally, I don't want to.

But if you are looking at this program as one more possible big thing that will do all that for you . . .it's not going to happen.

I want you to really think about the things that have held you back in the past . . . the "reasons" why you haven't been able to break through so far.

The reasons why you haven't been able to do this on your own, create 2-3 products and write emails to tell folks about them and to build relationship, and to do the things necessary to attract folks to your website in the first place so that they will get to know you and see you as the expert they want to learn from.

Because frankly speaking, until you have dealt with why the past hasn't worked for you so far, then the future won't be any different.

This program isn't going to snap it's fingers and snap you into a different person.

You may be excited today, but in 2 weeks, if you don't make a decision and take steps to make it different, you will fall back into whatever your old habits are that have sabotaged your success in the past.

So I'm really digging into this right now because I want you to make a real commitment to doing it different this time.

I want to see you make a commitment that says, I am going to do ALL 45 lessons, no matter how hard it is, so that I can have the success and results I want.

And yes, they will be harder than anything you have ever done in this business prior to now.

You may have put in 30 hour weeks following other programs . . . but the exercises and things I am going to push you to do will challenge you at a deeper level . . . mentally.

You will have to dig deeper than you ever have before (unless you have personally built a million dollar business in the past and know first-hand).

And I want you to be prepared for that.

I want you to be prepared to dig very very deep.

I want you to internalize what I am teaching you.

I DO NOT want to you copy and do the exercises like a robot or a trained seal hoping that if you just go through the motions and do what you think Sean will say, "good work" to, that success will just happen.

If you do that, you will build an empty shell of a business.

You must build YOUR business.

A living, breathing thing that changes lives and has training programs that effects real change, that are so powerful and engaging that people a desperate to join your program.

That's really what you are looking for, right?

To create a business that changes lives and when you go to sleep at night, you feel really good about the people you've helped.

And they appreciate you so much they willingly invest \$97 or \$300 or \$400 or \$800 for your training, just like you have invested to be here.

THAT'S the kind of business you want, right?

You want a real, living breathing business that changes lives and makes you money.

Great!

I want to dig into those sabotage things once more - then I promise we'll move on and dig into the profit model!

So, looping back to what I started a bit ago about the things that have sabotaged you in the past.

What are the 3 biggest things that have held you back in the past?

Are they:

lack of focus?

getting distracted?

fear?

procrastination?

not following through?

looping in email

looping in facebook

always checking your emails, every 10 minutes

stopping when things get tough

losing motivation after 3 weeks because you think the coach ignored one of your questions

being so tied to perfection that you can't write a doc because you are afraid it has a typo

being so tied to perfection that you record the same video 10 times instead of recording 10 videos once

laziness

not being committed

not following through

I could go on and on.

What are YOUR 3 things?

Maybe it's not on the list.

Write your 3 things down.

So let me ask you this, you REALLY Want to build a REAL business, one that changes lives AND makes you a full time income, right?

You've wanted that for 3 years, you've tried and tried again, but each time one or two or three of the things on the list above have held you back, right?

So think about that.

Your BIG GOAL is to change lives, have a thriving business with 1-3 real products, maybe a coaching program, have clients, and make \$100k doing it.

And for 3 years you have allowed the pesky little things on your list to stop you from doing that.

Think about it.

There's a disconnect, isn't there?

And by the way, if you are feeling uncomfortable or angry at me right now, that's okay. I've done this exercise with folks live before and had folks cry, get angry, ignore me, stop working with me . . . and then come back 6 months later to say they are ready.

So if you are uncomfortable or angry right now - that's okay.

Now let's work through this!

So let me ask you this: how much longer are you willing to allow piddly little things like fear, procrastination or giving up to hold you back from \$100K business that changes lives?????

How much longer?

And look, if you are holding onto your pet saboteur like fear and saying, well, that's just the way I am, then you are forever dooming yourself to NEVER build yourself a \$100k business.

That's like saying you don't want to go driving because someone might hit you.

Or you don't want to get married until you are no longer uncomfortable talking about a budget.

Or you don't want to have children until you know every single thing you'll do if they throw up or fall down or break a leg.

Are you REALLY WILLING to allow procrastination or surfing facebook or reading emails incessantly, or getting tired - to

HOLD YOU BACK FROM YOUR LIFE'S DREAM?????

Ok, are you ready?

Are you ready to commit?

To say, enough is enough.

I am going to stop fearing the unknown and just do the work.

I am going to recognize that in 3 weeks I am going to feel like quitting, but my dream is so big I am going to follow through.

Imagine if you had quit 3 weeks into college?

Where would you be now?

Imagine if you had quit 3 weeks into your marriage?

Imagine if you had quit 3 weeks into your first job?

Imagine if you had quit 3 weeks after your first child was born?

The thing is, all of those things, in retrospect seem impossible to quit.

And yet folks quit their businesses after 3 weeks time and time and time again.

Now, I am going to assume I have motivated, scared, or otherwise prodded you to finally make the big C - the Commitment to make your dream come true, no matter what.

Because the buck now stops with you.

I am going to teach you what to do . . . , but I can't make you do it.

I KNOW you will feel like it's too much work.

When I was building my business at the beginning, it was too much work.

I should have quit.

But then I wouldn't be here today, helping you.

Even today, when I just wrote 2000 words that I have no idea if they were the right words for you.

Even a few days ago when I wrote the sales letter that something in it propelled you to say, yes, I want to work with you.

It's hard, it's really hard.

Even as I write this, I look out the window and think, I could sure be hiking right now.

It's not easy, this running a business for yourself thing.

And creating your first product may be the scariest thing you've ever done.

And then writing your sales letter will be even scarier!!

And then telling people about it will be even scarier than that!

And writing a daily email . . . it's natural for me - like leaving a note for my wife when I leave in the morning - but for many folks, they spend a week trying to figure what to write in a 5 minute email.

This business is NOT easy.

And I want you MENTALLY prepared for that.

So I want you now to write out WHY you are going to do this, WHY you are NOT GOING TO QUIT, why you are going to push, even when your fingers are bleeding from typing so much, even when your head hurts from brainstorming ideas, even when you get angry at me because I tell you to do something different than you've learned it

before, when you think you know more than me (you probably DO know more than me about many, many things - but remember YOU hired ME to coach YOU for 45 days!!!)

So write it out:

A statement to yourself, maybe it fills in the blanks here:

I am DETERMINED to build a business that does _____ and _____ and _____

and changes lives like this _____

and makes me money like this _____

I am committed to finally sticking through and not jumping ship when a new bright shiny object comes through, I am committed to pushing this to completion, even when I am tired, angry, sick of it, or anything else that happens.

I realize how absurd it is that I let _____ and _____ and _____ hold me back in the past from building a real business that changes lives and makes me an income

I am committed to single-mindedly focusing on the task at hand, and not allowing (fear, procrastination, frustration, and so on _____, _____, _____) to hold me back from my dreams.

My dream is _____ and I am committed to doing whatever it takes to achieve it, even if that means doing MORE than Sean asks.

I am committed to doing EVERY LESSON in the order Sean gives it.

I am committed to staying the course for 45 days.

I am committed to making the necessary changes in my thinking, my writing, and my work habits to make this work and achieve my dream.

I am committed to achieving my dream for once and for all.

Signed, Your Name

Now, you may think all this is silly.

Hey, folks like Tony Robbins get paid \$100k just to get folks to fill things out like that and repeat them to themselves each day!

That's a joke, but I think there's some truth to it!

I promise I'm not going to ask you to read it each day or affirm it to yourself each day (although a cursory glance each morning MIGHT help you remember your commitment, kind of like seeing your wedding ring on your finger reminds you of your commitment)

That's the introductory lesson . . .

PLEASE don't move forward until this lesson has been COMPLETED not just read!

Sean

Lesson 1

Now that we have the mindset stuff out of the way . . let's get to work!

So let's review what you will putting into place the rest of these 45 days (44 left to go):

The formula for a \$100k business

The products to sell to get to \$100k

The emails to write to build trust to get to \$100k.

Where to get the traffic to get to \$100k in sales

The idea is that if you have those 4 things in place, you have a real business, a real \$100k business.

You don't need anything else.

You don't need special software (software can help you do some things better, but you generally don't NEED it to do this kind of business)

You don't need any gimmicks, tricks, or anything else.

You need:

A place to find people who need what you teach

The products to sell that the people you teach will exchange their hard-earned money for your training

The emails to write to build trust so that people trust you and WANT you to teach them and they WANT to pay you to teach them.

That's it.

People

Emails

Products (or training, coaching, etc)

That's it.

Everything else is window dressing.

If you don't have the people, you don't have a business.

If you don't write the emails - not just fluff, but the right things to the right people - you don't have a business.

If you don't have anything to "sell" them (aka: something they WANT to give you their money for) - you don't have a business.

You have to have all 3.

If you master 1, you have nothing.

If you master 2, you have nothing.

If you are a PhD in studying the internet and know more about seo, likability, facebook ads, persuasion, copy, or anything else you know more about than I do . . . but you don't have people, emails, and products . . . you have nothing.

So let's talk about the formula first.

In order to make any money at all, you have to create training, coaching, or products that people WANT to exchange their hard earned money for.

You can't just create stuff and hope and pray that people might want it.

You have to create what will change lives AND convince them to exchange their money with you, in exchange for YOUR training.

Think about it, YOU don't willy-nilly make payments for products you don't want or need, do you?

Then why should any of your prospective clients?

They shouldn't!

So what has to happen for people to WANT to exchange their money for your training?

3 things:

- 1) You have to be talking with people who need and want what you help with. If you teach married people how to communicate with each other, you aren't going to write a book about gardening and try to get gardeners to believe in your marriage training. No, you are going to write a book (or record a product or create a coaching program) for people who want to communicate with each other better.
- 2) You have to build trust so that they trust you to give them what you say you will. And they way you do that is with the words you write (or say). And if you don't know how to write words that inspire trust, you have to learn. I will teach you. But it's important

that you recognize that if you don't know how . . . you can't communicate such that others will want to give you their money. They have to trust you, and if you don't know how to write such that it inspires trust, you must learn.

3) You have to create products (or coaching or training) that people WANT to buy.

Now, I am going to be direct for a moment.

You are here for one of 2 reasons:

Either you know how to do all 3 of those things but you aren't doing them.

Or you don't know how to do all 3 of those things so you aren't doing them.

I am going to assume that you don't know how to do them, and if you think you know how to do them, you may be doing them wrong and that's why they aren't working.

Look, that might seem arrogant or something, but it's not.

You enrolled in this course so that you could get results . . . and for some reason the way you have been doing it hasn't been working . . . so I am going to start from scratch on all 3 things.

Now, I know that I could have jumped from that list and just started teaching . . .but I know from experience that sometimes folks think they know how to do something because they learned it one way from someone else.

And then they skip over that part of the lessons.

And then they don't get results.

And the reason is that they didn't learn all the parts the way that they work best together.

I don't want that to happen to you.

I want you to learn all the parts, and I want you to understand WHY you need to study all the parts.

That leads to the way the next lessons are going to be structured.

By the end of the lessons you will be able:

to write emails comfortably, day in, day out

to write sales letters that get results, day in, day out

to create products that people want to buy, day in, day out

to find prospects who want to join your list and follow you

Now, that is a lot to accomplish.

But without all of those components, you have nothing.

And you'd rather do this and get it right, than do part of it, then start all over again in a few months with someone else, right?

So that means that it's going to be fast-paced, super-charged, and hard work.

The way I am going to lay it out is that each day I will teach you or give you an exercise that through the doing of it, you will "lay one more brick" so to speak on the foundation and the walls of your business.

Let's say there are 20 steps to creating a product . . . day by day I will give you each of those steps.

And say there are 40 steps to writing persuasive, compelling copy . . . day by day I will give you each of those steps.

And EVERYTHING is sequential.

If you skip ahead because you feel you are falling behind, it won't work.

It's like trying to learn calculus before you learn to count.

Now, in a perfect world, each lesson would take 1.23 hours.

Just long enough to be challenging, and short enough that it's easy to do.

But real life isn't perfect.

Building a \$100k business is going to take more than 1.23 hours per day.

And this program is going to simulate real life.

It's going to simulate the way I run my own business.

And that means some days will feel impossible.

Some days will take 2 days.

Some days you will be able to do 2 days worth of work.

So there is no getting behind . . . it just might take you longer if it takes you longer to do each step.

But I can't just exclude a step because it might take you too long to be comfortable.

Maybe that's one of the things that's happened to you before, you weren't given all the steps because they might take too long for your comfort.

So you skip them and you . . . fail.

Much of the lesson material will be exercises - things for you to DO.

Some of the lesson material will be listening to pre-recorded lessons.

If I have taught a great lesson on a particular topic, there is just no reason for me to re-teach it live just because that would feel better.

That's a lesson I want YOU to learn for YOUR business - you only ever have to teach any one thing ONCE. Once you've taught something, all future clients learn that thing through your previous teaching, not you re-teaching it over and over and over again.

So where I've already taught on something, I may give you the link to listen to it.

Please don't skip these because you think you know it, or it takes too much time.

Time is part of the process.

When I was learning this business, I spent a lot of time studying.

I still spend time studying, learning new things.

And I've been doing this for years . . . not for the first profitable time!

So bear with me and trust me that what I ask you to listen to IS important.

So . . . the ideal lesson will include one to-do component from each category . . . and you need to do all the to-dos before moving to the next day.

Let's go over the model now.

In order to make \$100k, people have to exchange \$100k with you in exchange for your training.

Now, you probably aren't going to make one \$100k sale per year, it's probably going to be something like 1000 people giving you \$100 or 250 people giving you \$400 or 10000 people giving you \$10 or 300 people per month giving you \$30 a month or 100 people a month giving you \$100.

Now, before I tell you there is an exact perfect price point and everyone in the world should be selling at that price . . . there is none.

There is no perfect price point.

Now, depending on your niche area, somewhere between \$97 and \$500 is probably about right for good, solid training.

That doesn't mean you can't have a \$37 product.

Or a \$1000 product.

But in all reality, right now, it doesn't matter.

Because whether you sell your product for \$37 or \$97 or \$500 or \$1000 the steps to creating it are EXACTLY the same.

So we are going to focus on creating an amazing product first, and over time, you can decide what price feels best, sells best, and so on.

But perhaps you need something to hold onto in your mind for your personal formula.

So you can make a temporary decision, like a working decision.

The way to think about this is like this:

\$100k a year is \$2000 a week.

Which of these price models feels best to you:

10 people investing at \$100 each week

and 35 people making a \$30 membership payment each week

or 8 people investing at \$100 each week

and 3 people investing at \$400 each week

or you can look at it from a monthly perspective . . . \$100k a year is about \$8300 a month

so does that look like 40 people investing at \$100 (this can be 40 coaching clients at \$100 a month OR 40 people buying a \$100 training or a combination)

and 140 people paying \$30 a month for access to a membership

Or does that look like 12 people buying at \$400 and 40 people buying at \$100

So you can see that the key is not the exact pricing, or exactly how many you sell, but the total of what is sold has to add up to \$8300 a month, or \$2000 a week.

But in any case, you have to learn to create real products.

Over the course of these 45 days, I will teach you

Next, is people.

You have to be able to communicate with folks in a way that both leads them to believe you are trustworthy and that they trust you.

And you have to be able to write in such a way that they see you as knowledgeable (would YOU have enrolled in this program if you didn't think I knew more about it than you do???)

And you have to be able to write in such a way that people will WANT to read what you read.

And speaking goes right along with that . . . when you learn the words and the word patterns . . . speaking is the same as writing.

And if come to my live calls, or my faith based calls or you have listened to any of my trainings, you can probably feel a similarity between the words and tone I am using right now while typing, and the words and tone I use when speaking.

So I will teach you how to write.

And finally, you have to be able to go to places online where people need what you have, and invite them to come to your website and start their journey with you.

I will teach you how to do that as well.

So now that we have covered the model and what I am going to teach you . . .

Let's talk about the format.

The plan is (I am writing these in the order in which they appear, so haven't actually written the next ones yet, so reality may be a little different from the plan, but this is the plan) is to give you one element from each component each day:

Product Creation

Writing

Finding people who need what you have

plus there will be a few one-time things that you'll need to do - and those will appear . . . one time.

Now, I know from experience that it's easy to think, oh, I like the writing lessons, I am going to skip ahead and do them all.

And then in 30 days, you are a good writer, but you are scrambling to create your product.

Or you create your product, but don't learn to write.

And if you do that, then you won't have a balanced business in 45 days . . .and that means you will have no business.

I say all of this to make it very clear what needs to happen in order for your goals to become achieved!

So now that you know the parts to a \$100k business:

Product, coaching, and or membership sales that add up to \$2000 per week

The writing that leads to people trusting you and WANTING to buy your products, coaching, and or membership access

The prospects who need and want what you teach so that you can write to them in such a way they want to buy, and then they buy and that's where you take in \$2000 a week which adds up to \$100k a year.

I really hope you are beginning to see how simple this can be . . . without taking away from the fact that it is going to be **HARD WORK** as you do it!

Next, let's talk about what these tracks are going to look like:

The product creation track will start with 2-3 hours of audio instruction on the basics of creating your product, then will be step by step lessons that as you do them . . . you will be creating your product.

This will likely comprise about the first 15 lessons or so.

Coterminously with the writing exercises . . .

I have a series of about 40 step by step exercises that when you do each, at the end of the series, you will be amazed at how easy it is to . . . just write and write easily and write persuasively.

So for the first 40 lessons, there will be a writing assignment each lesson.

Coterminously with that, we will do some housekeeping things:

If you don't have a website, you will create one (note: this will be EASY the way I teach you)

If you don't have an autoresponder account, you will get one.

And coterminously with that, we will start identifying WHERE your prospects hang out so you can start inviting them to your site. This will also comprise about the first 20 days.

So at the end of about 20 lessons or so, you will have:

learned to write easily and persuasively (and you can use that skill to speak your products, too)

learned where your prospects hang out online and start inviting them to your site

created your first product (and likely written your sales letter)

So then at about that point, we will work on:

Adding another product so you have a product funnel

Turning your daily emails into an automated sequence

And then the big thing: learning to scale and ramp up and escalate the process of inviting prospects to come to your website and get involved with your daily emails and buy your products.

At this point, perhaps you are thinking, ok, great. that sounds really manageable. . bring it on.

Great! I will.

Or maybe you are thinking, this sounds like a lot of work.

It IS a lot of work.

Maybe you are thinking, that's a lot to do.

And I have to say this: this is what it takes.

And if you don't have all these things in place, you don't have a real, profitable business.

And if anyone tells you there's an easier point and click way . . . that's what gets folks into a place where they keep trying different things and nothing works because nothing is complete.

When you do all the lesson work, you will have a COMPLETE business.

Now, a word about exact income.

In order to make \$2000 a week, you have to sell \$2000 a week.

If people only buy \$1000 a week or they buy \$5000 a week . . . you will make something different than \$100k a year.

And when your lessons are complete, you will have a solid business . . . but you will have to tweak things over time.

You may decide you want to create additional products (recommended)

You may decide you want to take advanced writing courses so you can write even better.

You might need to tweak or add traffic sources or increase the number of people you invite to your site, and so on.

You won't have a "set and forget" business.

I don't have one.

Tim Ferris doesn't have one.

That's a pipe dream.

You are building a real business . . . which means you'll have to run it, you'll have to evaluate sales copy, you'll have to evaluate sales, what sells and to whom, you'll have to evaluate your traffic sources and so on.

Having said all that, now you know the model, you have a good idea of what we'll be working on, are you ready to get started?

Of course, you say, Sean, I thought you were never going to get to it!

So let's get started on the first round of work.

If you haven't already filled out these questions and printed them out for yourself, answer these questions:

Questions

Part 1: Your Business:

- 1) What exactly is your Dream Business?
- 2) Why do you believe you should create it?
- 3) How will your BIG IDEA change lives?
- 4) How is it different (or similar) to other web businesses that do something similar?
- 5) What will be included in your BIG BUSINESS dream site?
- 6) Write down anything and everything else about what you dream about in your business

Part 2 Your weaknesses are so we can work with/around them):

- 7) What challenges have you faced in the past in trying to implement your BIG DREAM?
- 8) If you have never started, why not? What held you back?
- 9) If you have started, but failed or stalled, what happened?
- 10) What do you see as your 3 biggest weaknesses?
- 11) How do those weaknesses stunt your growth?

Part 3: (So you can begin designing your business fast!):

- 12) Who desperately NEEDS what you are going to teach, share, or sell?
- 13) Why do they need it from YOU and no one else?
- 14) Is anyone else doing exactly the same thing?
- 15) How is YOUR solution different or better than everyone else who teaches what you want to?
- 16) How is YOUR solution going to change people's lives?
- 17) Is your solution simpler or more complex than the existing solutions?
- 18) Do you want to be the LEADER in your business concept, or just go along with everyone else and get by?
- 19) Did you make MORE revenue last year online than the year before?
- 20) Are you already selling your solution in a smaller form, but you want to go big and viral now?
- 21) If so, how many units do you sell each month, and at what price each?

- 22) Do you have an enthusiastic fan base to whom you can tell about your great idea? If so, what is that fan base, and how many are in it?
- 23) If you KNOW you can change lives, but haven't been able to, what are the top 3 things that have stopped you from doing it?
- 24) Do you want to follow a proven model, or do you want to re-invent the wheel?
- 25) On a scale of 1-10, how bad do you want to change the world with your solution?
- 26) On a scale of 1-10, how bad do you want to make \$100k this year with your solution?
- 27) How hard are you willing to work to make it happen?
- 28) What are you willing to drop or get rid of to make \$100k this year changing the world with your solution?
- 29) What will be the 3 biggest things that would change in your life if you get this viral innovative business off the ground?
- 30) Final question (yahoo!!) – what is going to be the BEST PART about working with me on this?

Next: study what you wrote.

How are you going to overcome your weaknesses based on what I shared in day 1?

How clear are you on what you are going to teach?

Are you excited about these next steps?

Next . . . you are going to create a 10 x 10 matrix . . . simply follow these directions.
(Note: this is critically important, as it will serve as a guide for much of what we do in the next 40-50 lessons)

10 x 10 Matrix

The very first step in creating products quickly is to create a 10 x 10 matrix. Your 10 x 10 matrix is going to form the outline for your next few phases of your information marketing business.

When completed, your 10 x 10 matrix will contain 100 lines, each of which can serve as an article topic, a page in an ebook, a topic in a CD series or homestudy course, or a coaching program. Each line can also serve as the topic of an email for your email campaign in your autoresponder.

I know that right now you might be thinking...I want to just create one product right now, I don't want to outline or design an entire product funnel.

So this feels really counterintuitive, I know.

However, I know from experience that once you have taken the 2-3 hours necessary to complete this step, to create your 10 x 10 matrix, everything else falls together really quickly.

I've had clients who have taken months to plan their first product, and still not have it created - then do this exercise, and within several days, complete their first product.

The clarity you will have after completing your 10 x 10 matrix is incredible, so without further adieu let's get started:

Basically, your 10 x 10 matrix will serve as the foundation of the next several steps in building your information marketing business.

So let's get started with your 10 x 10 matrix.

The first thing you are going to do is define the topic for your 10 x 10 matrix, which will basically be your niche theme.

For example, if your niche theme is weight loss, the topic of your 10 x 10 matrix could be "Weight Loss" or "How to Lose Weight". If your niche theme is dog training, the topic of your 10 x 10 matrix could be "Dog Training" or "How to Train Your Dog".

So let's get started - first by naming your 10 x 10 matrix.

At this point I suggest creating a word processing document (I use Word, for example).

At the top of the document, write the name of your 10 x 10 matrix.

Now the next step is to think of 10 areas where you could teach someone about your niche, and write out one line for each of these areas (these will be your 10 topics)

For example, if your niche is gardening, your 10 topics might be:

- Basic Concepts of Gardening
- Vegetable Gardening
- Fruit Gardening
- Inside Gardening
- Outside Gardening
- Gardening in Tropical Climates
- Gardening in Cold Climates
- How to Plant
- How to Take Care of Weeds
- How to Preserve Your Vegetables

Of course, if you need more than 10 topics, that is fine, you can have a 12 x 10 matrix, or a 14 x 10 matrix. Of course, I will continue to refer to it as the 10 x 10 matrix, regardless of the actual size yours ends up becoming.

So at this point, you have 10 topics.

Now, you will create 10 subtopics for each of your 10 topics, which will mean when you are done, you will have a total of 100 subtopics.

In this case, just for an example, let's start with the first topic "Basic Concepts of Gardening" and create 10 subtopics.

Those subtopics might be:

- Soil
- Choosing what to grow
- What months to plant
- What months to tend
- What months to harvest
- How to plant
- How to weed
- How to use fertilizer
- How to use organic fertilizer
- How to protect your plants

And if you were to copy and paste these subtopics into your list of topics, it might look like this:

Basic Concepts of Gardening

Soil

Choosing what to grow

What months to plant

What months to tend

What months to harvest

How to plant

How to weed

How to use fertilizer

How to use organic fertilizer

How to protect your plants

Vegetable Gardening

Fruit Gardening

Inside Gardening

Outside Gardening

Gardening in Tropical Climates

Gardening in Cold Climates

How to Plant

How to Take Care of Weeds

How to Preserve Your Vegetables

Then you would create a list of 10 subtopics each for each of the other topics.

This would create your 10 x 10 matrix.

By the way, I realize this exercise may not be easy. But I have found with my experience with hundreds of clients over the last few years, that once this is completed, the entire rest of their business goes a lot smoother.

You see, once this is completed, you can easily write an ebook, write multiple articles each day, and write emails for your email campaign. It all comes so much easier when this “outline”, this 10 x 10 matrix is complete.

Sean

And finally for this first real day of work,

Here is lesson 1 of the writing lessons:

First of all, welcome to the writing lessons.

Over the next 40 lessons or so, you will be learning from me and doing daily 20 minute writing assignments, which, if you complete all of them, will lead you to "the next level and beyond" in persuasive writing skill.

I have been developing and fine-tuning my personal skill of persuasive writing for several years, and believe I have developed a powerful process for increasing your skills as well.

Please understand that not all of the writing lessons might feel "natural" or even "needed", but please trust me as I lead you through these assignments. You see, I want you to learn to write persuasively naturally, not stiff as if you are using some formula all the time.

So there is a level of immersion that needs to occur.

Here is today's assignment:

I want you to write a 500 page essay explaining I should eat an apple today.

Do not worry about doing research, you can have fictional reasons for why I should eat an apple today. The key here is the persuasive process.

Also - you only have 20 minutes to do this assignment. Set an alarm, and at the end of 20 minutes, set it aside. Don't read it. You are finished for today.

Cheers!

Sean

Ok, folks, that's all for now.

So far we've:

identified the "formula" for a \$100k business

identified the working parts of that business:

people

products

persuasive writing

answered the questions about yourself and your business so you can begin to see the bigger picture of your business in your life

written your initial 10 x 10 matrix as an outline to guide your writing and product creation

done the first writing lesson

Planned for next lesson: more writing, start creating your product, and introduction to traffic . . .

By the way, this has been one of the 5 most intense lessons.

Many will be much shorter than this, some may take more time, but won't be as strenuous.

But . . . most of you are beginning over a weekend, so I wanted to make sure you got a good foundation and didn't have a piddly lesson that leads to thumb twiddling!

So . . . don't be overwhelmed, just dig in, do the work . . . and then rest up for the next lesson!

I look forward to working with you to achieve your dreams!!!

Sean

P.S. I could have made this into 3 lessons.

But the reason I haven't is I really want you to start getting a feel for working on multiple items in conjunction (I call them tracks) each day or lesson.

So don't get overwhelmed, dig in, do each step in the lesson, and as the lessons progress, it will feel like less and less work each lesson - and eventually you'll be doing several tracks per day in your own business!

Sean