Chapter 5 Excerpt of The Millionaire Messenger by Brendon Burchard.
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THE
MILLIONAIRE
MESSENGER

Make a Difference and a Fortune
Sharing Your Advice

Excerpt, Chapter 5

Brendon Burchard
“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.”


"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)."

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:

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 you 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 Five:  
10 Steps to an Expert Empire

Now that you know you can gain “expert” status by getting results in that area, researching your topic, and being a good role model, let’s get tactical. How do you get your message out there, and what do experts and gurus actually do to build their empires? It is shockingly simple.

It turns out that almost every entrepreneurial expert and Millionaire Messenger, those who have truly reached millions of people and made millions of dollars, follows the same game plan. This chapter lays out that plan in 10 steps and will serve as your to-do list and launching pad.

Step 1: Claim and Master Your Topic

As straightforward as this first step sounds, I certainly wish I had a dollar every time someone said to me, “Brendon, what topic should I be an expert in?”

This question is quite revealing about our community and the people in it. As an industry, it shows that people generally (and accurately) believe they can learn and gain expertise quickly. Tell me what to be an expert in, they seem to say, and I will go make it happen. This mentality is especially prevalent in the United States, where higher education has taught and empowered us essentially to choose our careers.

As for the people asking the question, it shows that they are true creatives, meaning that they dabble in multiple topics and passions. Most experts I know are actually experts in multiple topics, because their minds and their hearts are intrigued by so many things in this world. Curiosity does not kill the creative; it makes them feel alive. You, too, probably have multiple areas in which you could become an expert. Personally, I have become an expert in not only excelling in the expert industry but also in leadership, motivation, high performance, conflict resolution, mediation, promotional partnerships, corporate sponsorships, nonprofit fund-raising, professional speaking, organizational development, and online marketing. I have million-dollar-plus brands in many of these spaces. While to some this seems out of reach or exhausting, to the creative it is the way of the world—our curiosity, love for learning and continuing education, and desire to master our world has helped us gain great expertise in multiple topics.

But you will discover later in this book that trying to be an everything-under-the-sun expert right from the start is and always will be a bad strategy. If you are going to build a real empire, you need to pick one topic, learn it, master it, share it, become known for it, and make real money teaching it. Then you have a real foundation on which to build, and only then should you start positioning yourself as an expert on other topics. Yes, you heard me—choose one topic to be known for, develop a real business on that one topic, and broaden the topic later on. I can share from personal experience and working with thousands of students and dozens of the most committed and financially successful experts in the world that this is the right strategy for beginners: one topic for now.

So what topic are you going to hang your hat on as an expert? As you will recall, you are or can quickly become an expert on any given topic by getting results, doing your research, and serving as a role model. So what will it be? What is your topic?

I know these are painful questions, because they bring to bear the one word that all real creatives hate to hear: focus! If you are having a difficult time choosing your topic, let me assist you. If you already know your topic, this will serve as an important decision filter for you.
Choosing a topic to teach others about is akin to choosing a passion in life—sometimes it chooses you more than you choose it. That is why I want to give you a few categories to consider in developing and deciding on your topic.

First, choose to teach others a topic that you already find fascinating and already love to learn about. If you find yourself always buying and reading leadership books, then there is a hint: leadership may be your topic. If you are always asking mothers what they’ve learned about good parenting, there’s another hint. If you have scores of audio books on sales and marketing on your bookshelves, you already love sales and marketing, so why not decide to go help others learn what you have learned?

Second, choose a topic based on something you already love to do. If you look at your past five years and notice that you just love to buy and sell foreclosed houses, then you are already “doing” your topic. What is it that you love to do? What are your passions right now? Those are great starting points for the process of choosing a topic. Perhaps, like Lorie Marrero, you love to organize your and your friends’ homes—so you can become a home-organizing expert. Or like Roger Love, you might love to sing and help others sing, so you can become a voice coach.

Third, think about what you have always wanted to learn. In every field, every expert began as a student. The best medical doctors in the world, for example, were not expert doctors to begin with. They were students first, then practitioners, and then experts. The nice part about the advice and how-to industry is that you can become an expert on any given topic, which means you can choose to reinvent yourself anytime you like. You define the terms of your career, and you choose the work and the topic of your work. I find that incredibly empowering. So what would you love to learn about and then go out and teach others once you have gotten results, researched it, or become a role model?

Fourth, consider what you have been through in life. Have you had a turning point, a triumph, or a tragedy that makes you say, “Wow, I struggled through something important, and now I want to teach others so that I can minimize their struggles.” Have you had life or work experiences that gave you a unique story, skill set, or perspective that you would like to share? Sometimes the easiest way to discover signposts for what we should do now or in the future is to look under the milestones of our past. I decided to make my car accident and the resulting life transformation the foundational inspiration for my work and for my interest and expertise in human potential.

Finally, choose a topic that you are willing to speak about and live and breathe for at least the next five years. I cannot stress the importance of this enough. A woman once stood up at one of my seminars, crying, and said she hated the hole she’d dug for herself in her expert career. She shared that some “marketing guru” had told her that since a family member of hers had committed suicide, it was her calling to help others learn about and prevent suicide. So this poor woman traveled the country speaking about suicide to youth audiences for years, all the while having to retell and relive the story of her little sister’s suicide. By the end of a few years, she was a recognized expert but now hated the topic she had chosen, even though it made a difference in people’s lives. The moral of the story is to choose your topic wisely. You’ll be researching your topic, reading books, interviewing other experts, writing articles and blog posts, shooting videos, and sharing your message for years. So decide on a topic you absolutely love.

**Expert Signposts:**

1. The topics I have always studied and been fascinated with in my life are…

1. The things I love to do in my life are…

2. Something I have always wanted to go out and learn more about is…
3. Things I have been through in my life that might inspire people or instruct them on how to live a good life or grow a good business include the time I went through…

4. Based on these ideas, the topics I would love to gain expertise in and make a career helping others with include…

5. The topic I would want to start with first and build a real career and business around is…

**Step 2: Pick Your Audience**

Many marketers in our community will read my first step and say I have gotten it all wrong. They will say, “Pick your niche audience first, not your topic. Find a buying base of customers and find out what they want—not what you want to give or teach them—and then serve them with what they want.” I agree with this to a degree. But I have learned that this is often a chicken-or-the-egg dilemma for most up-and-coming experts. There is not a “right” way, so whether you start with step 1 (pick your topic) or step 2 (pick your audience) is not terribly relevant.

What is relevant here is that you ultimately decide *whom you want to serve most* in your new career. Do you want to help youth, parents, women, men, retirees, businesses, nonprofits, entrepreneurs—who, exactly, is your target audience? Once you have a demographic in mind, go another level deeper and consider your ideal audience’s age, including what they have been through in life, what personality types they embody, and what they do for a living. The best practice is to narrow your audience to a recognizable type of person.

With that said, let me speak to the likely question, “Brendon, I just have an important message, man, and it can help everyone in the world. Do I really have to define and box in my audience?” To this I often reply, “Yes, you do. It is admirable that your message can help so many people, and I believe it can help most people, but the challenge is that you do not have the time and the resources to market to the entire world, even if the entire world needs your stuff. You have to target an audience, not only because it is likely that only a narrow audience of people really needs and will buy your message but also because you need to create effective and realistic promotions. You can’t advertise or market to the entire world, so pick a group and type of person to start with.

Choosing an audience is akin to choosing your topic in that you want to find people similar to you. Who is passionate about the same topics you are? Who wants to learn the same things you do? Who has been through similar life struggles to yours? Here are more questions to consider.

**Expert Signposts:**

1. The audience that would most likely benefit from training on a topic like mine is…

2. The audience that would most likely pay for training on a topic like mine is…

3. The audience of people who seem underserved on my topic includes…

4. People who need education on my topic often belong to organizations like…

**Step 3: Discover Your Audience’s Problems**
All experts are students and servants first, so it is necessary for you to study your audience, discover their needs, and serve them with advice and how-to information that can solve their problems and improve their lives.

At Experts Academy, I share dozens of ways to get to know your audience’s needs and buying behaviors, but I want to share with you here what I call my “Customer Insight Formula.” The formula consists of four simple questions I like to begin with when meeting or surveying my ideal audience so that I can better understand and serve them. Here are questions you can ask your audience in order to learn more about what they need from you:

1. What is it you are trying to accomplish this year?
2. What do you think it would take to double your business (or happiness) this year?
3. What frustrates you the most about your business or your life right now?
4. What have you already tried to do to improve your situation? What worked and what didn’t work?

Answers to these questions help me understand the ambitions, needs, frustrations, and learning preferences of my clients.

In general, the more you understand your audience and their most pressing problems and ambitions, the more you are able to create targeted problem-solving how-to information that they will buy and consume. The better you know what your audience needs, the more you can give them information that improves their lives.

Below are more questions to help you think through your audience’s lives and how you might serve them.

**Expert Signposts:**

1. My audience often dreams of achieving…
2. My audience is afraid of not knowing enough about…
3. My audience often searches and Googles phrases like…
4. My audience likes to follow these types of people and organizations in the media or through social media…
5. My audience hates having to do things like…
6. My audience often pays good money for…
7. If I could give my audience any information that would help them improve their lives, they would probably want strategies on how to…
8. The steps my audience often misses when trying to achieve their goals include…
9. Based on all these ideas, some how-to information that I could provide to my audience that would make them very happy would include strategies on how to…
Step 4: Define Your Story

I ask all my clients a very straightforward but powerful question, “What is a story of struggle from your past that could illustrate to your audience that you have struggled through something similar to what they are struggling through?” That story, even more than fancy degrees or a lifetime of success in your topic or industry, is often the central piece in conveying credibility.

Oddly, we tend to relate to one another’s struggles more than to our successes. Thus, we have to look for rapport points defined by a shared experience of challenges so that we can connect with our audiences. In other words, your audience wants to know that you’ve been through what they’ve been through.

This point often confounds up-and-coming experts from Western cultures. For example, in the United States, our culture has taught us to boast about all our accomplishments in order to gain credibility. We are supposed to list our degrees, certifications, achievements, memberships, and any accomplishment or affiliations that can make us “look good.” Because of this, many new experts will often start their promotions or biographies by bragging about how wonderfully talented and powerful they are. But let me ask you a question: Have you ever been on a date with someone who just bragged about how great they were? Did you relate to them? Did you want to engage them in dialogue? Probably not.

People often relate initially to those in the expert industry based on our story of struggle. After that—after they believe in who we are and what we have been through—they’re interested in what we know and what we have accomplished.

You see, every audience that hears about you and hears about your expert career wonders, “Who is this person? What have they been through, overcome, figured out, succeeded at? Based on all that, what can they teach me that will help me improve my life?”

Notice the ordering of that question, as I have found it to be very purposeful and powerful. Audiences want to know, in this order:

1. Who are you and what have you been through in life that I can relate to in my own life?
2. What have you overcome and how?
3. What did you figure out along the way?
4. What did you succeed at—what results did you get?
5. What are you going to teach me that I can apply now to make my life better?

Because these are the questions that every audience asks when hearing from any expert, you need to work out your responses to them. Then you need to address these questions in every communication you ever send to new prospects or audience members. The length of your responses is not as important as the need for your heart and sincerity to shine through everything you say and do.

Expert Signposts:

1. A story of struggle from my past that my audience might relate to is…
2. Something I have overcome in my life that others might find inspiring or feel a connection with is…
3. The main lessons I have learned from my journey include…
4. Accomplishments and affiliations I have in my life that help further my credibility include…

5. Lessons I can teach people that will help them in my topic area and their life situation include…

**Step 5: Create a Solution**

Now that you have begun thinking through your topic, audience, and personal credibility story, it’s time to create a product or program—a solution—that your audience can follow (and buy) to get where they want to go.

*This is where most people fail in our industry.* Everyone wants to make a difference and make an income as an advice guru and expert, but few will ever *do the work* of sitting down and creating the how-to program or system to sell to their audience. They never write the book, craft the speech, create the seminar, set up a coaching program, or shoot the videos for their online training course.

In part, many people never create their how-to programs because they simply don’t know where to begin, or they get overwhelmed by the bad advice in our industry (and there’s a lot of it).

I will make it easy for you, though. To begin, you simply have to choose *how you would like your customer to receive your information.* There are only five main ways, or modalities, by which people can learn from you. Knowing these modalities will help you think through how you would like to deliver your information to your audience.

The first way that people can consume your information is through *reading it.* This means you can create written how-to solutions like books, eBooks, workbooks, articles, newsletters, blog postings, instructor guides, and transcripts.

Second, your audience might want to *hear* your information, which can lead you to creating audio CDs, MP3s, conference call series, or one-on-one calls.

Third, people may want to watch your information on their television, computer, or mobile device. That means you might create DVD home-study programs, online videos and webinars, and mobile video apps.

Fourth, your fans and consumers might want to *experience* you and your information in person, which would lead you to create live events like seminars, workshops, retreats, adventures, and expos.

Finally, a segment of your audience will always want to *master* your information and get a greater degree of access and training from you. To serve them, you might create exclusive mastermind programs, coaching services, and mentorship programs.

So those are the ways people might consume your information—they will want to read it, hear it, watch it, experience it, or master it over a longer term. Many will want all these things, so it is your job to decide which modality you would like to teach in and which modality or modalities you would like to bundle to create your solution. In general, it is also helpful to know that the further we move in this modality continuum, from reading it to mastering it, the more value people associate with the modality, and the more you can charge. For example, people see a live three-day seminar as more valuable than a book, and they are thus willing to pay more for it.

The bottom line, though, is that in order to serve your clients and make money in this industry, you must create a program for sale. Thousands of people will want to buy your brains and your advice. Since there’s only one of you, creating a solution that they can access and buy is critical to your success and to perpetuating your message.
So what kind of solution would you like to create first for your audience? A book? An audio program? A video-based training program? A live training event? A coaching program? There is no right or wrong answer, but it is absolutely critical that you choose one and create something to sell to people if you are going to serve them.

If any of this seems overwhelming to you, don’t worry. In the next chapter, I will show you a simple million-dollar plan that mixes these modalities effectively and does not require you to sell tens of thousands of products in order to earn a substantial income.

The next step in creating your solution, of course, is creating the content to go into your products and programs. This is one of our most popular topics at Experts Academy—the how of creating great how-to information and training. The basics of my approach are to figure out what your audience needs to know in order to move from point A to point B in their lives. What process or step-by-step approach would they have to take to achieve their goals? Start thinking through that and you will discover a lot of your actual content and how to organize it. From there, you drill down into each step and share examples, common obstacles, success secrets, and so on. You essentially create a how-to solution that they can follow to success. That is the expert content creation process at a high level.

**Expert Signposts:**

1. When my audience learns my information, they will probably want to learn it through these modalities the most… [choices: reading, hearing, watching, experiencing, mastering]

2. The modality I would like to teach in the most involves my… [choices: writing it, speaking it for audio, presenting it on video, training at a live event, or coaching over a period of time]

3. Based on these ideas, I think the first how-to product or program I will create for my audience will be something like…

4. To achieve results, my customers will need how-to information that helps them move from point A, just beginning, to point B, arriving at their destination. The steps they would have to take on that journey are…

5. As my customers take these steps, they will have to keep in mind…

6. Common mistakes people make as they take these steps include…

7. An outline for my new how-to solution for my customers could look like this… [Yes, create your outline for your new product or program now!]

**Step 6: Put up a Website**

Now that you have a message, audience, story, and solution, it’s time to get online and start cultivating a following and building a business that promotes your advice and how-to program.

Thanks to modern technology, for anyone with a computer, creating a decent website is no longer a barrier to entry. My job here is not to tell you that you need a website—you already know that. It is also not to tell you how to build a website. There are many free website building tools out there, as well as superlow-cost Web designers via Elance.com.
Instead, let me share three things your website must do to begin building your expert empire.

First, your website must add value. This should be a no-brainer in today’s society, but it isn’t. The point of having an expert website is to provide valuable information to those who need it. But if people visit your website and see nothing there but random musings about life, your Twitter posts about walking the dog, or a full rundown of your services and prices, then you aren’t adding value and you will get nowhere fast.

What consumers expect from an expert and a website has changed significantly in the past five years. Today your site visitors want to see blog posts, articles, and videos that add value to their lives. They don’t want to see you brag about who you are, talk about how much you charge, or explain what you are doing with your life. They want content and training, and it is your job to give it to them, for free, on your website in order to build rapport with them and provide value to them. This is the first rule of all business: Add value.

Second, your website must capture leads. If your website is adding value to people, then the word will begin to spread, and soon you will have traffic to your website. At that point, one thing must happen: You must capture the names and e-mail addresses of your visitors. You do this by offering free training or resources in exchange for their name and e-mail address. You have seen this at work before: Sign up for our newsletter and you will instantly receive…

Capturing leads is a critical best practice because the size of your newsletter list in our industry is almost always directly proportionate to your income and influence. Obviously, once you have a customer’s contact information, you can continue to send them free value, deepen your relationship, and, yes, offer them your products and programs for purchase. The more fans, followers, and subscribers you have, the more money you make, leading to our next point.

Third, your website must make money! Another no-brainer, but I am personally shocked at how few experts have a website that effectively features and sells their how-to programs. On your homepage, you should feature your latest products for sale, and when a consumer clicks on the link to learn more, you should have an effective marketing strategy that leads them to buy the product. Basic, right? But how well is your website doing right now in terms of making real money and having an impact on your sales?

Most people say their website is terrible at doing these three things. That is why I created the “Homepage ATM” wireframe for experts to show their Web designers. In one of the free videos that you will receive when you opt in at ExpertsAcademy.com, you and your Web designer will learn how to create an effective website that makes you money while you sleep. The basic idea is to follow the strategies in the next step.

Expert Signposts:

1. If I were to design my ideal website, the value and information I would want to provide to my visitors would be things like…

2. The main thing people would like to learn upon visiting my site is…

3. The free gift I could offer my customers in exchange for their contact information is…

4. The products and programs I want my clients to know about and buy will be…

Step 7: Campaign Your Products and Programs
Once your website is up and the world can now get value from you and buy your products, it’s time to draw people in with free value and then, ultimately, to offer something for sale.

I like to use the word “campaign” in this step rather than “promote,” because a value-added campaign is fundamentally different from the latter. A promotion is a singular marketing piece or a series of touch points with a customer. It is a promotional postcard or brochure or e-mail that essentially says, “Hey, buy my stuff!” If that doesn’t work, it is sent again and again until a customer goes insane.

A value-added campaign, however, is different and the absolute best practice in our industry. To define terms, a campaign is a strategic sequence of promotions that lead to a desired consumer behavior. In a typical value-adding campaign in the expert industry, we send out a strategic series of communications to customers that actually serves them with great content. We give these free content pieces, and in the last communication in the series, we effectively say, “Hey, if you like the free training I have just sent you, then you will love my new program called [insert your product name here].”

This method of marketing is time-tested in our industry. By delivering real value to customers in advance of asking for a sale, we create the kind of trust, value, and reciprocity that helps consumers feel comfortable in ultimately buying our products and programs.

As an example, in my last major online marketing effort, which generated over $2,000,000 in just 10 days, I sent out three valuable training videos, and then in the fourth video I said, “If you liked that, here are details on my new program that will help you…” Visit my website, subscribe to my list, and you will see how I do all this. It is simpler than most people expect.

Although all this might sound very technical, and it is often overwhelming to newcomers to the industry, take heart; marketing is really that easy these days. Send out good information that improves people’s lives, and then say, “Hey, if you liked that, then you will love this.” That’s it in a nutshell. The critical success factor is to make sure your free information is truly valuable and actionable. I don’t need to tell you that if your free content is crummy, customers will not want to buy your priced products.

Of course, as part of your campaign, you have to effectively communicate why your customers should believe in you and buy from you. You have to cover all the marketing basics of creating rapport, effectively describing your customer’s pain points and how your solution overcomes them, sharing your credibility, telling your customer the benefits of your solution, showing testimonials of people who have succeeded by following your advice, and giving a good price and a guarantee. I found that most people are terrible at doing these things, and that is why I structured my seminar the way I did. No program in the world goes into more detail about marketing how-to information than Experts Academy. I can’t give you a full course on marketing basics in the limited text of this book. But to help you begin, I have focused this step’s Expert Signposts on how you can think through developing a campaign and how you can explain the value of your information and programs.

One more point on campaigning: You never stop campaigning. As a messenger on a mission, you know that your goal is to get your message out there as far and as wide as possible. If that is true, you should set up campaigns that automatically and always run from your website(s). You should be doing everything you can on a strategic, diligent, and consistent basis to get your message out there.

Expert Signposts:

1. To add value to people before I sell to them, I can send them a few free content pieces like…

2. The first product I want to market to my customers is…
3. The reason people should buy this product is because it helps them…

4. This product ultimately gives customers the following benefits in their life…

5. The reason this product is different from others out there is…

6. The reasons I know this product gets results for people is that it…

7. The reason the price point of this product is fantastic is…

8. To pay the price point of this product, people must believe that…

9. The reason people need to buy this program now is…

Step 8: Post FREE Content

In our new hyperconnected world, two things bring traffic and attention to your work: search and social media. And the one and only thing that is guaranteed to generate the interest of both the search engines and the masses is content posted online.

You should be putting online free, high-quality blog postings, articles, podcasts, and, most importantly training videos. By loading these postings with keyword phrases related to your brand, topic, and market, the search engines will start to notice them and rank your sites and content higher on their result pages. As an example, if you post fifteen videos on your topic on YouTube, and you drive traffic to the YouTube pages the videos are posted on, then you’ll see those videos start to move up on Google results pages.

Here’s a real-world example. Before this book was released, if you typed “Millionaire Messenger” into Google and hit search, no results were generated that had anything to do with the book. Because I didn’t have any content out there tagged with “millionaire messenger,” Google wasn’t able to find any results. So, I shot a twelve-minute video about my book, teaching concepts from this chapter, and posted it on YouTube. Then I posted the link to the Youtube video on my Twitter and Facebook pages, and I also e-mailed the link to my subscribers. Just twenty-four hours later, when anyone Googled the phrase “Millionaire Messenger,” my video was right on top of the results.

If you’re like most up-and-coming experts, this idea of posting free content online is a little scary. Almost everyone I know is frightened that they’re “giving too much advanced stuff away” or that they’ll “run out of stuff to teach.” Both these concerns simply display a lack of perspective and a misunderstanding about how commerce and creativity really work.

In general, you should give your best advice and ideas away for free. Yes, for free. I’m not saying to give all your content away for free, but rather to give your best ideas away for free. I often tell people to “lead with your best work” because you often don’t get another chance to prove your value. People seem to understand this in other industries, but not our own. For example, few highly paid professionals in the corporate market would get a project assigned to them and say, “Well, I’ll just give my average effort to this project, and then next year I’ll give them the best I’ve got.” If they did that, they’d find themselves unemployed fairly quickly.

In your efforts, you should be putting out your best and highest-quality content as a “front-end attractor.” Simply put, if the stuff people get from you is free and incredible, then they’ll be more likely and willing to buy your other products. They think, “Gosh, if this is the caliber of stuff this person gives away for free, then the stuff they’re selling must be exceptional!”
To address concerns you may have about “running out” of content to teach, take heart. As an expert, you’re always learning more about your topic and you’re always getting feedback from your customers. Your ideas, perspective, and wisdom will grow with time.

To get started, you should consider posting short articles on your blog (use Wordpress), and content videos on YouTube and Facebook. That will help you get your message out there and start attracting attention. Your content can be any advice or how-to strategies you have on your topic. A friend of mine, Mike Koenigs, often tells his clients to post ten videos on YouTube, each one addressing one question from the ten most frequently asked questions they receive from customers.

The takeaway is that the more great content you post online, whether articles or videos, the more the search engines find you. And you also give your followers great information that they can now help you share through their own social media channels. More content out there, more traffic, more money and exposure for you.

**Expert Signposts:**

1. Ten short articles I could write and post on my blog include topics such as…
2. Ten short videos I could create and post to YouTube could cover topics such as…
3. The “biggest idea” I have for my customers that I should now share for free via video or articles online is…
4. The keywords I want to emphasize in my article and video posts so that they are optimized to get good search engine results include key phrases such as…
5. When I put all this free content online, my goal is for the customer to read, hear, or watch it and then take this next action…

**Step 9: Get Promotional Partners**

You can get your message out there only so far by yourself. That’s why it is important to start looking for other experts in the community who have audiences that may be interested in your topics and trainings. If you can get those experts to promote your message to their base of fans, followers, and subscribers, then you immediately amplify your message as well as your income.

I am always surprised at how few people do this purposefully and strategically. I have met thousands of people with important messages, stories, and how-to information who never once considered the idea of getting a peer or leader in their industry to promote them. I guess everyone is still just hoping Oprah taps them with her magic wand someday.

For me, I am always attending conferences, networking, researching, and seeking new partners who can help me reach more people with my message. I constantly cold-call and cold-email “gurus” in various industries and offer to interview them for my audience, help them with their online marketing, or ask how I can be of service. I live by this credo: Give and you shall receive. I believe that if I add value for other people in my industry, then they will reciprocate somehow and someday.

Nothing serves your message more than getting others to promote your message farther and wider than you ever could on your own. So start looking for promotional partners. For the most part, if you are willing to add value and promote the messages of others, many will be willing to do the same for you.
Doing this begins with basic online research. Who are the other experts in your topic area? One quick way to discover this is to Google specific keywords related to your topic. Another clever way is to go to a speakers’ bureau website. Just Google “speaker bureau” and see who else is speaking on your topic. The best way to learn of and meet others is to attend conferences in the expert industry—writing conferences, speaker seminars, and so on. Once you have an understanding of who else is teaching your topic, it’s time to dig in and understand what they offer to their audiences, how large their audiences are, what products they sell, what their values and priorities are, and so on. Most of this is readily apparent on their websites. From there, what’s needed is for you to reach out to them. I will cover all this in more detail later in the book.

Your goal in working with promotional partners is always to have an opportunity to share your information with their audiences. You want them to interview you on a teleseminar or conduct a webinar with you, promote an online report or video you have posted, or direct their people to your blog posting. You want them to give you exposure. The second end goal you want is to turn that exposure into income by offering that audience something for sale. This is called affiliate marketing, which we will get into later in the book.

As a final note, there is a reason this step follows the others in our 10 steps. Do not go out there and try to get people to promote your message unless you have successfully done the previous eight steps. It is madness to ask someone to promote you if you don’t know your topic, audience, and story or if you don’t yet have a product, website, or campaign sequence created and tested. Frankly, until you have done those things, you wouldn’t want someone to promote you even if they offered. I actually have several clients who have been on Oprah and who are, quite literally, broke. They got their fifteen minutes of fame with the best promotional partner in history, but they didn’t have the back-end infrastructure up and running to monetize the attention. This happens all the time. Consider yourself warned, and don’t let it happen to you. Build something real first; then ask others to help build it bigger. We’ll cover more on partnering in coming chapters. For now, just realize it is critical to start searching for promotional partners, so be sure to complete the signposts below.

**Expert Signposts:**

1. Other experts training on my topic include…[I strongly suggest making a spreadsheet with all this information]
2. The audience size they have on Twitter and Facebook is…
3. The products they offer for sale on their website include…
4. The price points they most often offer to their audience are…
5. The values this person seems to live by are…
6. The common phrases this person uses are…
7. This person’s priorities seem to include…
8. The information I have that their audience would likely value is…

**Step 10: Repeat and Build the Business Based on Distinction, Excellence, and Service**
None of these steps is a one-time affair. You will always be deepening your understanding of your topic and audience, creating new products, updating your websites, building campaigns, and getting new promotional partners. That is the work of being a Millionaire Messenger.

Throughout it all, I’d like you to keep in mind three values that have served me tremendously in our industry and helped me share my message with millions.

**Value #1: Distinction**

The first value is *distinction*, being unique. If you are always mindful about being your unique self and delivering unique value and content to your customers, you will meet the kind of success others dream of. Life, and our industry, does not reward cookie cutters or copycats. The better you get at being yourself and displaying your uniqueness to your fans and followers, the more influential you will become.

At a content level, I believe distinction to be my greatest asset. It is probably because my dad’s advice on any topic almost always included “Just be yourself.” I have taken this advice to the nth degree in business and become very strategic and purposeful about this. Because I have done my homework on all my peers and all the information and programs available to my customers, I know exactly how I am different and how my content is different. This allows me to be very persuasive in all my marketing—“Hey, guys, choose my program because it is more this and less of that and specifically it will help you x.” I share this with you because I believe it is absolutely critical to your long-term success to keep an eye on the industry and best practices continually so that you know how your content and information measure up to the rest of the offerings in the marketplace.

**Value #2: Excellence**

The second value I encourage you to make part of your expert empire is *excellence*. Standing out in any role, career, or industry is simple if you are driven by excellence more than your counterparts are. To me, excellence is about giving your greatest effort and caring enough about your career and customers to make sure the value you bring is equal to or better than anything else out there. It is about striving to be a master and leader in what you do.

I often coach my clients to consider that excellence in our industry is 360 degrees—we have to require excellence of ourselves, our staff, and even our customers.

In our own work, we must continually push ourselves to improve. It’s easy not to do this, because as messengers we often find ourselves surrounded by committed fans and followers. So it is easy to start resting, to stop pushing our limits, and to stop delivering everything we do with greater and greater levels of excellence. But the masters in this community are always pushing themselves to be better writers, speakers, facilitators, coaches, marketers, businesspeople, leaders, and servants. They are driven by a hunger to grow and contribute and be the best at what they do. And they know this benefits their brand and business. As my friend Paula Abdul said when she dropped in and surprised my audience at Experts Academy, “There’s no traffic beyond the extra mile.”

With our staff and contractors, we have to be the ambassadors of excellence. We have to lead them in such a way that they develop an obsessive focus on being the best at what they do. This might sound obvious, but most experts and entrepreneurs do not consider their work a real business, so they miss this critical aspect of being a successful business.

We also have to challenge our customers to be their best in everything we teach them to do. The sad truth is that most people do not have someone in their lives to push them to grow as a person and become better at what they do. So be that person for your customers. Challenge them to be their best selves and act with excellence. It is amazing what happens when you do that. Suddenly people start seeing you as their coach, and...
they are more likely to become fans and lifelong customers. They say to themselves, “Wow, this expert is pushing me to be my highest self, and she is showing me the path to growth and excellence. I’m a fan.” The more you set accountability and the standard of excellence for people, the more they become attached to your work and the value you are providing—because nobody else is doing that for them.

Value #3: Service

The foundation of what we do in the expert industry is serving others. I love that our business is based on helping others by providing valuable information that can improve their lives. This really is your job from now on.

I think of the value of service in two ways. First, it means approaching this work from a place of service in your heart and mind. The entrepreneurial experts who ascend to making millions of dollars and reaching millions of people, those who become Millionaire Messengers, get in this business and stay in this business for the right reasons. They care about helping others. They have a deep connection with those they serve. They genuinely want to help others solve their problems and reach their potential. They create great products and information not because doing so will make them millionaires but because it will help improve millions of lives.

Every Millionaire Messenger I’ve ever met is driven by empathy, compassion, and altruism. Their friends and family say they have a huge heart, and many in their community call them “do-gooders.” It’s as if they are so connected to the idea of helping others with what they know that if you took away their business of doing so, they would be completely lost. Messengers see their work as most others view volunteerism: as an opportunity to give from the heart. They are servant leaders.

This value of service doesn’t just mean doing things for the right reasons. It also means doing things right when it comes to customer service. Our industry needs to take better care of its customers and approach customer service even more seriously than Fortune 500 companies do. We need to deliver what is promised, have people available to respond to e-mails and calls within the same day, stand by our guarantees, and seek to deliver our customers consistently great value. These ideas apply to any business. But the nature of our work compels us to pay even more attention to customer service excellence. Your name is often your business in this industry—think “Tony Robbins.” If you don’t take care of your customers, word quickly spreads. Your name, your brand, and your entire business can be quickly destroyed if you don’t take good care of your customers. And for whatever reason, mistreated customers in our industry take to the Web to express their disenchantment more than in other sectors of the economy. “Guru bashing” is a common phrase, and that language alone lets you know that people do enjoy going after experts and gurus in any field. It’s just one more reason why you always have to take care of your customers.

Expert Signposts:

1. What makes me distinct in this industry is that I…

2. The reason I am committed to being excellent in everything I do is…

3. The reason I am doing this work in the first place is to…

The purpose of this chapter was to give you a big-picture overview of your new career. Follow these 10 steps repeatedly and you will begin building a great expert empire. In the next chapter, we’ll see where the rubber hits the road and where the money comes from in this industry. You’ll learn how entrepreneurial
experts often become Millionaire Messengers through five simple programs. Before moving on, be sure to do your “homework” and do all the Expert Signpost exercises.
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 *Anderson Cooper, 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.