

**Unbounded Wealth: 7 Steps to
Unlimited Income
By John Del Vecchio**

Introduction

It was a typical summer day. The sky was crystal blue. The color of blue that's...*blue*. You know, the blue that only a higher power could create...like nothing I had ever seen in a painting.

Those days don't come along very often. Deep inside of me, I knew it would be a special day.

Like most beautiful summer days, I sat out on my deck to read after lunch. For me, the deck is a very relaxing spot. Sitting out there is a form of meditation. I'm fortunate to be surrounded by trees and mountains. A sweet-smelling air blows in from the lake nearby. The flowers are in full bloom. The bees are buzzing, and the birds are chirping. It's always crisp outside.

It's simply perfect.

The day was August 5, 2020. I opened up my iPad to check my email. As I scanned my inbox, I noticed an email from Robert Johnson*.

Robert had sent me a wonderful email discussing his fondness for my Dad. He mentioned that my Dad had the best outlook of anyone he had ever encountered in his life. Robert told a story about how my Dad was the lawyer for the condo association where he lived for 34 years. Every six months, Robert would stop by Dad's office (next door to the condo where he lived) to drop off his bi-yearly retainer check (an upfront fee).

When he'd show up with the check, Dad would say, "let's go blow it on lunch." Then they'd head to the local Italian joint and eat a two-hour lunch filled with good food and even better stories. And a few Labatt-Blue beers. Dad would pick up the tab.

Robert was telling me this because Dad had passed away two months earlier. Due to COVID restrictions, I could not have a memorial service for my Dad. You could throw "social distancing" out the window. Hundreds of people would have shown up! Instead, I wrote a eulogy and posted a 20-minute video tribute on YouTube. The typical response to the tribute was a range of emotions in that 20 minutes. Laughter. Smiles. Wonderful memories. And tears were running down one's face.

Robert had those same emotions and felt compelled to write to me and offer his condolences.

My Dad wasn't just my Dad. He was my best friend. He had a certain charisma that you rarely encounter in people. He was a great storyteller. He'd sneak in a joke or two to make you laugh. He was very generous. Before dinner, he liked to "get his heart started" with a couple of cocktails. He was always the first one with his money on the bar to buy a round of drinks. Always \$50 bills.

In the warmer months, he buzzed around town in a 1964 Corvette Sting Ray convertible that he bought new back in '64. He smoked unfiltered Lucky Strikes.

In a nutshell, he was just...cool.

Of course, it was very touching to receive emails and letters from people telling me their own stories of my Dad and how he touched their lives.

After replying to Robert to thank him, I closed my iPad and sat there for a while...thinking.

Soon after, I had a thought that has changed my entire outlook on life for the better.

I thought...

What if you knew, well ahead of time, the date that you would die? Would you live your life any differently? What is important in life? Really important?

For me, the answers were simple. Health is important. If you're healthy, you're wealthy. Also, caring about the ones I love, making sure they're okay, and showing appreciation for them is essential to me.

The good news for my Dad is the answer is "no" he wouldn't have lived life any differently. Dad invented the three-day workweek. In 1963. He certainly wasn't going to have regrets about spending too much time at the office. I *lived* life. He got a lot out of his 85 years.

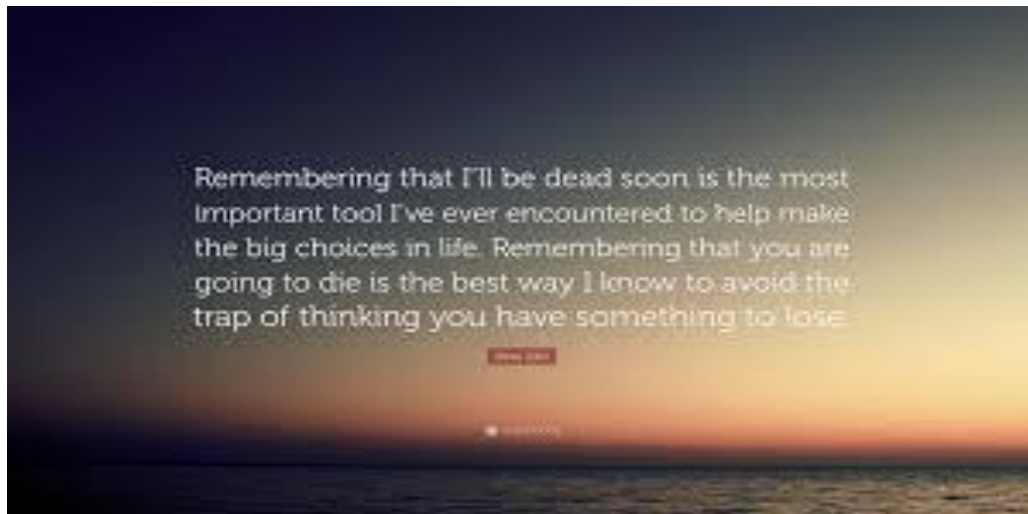
Many people, though, might do things differently. Looking at life from this lens, many people might not spend time on social media. They might care a bit less whether their favorite sports team wins or loses. They might travel more. They might buy less stuff they simply don't need. If you knew, ahead of time, when you were going to die, many things become very unimportant.

Ultimately, they just might live more.

And they may take more risks. Play life a little less safe.

This brings me to Steve Jobs, the co-founder of Apple (if you didn't know Steve Jobs was the co-founder of Apple, welcome back from 30 years living on the Moon).

Jobs had many personality traits that may not be admirable. But in 2003, he gave a speech at Stanford University where he said this:



“Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life.

Almost everything--all external expectations, all pride, all fear of embarrassment or failure--these things just fall away in the face of death, leaving only what is truly important.

Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart..."

That's some heavy stuff. But, at that moment, when I thought of my Dad and what Steve Jobs had said in his speech at Stanford, I knew it was time to start my new adventure.

My Dad gave me love. He gave me friendship. He gave me beautiful memories of our time together that are seared into my consciousness.

That is how I came to the idea to start my own publishing company. It's something I have wanted to do for a while now.

I already have everything I could ever want. What do I have to lose? If I didn't do this, I would someday regret it. Now, those regrets will never surface.

I have started several ventures in the past. Not all of them successful in the traditional sense. I have lost money. I have closed businesses down. It happens. Failure is when you quit.

I have also generated tens of millions of dollars in revenue and hit profit margins unheard of by some of the most well-known companies in the world.

You have a copy of my book *Unbounded Wealth*.

It is a blueprint to break free of "The Man" and live life on your terms.

The lessons I have learned along the way on the path to my complete independence are invaluable. These are lessons I can share with you.

This report offers expanded thinking from the book about how *you* are your greatest producing asset. Most businesses fail. Only a fraction makes it to year one let alone year five or year ten.

This report will jumpstart your journey to a life well-lived—a life where you have control. The seven steps outlined in this report will save you years of frustration, tens of thousands of dollars or more in losses, and vault you into the top 10% of business owners.

Of course, in the end, it's up to *you*. It's up to you to take action. Ultimately, you need to put these concepts to work so that they can work for you.

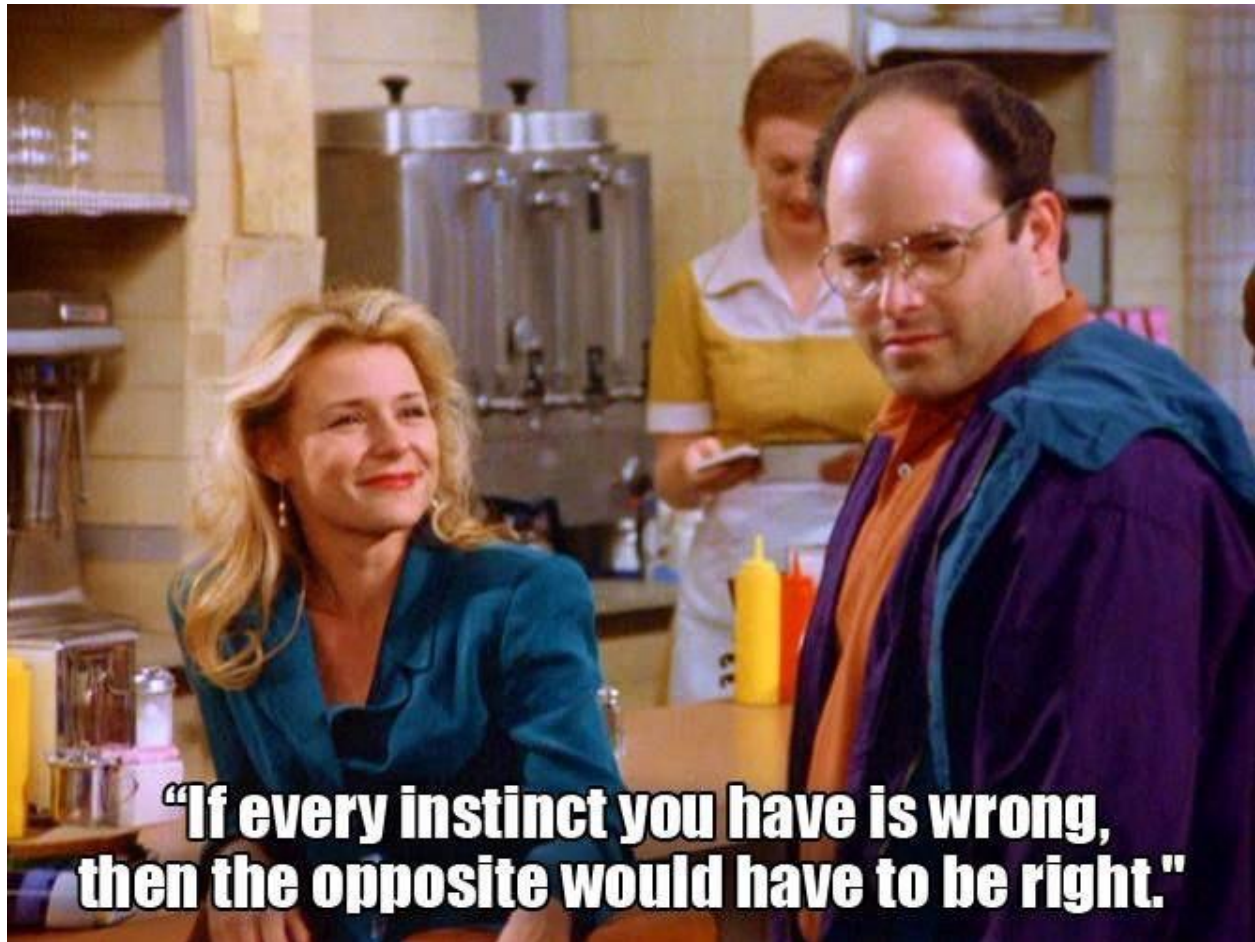
Lastly, these steps will serve you well whether you offer an information-based product or service or physical goods. You will have to make adjustments according to your markets. That said, putting these steps into action is applicable across a wide variety of business opportunities.

Let's get started!

Step 1: Follow the Wisdom of the Greatest Quote in Business...Ever

As you know from reading *Unbounded Wealth*, my philosophy in life boils down to The George Costanza Principle. To recap, George is a main character in the hit sitcom TV show *Seinfeld*.

George is always getting into a jam of some kind. That's what makes the show funny. In one episode, George decides to do the opposite of everything his best instincts tell him he should do.



Instead of ordering his usual lunch, he orders the opposite. He meets a beautiful woman at the restaurant. Instead of trying to impress her, he tells her he's unemployed and lives with his parents. He criticizes New York Yankees owner George Steinbrenner to his face.

The result?

He ends up dating the beautiful woman, and Steinbrenner hires him on the spot! George's prospects in life take a dramatic turn for the better!

What does any of this have to do with living life on your terms?

A lot.

You see, if you do what everyone else does, you get what everyone else gets, which is below average mediocrity. Follow the herd, and you are destined to be mediocre over the long-term. A few big successes skew the average higher. That means most people are below average. Well below average.

That leads me to conventional thinking. Adopt conventional thinking at your own risk. Conventional thinking says that you should follow your passion and start a business you are passionate about because you will have fun!

Hogwash.

The road to failure is paved with the bodies of companies where people were doing something they loved.

They might love it, but the customers certainly didn't. Maybe you like making meatballs. Perhaps you make the best meatballs in your town. Maybe your friends and relatives rave about your meatballs.

That doesn't mean it will be a successful business. It more likely than not will fail. Big time.

That's because business isn't about *you*. **It's about them.**

"Them" are your customers.

This leads me to what I believe is the important quote of all time in business. It comes from Zig Ziglar. Mr. Ziglar was a self-help guru and motivational speaker. The truth is, I never bought a single product from Mr. Ziglar. Not once. Yet, the following quote has shaped my business life and filled my pockets with cash.

Here's what Mr. Ziglar had to say:

**YOU CAN HAVE
EVERYTHING IN
LIFE YOU WANT,
IF YOU WILL JUST
HELP ENOUGH OTHER
PEOPLE GET WHAT
THEY WANT.**

ZIG ZIGLAR

Read that quote a few times. Let it soak in.

All I could think to myself when I first saw this quote was "WOW." It hits the nail on the head.

And, here's the thing. I run a publishing company. It's just me. I do the writing, but I also edit, do the accounting, I am the customer service department, empty the garbage, and clean the toilets. I do it all.

That doesn't mean I love doing these things.

Do you know what I do love?

I love helping people. I love making a difference in their lives. Every day I get emails from people thanking me for what I do. For helping them. There is nothing more fulfilling in the world than that.

I love it so much. As a result, I am successful. I do charge for my products and services. The truth is, if I gave it away, no one would use it. I like to say, "free advice is what you pay for it."

Also, I have some potent skills I developed. I'm worth it. My time and my knowledge have value. The customer must respect that value.

Every day my focus is on *servicing* people. How can I provide solutions to their fears and whatever keeps them up at night?

This report is about you. It's not about me. I already know this stuff. I have already put it to work. If I can just help a few people with this report, it will be worth it many times over.

It creates a win-win situation. And I reap huge rewards. Not just money. True fulfillment. I have never been happier in my entire life than as I write this report today because I know if you put it to use, it will help you. Greatly.

Ziglar says help "enough" people. "Enough" doesn't mean *everyone*. "Enough" is a bit subjective.

There's no need to be a mass-market producer of goods or services. That may work against you as there's more competition. That competition likely has more dollars to spend acquiring customers too. If that's the case, you're at a significant disadvantage.

The big markets tend to be:

- ✓ Saving and investing
- ✓ Love and relationships
- ✓ Health and wellness

This makes perfect sense. A lot of people either want to make more money or protect and grow what they already have. Plenty of people want to find a partner or strengthen an existing relationship. Virtually everyone wants to be at their healthiest.

Within these big three are niches, though. Take health, for example. There's a whole group of people that one eats vegetables. There's also a group that only eats meat. Both are big markets within the health sector.

Then there's a market with very dedicated participants—for example, golf. Anyone who plays golf would willingly fork over plenty of dough to cut down their strokes per round or hit the ball a wee bit farther.

The great thing about the Internet is that there are affinity groups for everything.

Pens? Plenty of dedicated people.

Fine menswear? The same.

Gardening? Lots of potential customers.

Dog lovers? Forget about it! Huge.

It boils down to...

What can you do to serve others? What knowledge do you have that can help them solve their problems?

Think about these two questions. Come up with answers. You'll be well on your way to success.

Step 2: The Secret Sauce

The secret sauce...

You need to have a secret sauce. I don't mean what McDonald's puts on the Big Mac or Colonel Sanders' KFC recipe.

Instead...there's something that makes *you* unique. That special something can be used to help other people. To bring goodness into their lives and to make their lives better.

When their life is better, yours will be too.

What is that special thing?

Sit and think about it for a while. Once you know what it is...bottle it! You must have some sort of secret sauce that sets you apart from other people. Consider this...

The average person is exposed to over 5,000 ads in a *single day*. That is information overload. Given that much exposure, we respond to just a few of those ads, if any at all.

Once someone does respond to your ad, they better figure out how you are different. Quickly. Otherwise, they are onto the next offer.

Your secret sauce could be a process or method for your customer to get the desired result.

But it needs to be yours. There's nothing new under the Sun. But you'll likely be able to add a twist or two to make it your own.

When you develop this method, give it a name. Take ownership of it.

This is very important. If you aren't doing anything unique, you will most likely fall victim to a massive business problem.

That problem is a lack of control.

Most businesses these days are a race to zero. The prices keep dropping as competitors sell commodity products. In the finance space, for example, brokerages have been cutting commissions for decades. Now you can buy stocks for literally \$0. The brokerages are willing to lose money on the trading to get you in the door as a customer. They hope they can profit by selling you some other service that offsets the cost of acquiring you as a customer.

If you have nothing different to offer, you cannot control the pricing in your market. You are held hostage by the market.

Instead, *you* want to dictate terms.

That is done with your secret sauce.

I have a few secret sauces. I created The Forensic Accounting Stock Tracker™, also known as FAST. This is a piece of software to analyze stocks. It uses formulas I created over ten years of work and in analyzing thousands of companies. While the data that goes into the software can be found anywhere and all public information, how I manipulate the data to provide results is my invention.

I also developed a unique stock valuation metric. It's called the Price / Earning Quality Ratio. You may have heard of the Price / Earnings Ratio or Price / Sales Ratio if you've ever analyzed stocks. Those are pretty common.

The Price / Earnings Quality Ratio is unique. I invented it. No one else has this.

Even in the book, *Unbounded Wealth* has a secret sauce investing system. I called that system the Sonic Jubulator.

The name helps differentiate it from whatever else is out there in the marketplace.

The name doesn't mean anything. It's just a fancy name. People are drawn to fancy names. As I point out in the book, if you are in a restaurant and see "beef tenderloin," it might be \$35, while "filet mignon" is \$42 at another restaurant. Not much difference. Except for the name.

What's in a name?

It turns out *a lot* is in a name!

Since your secret sauce is not generic, someone cannot just Google it to find out what you're doing. No...they need to buy from *you* to get access to your secret method that helps make their lives better.

If you take any health supplements, look on the back of the bottle. Often, there will be a "proprietary" blend of some sort. The actual ingredients are probably quite basic. Possibly just a mixture of common vitamins. After all, it can't be too exotic if it's going to be sold over the counter. But that proprietary blend is a secret sauce. It's a differentiation. It sets the supplement apart. The folks running the business can likely get a higher price for selling the product too.

Once you have a secret sauce, you need to be the boss. That leads to step #3.

Step #3: Authority

Whatever it is you do; you need to *own* it and be the best.

I can say that I am in the top 1/10th of one percent of people in the world that can read financial statements and understand where the risks to a business exist.

For example, in the stock market, that does not mean I will always pick a winner or have 100% certainty in spotting a loser, far from it. Many things drive a stock up or down besides the strength of its balance sheet or cash flow statement.

It does mean that I am in the top 1/10th of one percent of people in the world who can read financial statements and understand where the risks to a business exist.

I can identify those risks. I can show someone where they might be able to improve their cash flow. I can help position the business to generate higher returns. I can spot potential fraud.

Those are skills people will pay for.

I have authority in my space. In some instances, I am *the* authority. I have been featured in the *Wall Street Journal*, *Investor's Business Daily*, *Forbes*, and other

periodicals. I have been on CNBC and Fox Business, among other TV channels. All of that helps build authority.

Now, you might be thinking, "I don't have authority. I'm just starting! What do I do?"

Good question.

Have no fear.

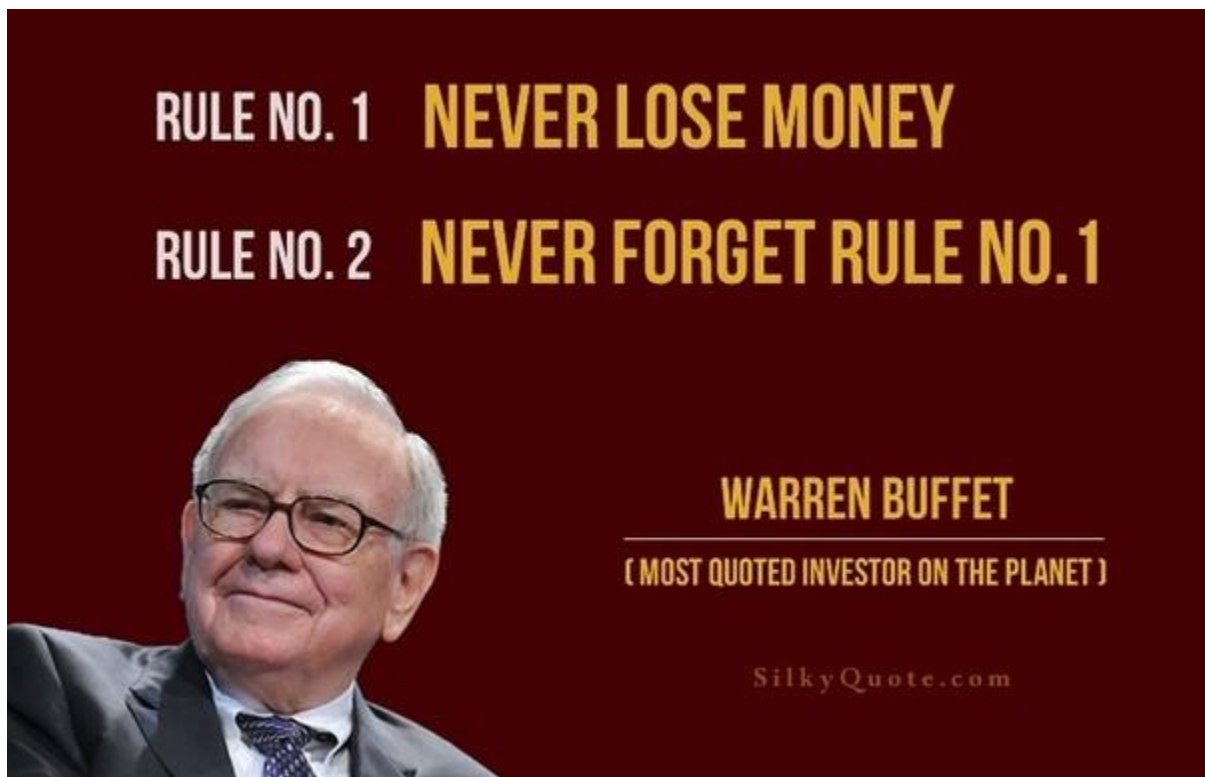
You should *borrow* that authority.

Find someone known as an authority in your space and use them to confirm your thoughts, beliefs, and strategies.

For example, if your product or service is personal finance and investing, then Warren Buffett would be a known authority in the space. He's regarded as the most successful investor ever. That's an excellent place to start. Right at the top!

Let's say your product or service is built around *not* losing money. Then it would be even better to use Buffett.

Buffett has a widely distributed quote. It says, "Rule Number One: Never Lose Money. Rule Number Two: Never Forget Rule Number One"



Use that quote and attribute it to him. It backs up what you're trying to promote in the marketplace.

Be careful, though. Do not suggest that Buffett is endorsing you. That would be a big no-no. Don't mislead people in your business. Ever. That said, there's nothing wrong with finding a known authority in your field that supports a similar line of thinking to what your product or service is all about and using it as a way to link the two.

If you're in the self-help space, maybe you'd look to Tony Robbins. If you are into food and wine, possibly Gordon Ramsey is right up your alley.

The point is, there's plenty of ways to provide authority to what you're all about that strengthens your product or service in the marketplace.

People respond to authority figures. It's called obedience. The research here can get a bit scary and even morbid. I'll provide just one example, but you can search the Internet for "people respond the authority" and read many studies on the topic.

In the 1970's a professor at Stanford University set up a mock prison in the basement of the building. He served as the prison warden. Some students were guards while others were prisoners.

The experiment was to test theories of obedience and was designed to last two weeks. Instead, the program had to be shut down in just six days. It turns out some people took their roles very seriously. To obtain obedience, the authority figures (guards) resort to some extreme measures of abuse.

People are easily influenced by the roles that they are cast in. Remember, these are intelligent kids attending Stanford.

You don't want to abuse anyone. As I have also stated, you don't want to mislead anyone either. You do, however, want to persuade them. You want to persuade them that your solution will solve whatever problems they are facing. If you are seen as an authority figure, it will be easier to convince them rather than simply on the same level as those you wish to buy your products or services.

Once you have a product or service that solves a problem, a unique method to solve that problem, and are the authority of that method, you need to make your prospect an offer.

That leads to step #4.

Step #4: Make Them an Offer They Can't Refuse

Make them an offer they can't refuse. It's one of the great lines in all of cinematic history. If you've seen the Godfather, then you know the scene well. Marlon Brando played Don Vito Corleone brilliantly. He was so cool, calm, and collected even when trying to make a point to someone who was pissing him off.



There's a beautiful lesson here for anyone in business.

The offer you make to someone is very important. It's critical to your success.

There's a lot of other things that could be wrong about marketing your product, such as the sales copy or your secret sauce, but if you make people an offer they can't refuse, then they'll try your product or service.

That's a significant win.

Just getting people to do something, whether it's open up their wallet and use their credit card to buy your product or even try it out, is a lot of work. People are naturally suspicious and resistant to wanting to take action. Most of your prospects or customers probably don't know you at first. There's a lot of trust that needs to be developed between you and your customer.

A great offer can overcome these trust issues at that start.

A great offer alone, and nothing more could compel someone to take action.

What makes a great offer?

First, the offer should remove as much risk as possible on the part of the buyer. For example, no money is paid upfront for a while. I love this type of offer. Here...try it out. You have 60 days. Then I'll charge you. Even if I were only remotely interested in something, I'd more often than not accept that offer. It gives me plenty of time to kick the tires. I have no obligation whatsoever. It's risk-free.

An even juicier offer will be that you pay them a few dollars if they return your product because you wasted their time.

Now, you might be saying, "Hold on! Wait a minute! I pay them?" Yep. That's an offer I have tried out in a limited fashion.

The biggest objection to reducing the risk is that you think people will take advantage of you. They will try out your product or consume your information and then cancel and get their money back. Then you get zilch.

Some people will indeed do that to you. All businesses deal with refunds. There's a particular population element that will take advantage of you and get their money back even if they like your product.

It is what it is.

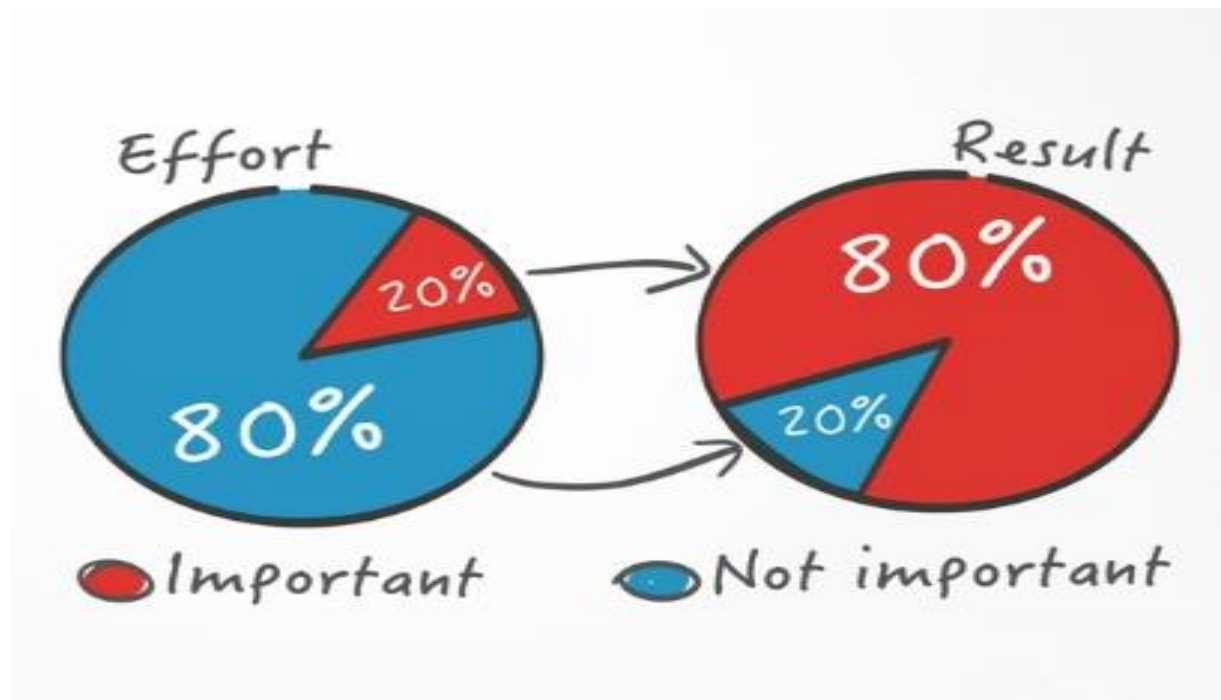
The good news is by making a great offer; you also reach people that might otherwise have too many up-front objections to buy your product or service. Then they try it out, love it, and become big fans of your work.

Fans are what you want. Fans make your business thrive. A new fan is more valuable than three mere mortals that only try your product out.

Why?

Fans are critical because they are a huge source of your ongoing cash flow and income. How huge? You may have probably heard of the 80/20 principle. It's also called the Pareto Principle. Pareto was an Italian economist that lived from the mid-1800s until the early 1900s.

The Pareto principle states that roughly 80% of consequences come from 20% of the causes



for many outcomes.

80% of your sales will come from 20% of your customers. If you don't reach enough people, you're hurting only yourself because you leave out some of that 20% that become super fans of your work.

Here's a good statistic that puts this in perspective. SamCart, a software company that helps process online orders, analyzed the data from 15,000 of their customers who have sold \$2 billion worth of products and services.

A 60-day guarantee increases sales 81% vs. a 30-day guarantee.

Read that again! A 60-day guarantee increases sales 81% versus a 30-day guarantee. By increasing the sales, you are casting a wider net and catching more potential fans that will become part of the 20% that drive 80% of your business. Even if you get a few more refunds by offering a more extended guarantee, the sales increase will likely more than make up for it.

Your offer is also the total value you create for the product versus what the customer pays. You might increase the value through the bonuses that you offer.

The bonuses should not just be cobbled together at the last minute. They should have real value. You only need to create them once. Do a solid job, and the bonuses will pay dividends over and over again.

But the main focus should be on making the customer feel like they *are reducing the risk of doing business with you*.

Look, you need to believe in your products and the service you're offering too. Put yourself in their shoes. Make them feel like the only option is to order, and they will order.

Back to the 80/20 principle. It means that you need to test, test, test, and test some more. If you run 25 offers, **just one of them** will account for 64% of your response.

If you quit at offer number three, you may have missed out on an opportunity for a colossal winner simply because you didn't do enough testing.

Fact is, it's impossible to know why people will respond. So, test and adjust.

Another offer that I find very powerful is letting people pay what they want. This is another one that might make you feel uncomfortable. After all, if you sell something of tremendous value but you let the customer decide, won't all of them pay just \$1?

Not really. You can incentivize people to pay more. For example, by alerting them to an average price to get the bonuses, a decent chunk will pay more.

This leads to step number five...

Step #5: Make a Big Promise and then Deliver

Let's go back to George Costanza again and my theory of opposites. What most people do in business is called "conventional wisdom." Since most businesses fail, it seems to me that conventional wisdom should be called into question. Constantly.

Conventional wisdom states that you should under-promise and over-deliver to your customer as it relates to promises made.

I think that's one of the stupidest things I have ever heard.

I want to find the biggest promise I possibly can that I can also fulfill.

I don't believe in underdoing anything.

In *Unbounded Wealth*, if you follow the steps outlined in the book, as cream rises to the top, you will begin to develop wealth above and beyond those around you. You will

break free of “The Man.” Best of all, you will do it with less stress while having a more enjoyable life.

That’s a big promise. But I achieved it. You can too. You need to take action, and most people don't seem to want to take action. The promise is big, yet it's very achievable if you do the work.

The promise of this guide is “unlimited income.” That’s a *huge* promise.

Can you achieve unlimited income? Well, there’s a limit to everything. But, yes, if you do the following:

- ✓ Figure out how to give enough people what they want
- ✓ Using a secret sauce
- ✓ With authority
- ✓ Combined with an offer, they can't refuse

Then the sky is the limit.

For me, there's a limit. For example, I have never wanted a team of people around me. I am not interested in managing others. As a result, I think my own business can scale to a certain point. Also, I want to maximize the profit margin on my revenue while minimizing the taxes paid. There's a point where that is optimized. It’s not an unlimited point. But it is a very sizable amount of revenue. There’s no need to make any more. Beyond that, I have better uses for my time.

Back to the promise.

This is easy. Figure out an enormous promise you can deliver. Then deliver it. Simple and concise.

Don’t bloviate. Don’t make stuff up. Don’t mislead people in your marketing.

It all goes back to Step #1. If your motivation is simply to help people get what they want, you will be just fine. It should be the driving force in everything you do.

Think big. Promise big. Deliver big.

It’s as easy as that.

Step #6: The Customer is Not Always Right

Without customers, you won’t be in business very long. How you interact with customers will be critical to your success.

There are two ideas I want to discuss as it relates to the customer.

1. The product itself
2. Customer service

Let's start with the product itself.

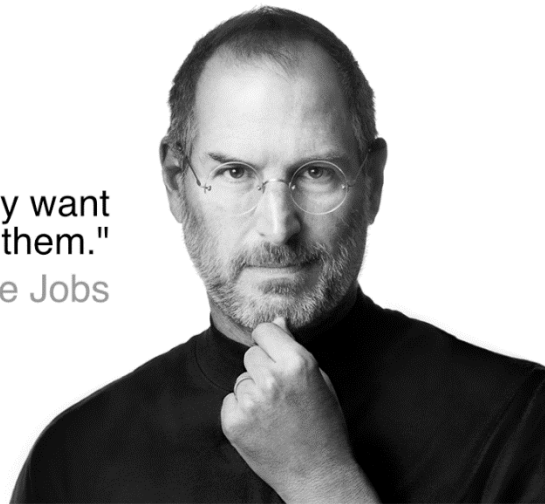
There's a popular marketing methodology that exists where you perform surveys and ask people what they want. Then you give it to them. Bam! You're in business!

I'm skeptical here.

Let's go back to one of the great marketers of the last 100 years and take a look at a case study.

The marketer is Steve Jobs.

"People don't know what they want
until you show it to them."
- Steve Jobs



Jobs was skeptical of surveys because people don't know what they want.

I, too, doubt people often know what they want. Maybe they think they know what they want but what they think they want is not actually what they want.

Try this out. Ask a bunch of people, "what do you want for dinner?"

I bet you get a lot of indecision. There will be plenty of hemming and hawing.

Mind you, in the scheme of things, deciding what to eat tonight is a relatively minor decision in our lives. Yet, people just can't decide.

Now, to be more effective, narrow down the choices. Ask, "would you like Italian food or sushi tonight for dinner?" You will almost surely get more decisive answers than if you ask an open-ended question.

If you decide to do surveys, it might be best to have a solid understanding of your idea, begin with, and use the survey to refine it a bit by offering the customer just a few choices.

There's one question I do think is worth asking that is open-ended and could prove very useful.

That question is, "what is your biggest concern today?" Or, "when it comes to your business, what is the one thing that keeps you up at night?" Or, "what is your most pressing health-related issue today?"

In other words, what is their pain point? What's the one thing that, if you could solve for them, would create a win-win situation between you and the customer.

This is important because if you know what people's significant concerns are, and you can develop solutions to solve those concerns, you're in a good spot business-wise. It goes back to step #1 and helping enough people get what they want.

Rather than focus on what someone wants, focus on what is giving them pain.

While Jobs was critical of surveys, it doesn't mean he was not sensitive to their needs. He stressed the idea of working backward and starting with the customer experience and then developing the technology to make the experience as best as possible. Apple does market research.

But getting 500 responses from people about "what they want" will likely leave you spinning your wheels.

Now for point #2 and customer service.

As it relates to customer service, conventional wisdom suggests that the customer is always right.

That's crap.

It's in your best interest to treat customers with respect. Solve disputes that arise quickly. Even if that person no longer does business with you, at least you took the high road.

Also, don't get bogged down by a few customers that make a lot of noise. It may be much better just to give them their money back and get rid of them.

It reminds me of a scene in the movie *A Bronx Tale*. One of the main characters, "C," is chasing after a kid that owes him \$20 but keeps failing to pay up. His mentor, a gangster, named Sonny, steps in and tells "C" to forget about it. For a lousy \$20, you never have to deal with him again. You got off cheap.

It costs you 20 dollars to get rid of him. He's never gonna bother you again. He's never gonna ask you for



money again. He's out of your life for 20 dollars. You got off cheap. Forget it.

The same is true in business.

Remember, 80% of your rewards are going to come from 20% of your actions. A small percentage of your total customers drive the vast majority of your results.

The folks in your top 20% love you. They are your biggest fans.

People complain about all sorts of things. It's just the way it is.

My Dad had an acquaintance who purposely complained every time he went out to dinner to get dessert for free. It reached the point that my Dad found it intolerable to deal with this person. He no longer did business with him.

Does complaining on purpose to get something for free makes it right just because you're the customer?

Not for me; it doesn't.

You're going to have haters. If you don't have haters, you're probably doing something wrong.

One day my Mom called me up on the phone. She was hysterical. Crying. I figured something awful had happened. The first thought that popped into my head was, "who died?"

No one died.

My Mom went out on the Yahoo! message boards and was reading posts made about me. There were some awful things said about me. My Mom being my Mom and loving me, felt devastated.

I calmed her down by telling her that Yahoo! message boards are the modern-day Wild West. It's lawless territory. There are also seemingly many people in the world that have nothing better to do but sit in their underwear and criticize other people in the nastiest terms. Of course, these people would never say these things in "real life."

It's best to ignore all of that stuff. My last thought on this would be that you cannot please all of the people all of the time. Do the best you can with your product or service, treat customers with respect, but then let the chips fall where they may.

Step #7: The 6 inches Between Your Ears

This step is a little touchy. It's often overlooked in business, but it is essential. That is, you must take care of your mental health.

Imagine for a moment that the world travels on a two-lane highway. Now, you have an idea for a product or service. The middle of the road is basic stuff that seems obvious to practically everyone who lives a typical life.

For example, there's a gas station and service center in the village near where I live. The owner sells gas. He has a small market inside that sells soda and candy and a few other basic items. He also has a service center that performs car inspections, does brake jobs, exhaust pipes, and other maintenance on cars.

There's nothing out of the ordinary for this business. Yet, the owner is still an entrepreneur. In the two-lane road of life, he's right down the middle. He competes on price, location, quality, and reputation. The better those factors are perceived by the public, the better he does.

Now, the farther your product or service is from the middle of the road, the more likely you're going to get resistance or fewer people buying into what you do. Do you want to send people to Mars? Well, that's not really in the middle of the road of everyday life.

Therefore, it may be harder to acquire financing for your business. More people will doubt what you're doing. You may even be mocked. Heck, at one time, people thought there was only a market for a handful of automobiles and personal computers. Now they are everyday items no one thinks twice about.

Your idea is important to you. The more rejection you face, the more it may affect you negatively. You may be self-confident, but unless you can convince others you have the greatest, next best thing, you may spin your wheels for a bit.

It will become crucial to take care of your mental health. Studies show that about 1/3 of entrepreneurs suffer from depression. There are also higher incidences of bipolar disease and attention deficit disorder. These can lead to huge problems.

Sometimes, when you're the key person in a business, the weight of the world is on your shoulders. In 2011, I figured that the company's ecosystem I was involved with literally helped put food on the tables of hundreds of people, made Christmas a bit better, and kept the heat on in the houses of dozens of families.

That's a big responsibility that you didn't ask for or certainly didn't consider ahead of time.

There's no question I have suffered from depression. Interestingly, it wasn't while I was struggling to get a business off the ground. Most of it came *after* I was successful.

From 2000-2010 I would put my track record of my particular niche in finance up against anyone. Yet, it was hard to make a business of it. I traveled all over the U.S., England, France, and Switzerland, yet my success was modest.

Then I went out on my own and worked for myself. I stayed involved in the business I had been in. It was restructured, and the success was immediate. Overnight. From there, the pressure built.

The other business I created in conjunction with going out on my own was also an overnight success. Now I had two wins on my hands.

With success came stress. Sleepless nights were the norm. I recall at least two years where I did not sleep in the bed. I slept on the sofa with the TV on in the background. I would watch cricket (the sporting event, not the bug) late at night because it was often daytime in Australia or India or wherever the game was being played.

Massive headaches ensued. That led to drinking too much alcohol. It became the only way to fall asleep. How I would react to the alcohol would depend on my mood. If I had been happy and were drinking, I would stay happy. If I were depressed, I would remain depressed. If I were angry, I'd get even angrier.

For me, I overcame these issues. Today, I sleep soundly at night. I curbed the need for alcohol dramatically. I feel no stress. I have never been happier. But it was a struggle that took years to overcome.

There's no question my physical well-being suffered. The good news is that the body and mind heal quickly.

One thing that helped me was rekindling my enjoyment of other interests. I started skiing again. I had a great season this year. I started golfing again. I got my handicap down to single digits once again. That focus and improvement on something outside of work were hugely beneficial. I took up painting with acrylics. I also enjoy reading outside of work-related topics. Sitting on the back deck outside is very relaxing. I meditate. I jump rope.

All of these have been significant contributors to my well-being.

I am not a psychologist or a medical doctor. All I can say is pay attention to your mental health.

If you aren't healthy, you aren't wealthy. None of this business stuff is worth a hill of beans if you're suffering.

Beyond the Yellow Brick Road...

I know that if you implement the seven steps in this guide that you will be well on your way to smashing success, however, you define success. It's up to you to do the work and make your dreams come true.

From here, there may be a temptation to seek out other information and find more "secrets to success." I find in life most people think there is some big secret. For example, you may be wondering how a promise of unlimited income can be discussed in about 35 pages.

Well, I cut out all the stuff that isn't needed. There's no filler here. I'm all about efficiency. Once you have the basics covered, it's time to take action.

I did not learn these steps overnight. But I have become good enough to put these steps in action to take a 200-page guide and cut it down about 90%. I have simply saved you time. Time is money.

The big secret to life is that there is no secret. Success is basic blocking and tackling. Beyond that, if you do not take action, you will never get anywhere.

I would strongly advise against spending thousands of dollars taking courses to learn "secrets." When I decided to pursue my newsletter and publishing business, I attended a conference hosted by ClickFunnels. ClickFunnels is a software program that allows you to build sales pages and process orders.

Several thousand people attended the conference. It was nice to spend a few days in Florida, and I met a couple of interesting guys that I would have a couple of beers with each night after the conference had ended for the day.

Maybe I spent \$2,500 total.

It was worth it in one sense. I went to observe and figure out, "can I do this and be successful." I concluded that I could be successful because 95% of the conference people weren't serious. They were too busy posting to their social media accounts, they fed a never-ending desire to buy more and more courses, and they weren't going to take action.

The last thing you need is a bunch of extra courses promising secrets.

Please...resist the temptation.

That said, I wanted to highlight some resources that I think will be worth your time and money. Most of these are reasonably priced. In my opinion, these resources get you

another 5% into the upper echelon of success. Put this stuff into action along with the steps in this guide, and you should be in the top 95%.

Lastly, I do not get paid by any of these people for their products or services. I rarely recommend anything because I find most stuff not to be of much value. However, when I see the value, I am happy to share it with others.

I will also save you thousands of dollars by not wasting precious cash on stuff you don't need to be successful.

I want anyone who reads this to be as successful as possible however they define success in life.

Resource #1 – SamCart

I mentioned SamCart in Step #x. I like the product, and the idea of creating a singular sales page speaks to me. I like simple stuff. *Simple plain sales pages still sell billions of dollars in products and services every year.* A massive sales "funnel" only confuses people. It's unnecessary.

A single sales page outperforms a complicated sales funnel by 42%, and 2x-3x more people will see your offer if you go the simple route.

SamCart provides a lot of free training as part of their subscription to the sales software. They are always running offers on the Internet. I think the training is solid. It's very straightforward and easy to understand.

You should be able to try SamCart for free or at a massive discount and get the training as part of the deal. I have simply asked customer service for trainings and been given them free of charge.



samcart

Price: <\$100 / month

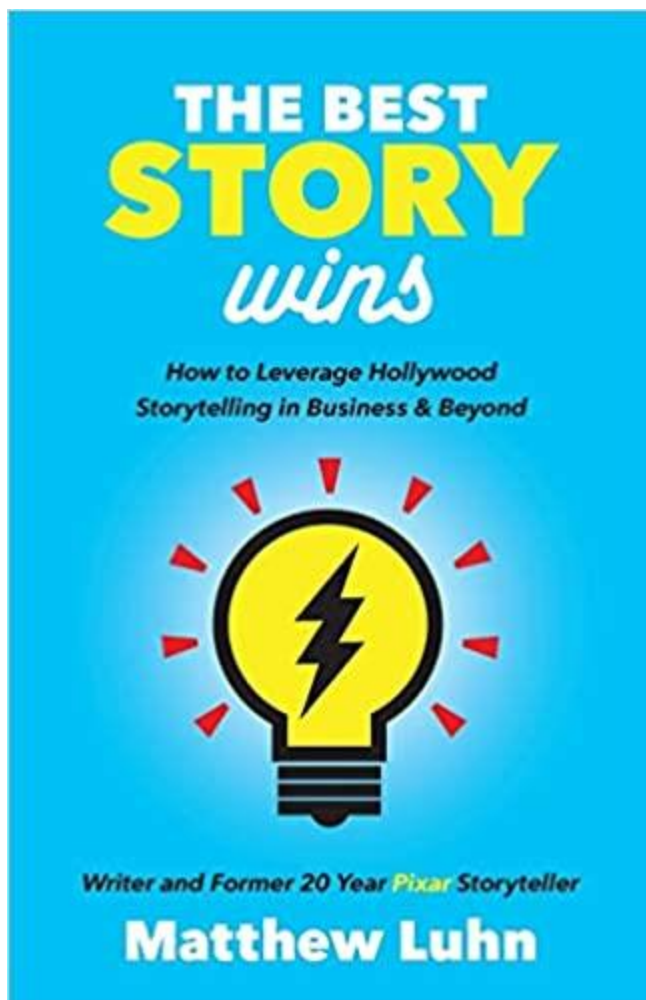
Resource #2: Storytelling

People relate to stories. I can remember stories better than I can remember specific facts. Also, stories can tap into emotions. People buy based on emotions. They justify the purchase based on rational thinking.

Therefore, compelling storytelling is a must.

The Best Story Wins is a book that provides a good foundation on storytelling. The author worked at Pixar for 20 years. Pixar are masters of storytelling. You will learn the elements of storytelling here and tell your own story, which will be a huge factor in converting someone snooping around your products and services and convincing them to buy and try your work.

It's an easy read, and I think you'll get 90%+ of what you need to tell a compelling story.



Price: \$7.99

Resource #3 More Storytelling

Another great resource in this area is a book called *Building a Story Brand* by Donald Miller. It's a solid guide on communicating your message about your products and services and how you can guide your customers to success.

It's also an easy read.

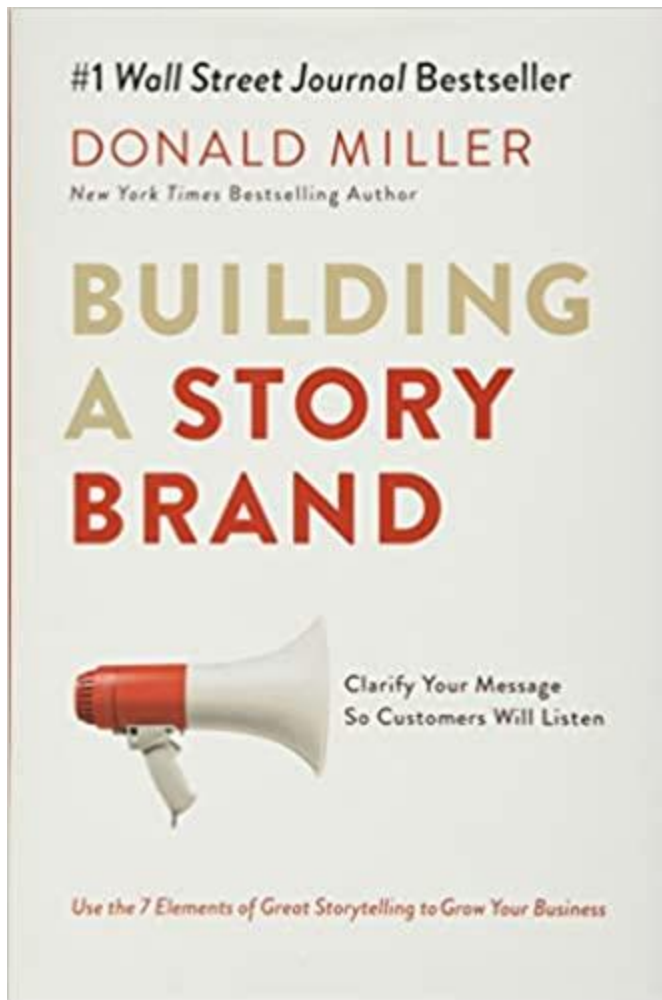
Miller's company has other courses and higher-priced products. I seriously doubt you need them. I felt like the book covers the bases very well. If you put the ideas into action, you can only have positive results and outclass your competition.

If you look at my website, unboundedwealth.com, I have a straightforward statement on a clean homepage that says precisely what I am about.

Here it is:

"Many people struggle to build bulletproof financial security. Unbounded Wealth is my 12 simple step blueprint to break free of 'The Man' and live life on your terms. I did it, and you can too!" – John Del Vecchio.

The idea for this statement came from the book. In just 38 words, it's crystal clear exactly what I am about. If someone comes to the site and is not interested in building bulletproof financial security, they will quickly leave. They are not there to get my filet mignon recipe (which is quite excellent, by the way).



Price: \$2.99

Resource #4 Charming the Pants off of Them

The best book I have ever read is *How to Win Friends and Influence People* by Dale Carnegie. This book has been around since 1936. There have been some updates since then, and I would suggest an updated version.

Can an 85 years old book be relevant in today's world?

Yes!

Eras change. Markets change. Human nature never changes. *How to Win Friends and Influence People* taps into human nature in a big way.

I have only read it recently, and I wish I read it sooner in life.

Having ended up on Wall Street, I think I had way too much “piss and vinegar” running through my veins.

How to Win Friends and Influence People has been hugely influential for me.

The biggest lesson reinforces something I already knew about business and something I have taught you in this report. It’s about *them*, not you. The more you keep the focus off you and your wants and desires, and the more you focus on your customer, the more successful you will be—every time.

I am not sure if this is stated in the book or not, but I am convinced I know the most beautiful and powerful word in all of language.

Are you ready for it?

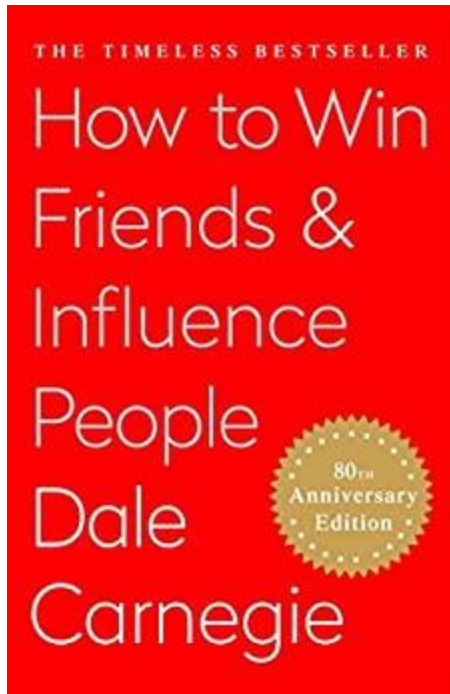
That word is the name of whoever you are talking with. If you're talking with Mary, Mary cares about herself more than anything else at a deep-down level. The more you can make Mary feel like you only care about her, too, the more Mary is going to be receptive to you. Calling her by her name is pure music to her ears.

There's also a great technique that works like a charm from a former FBI hostage negotiator named Chriss Voss. He has a book too. I think you can just cut to the chase and learn these two techniques called mirroring and labeling from this article over at Inc.

Check it out here:

<https://www.inc.com/carmine-gallo/win-people-over-with-2-simple-powerful-fbi-tactics.html>

How to Win Friends and Influence People will make you more charming. Or at least people will perceive you to be charming. They will like you more. People want to do business with people that they like.



Price: \$13.99

Resource #5 Hypnotic Language

This might sound like something out of left field. While I don't think you need to hypnotize anyone to get them to buy your product or service, there is clear evidence that language and language patterns are very effective in the art of persuasion.

For example, there's a well-documented study from the 1970s where people cut in line to make copies on a Xerox machine. If the person asked to cut in line, they were allowed to do so about 60% of the time.

On the other hand, if they told the person in front of them that they needed to cut in the line **because** they were in a hurry, they were allowed to do so 94% of the time.

It turns out the word "because" is massively persuasive! Who would have known?

This is just one example among many.

The book I would recommend here is called *Magic Words and Language Patterns* by Karen Hand. I have used these language patterns in the book. I have no idea if it works to a large degree. I don't think it hurts. Plus, it's fun for me to analyze how a few choice words might convince someone to do something. In this case, I just want people to try out my products and services.

I found the book breezy and easy to read. I read it in less than a couple of hours.

The Handbook For Scriptless Hypnosis Series

Magic Words And Language Patterns



The Hypnotist's Essential Guide To
Crafting Irresistible Suggestions

Karen Hand

Price: \$9.97

Russell Brunson's Three Main Books

Russell Brunson is the co-founder of ClickFunnels, marketing software to help you convert your promotions into sales.

Mr. Brunson has written three books that I think are very well done. He provides plenty of techniques that help cut through much of the marketing clutter out there on the Internet.

He's also trying to sell you on ClickFunnels. If you ignore all of that promotion, you will end up with some valuable information.

You do not need ClickFunnels.

Books / Russell Brunson



Price: Approx. \$30 total for all three books

While I find Russell Brunson's books useful, I do not use ClickFunnels software. There is no doubt that Mr. Brunson is a very effective marketer. But he seems like he's always going 167 MPH. Hyper and all over the place.

The guys over at Sam Cart are much lower key. I feel like my personality fits better with the two brothers at Sam Cart, Brian and Scott Moran.

Both of these groups will try to sell you thousands of dollars in other stuff. You don't need it. At least, not at first. There's no substitute for putting up your sales page, testing it, learning from it, and refining it. That's your surest route to success.

Resource #7 Writing Marketing Copy

Writing sales copy is a big business. Zillions of dollars. It might be the most significant business in the world. If there were no sales copy, then there would be no sale to be had. Everything starts with persuading someone to take any action to buy or try a product or service.

That said, this is a tricky area for me to recommend. I have worked for two of the largest financial publishers in the world. My role was as the "face man." I'm the guy whose name you see on the newsletter or service.

Someone else is writing the marketing copy. Except for a few rare examples, I have mostly felt let down in this area. One of the reasons is that the message should come from your voice if you sell something to someone.

Therefore, you are in the best position to write the marketing copy.

Now, the copywriting industry is a bit of a cult. There are some heavy hitters here. Writing a big winning promotion will be life-changing for the copywriter. The royalties and other compensation can be huge.

If you have your own winner, though, it will be life-changing for you. And it's you I care about.

My best suggestion here is to read marketing copy. A lot of it. In the industry, past promotions are put into a "swipe file." I would strongly suggest not swiping work that has already been done but instead using it as inspiration to help guide you in your own sales copy.

If you copy what others have already done, it will not work well, even if it was successful for them.

Let me repeat; I firmly believe the best thing you can do is communicate with your prospect in your voice.

If you need some guidance on the structure of writing copy, then two reasonably priced resources would be *How to Write Copy that Sells* by Ray Edwards (\$11.99 for a digital version) and *Copywriting Secrets* by Jim Edwards (\$9.99 for a digital version). I would also suggest you get on marketing lists.

Some good ones are:

Russell Brunson

Jim Edwards -- copywriting

Doberman Dan -- copywriting

Terry Dean – Internet lifestyle

They will send you emails trying to sell you other stuff.

You don't need the other stuff. No matter how hard they try to sell it to you.

The benefit of being on the list is that you get to read more marketing copy. You can see what they're doing. I'd suggest getting on a bunch of lists. I create folders in my

email system, save those emails, and then read them over the weekend. I flag ones I find interesting. Once in a while, I find an idea here or there that I adopt to use in my work. It's free, and as a result of making an extra sale or two, it's profitable for me too.

Here's a site with about 500 ads that will give you an idea of what you're in store for.

<https://swiped.co/>

Also, one of the bonuses on SamCart is called 1-Page Wednesdays. On Wednesday, the folks at SamCart analyze a sales page and seek to improve it based on their methodology. It's helpful to see the before and after case studies, which will help with your marketing argument structure.

Some Key Statistics that Can Help you Big-Time!

Lastly, in this report, I have referenced a few statistics from SamCart and their analysis of 15,000 vendors that have sold \$2 billion in products and services. Here's the entire list of statistics from the webinar I attended on the topic of compelling offers. This will help you think through your product and offer, especially if you focus on online sales.

This applies to online products and services and brick and mortar and local markets—anything you can imagine wanting to sell.

- ✓ Fewer steps in a sales funnel (e.g., just a single sales page) means 2-3x more visitors see the offer and increases sales 42%.
- ✓ Fewer fields to fill out increase sales by 35% (e.g., don't ask them their home address if you don't need it).
- ✓ More payment methods increase sales by 24% (e.g., Visa, AMEX, PayPal, etc.).
- ✓ Payment options (e.g., break up the payment into different periods such as monthly or yearly) increases sales by 17%.
- ✓ A 60-day guarantee increases sales 81% vs. a 30-day guarantee
- ✓ An order bump increases sales by 40% (an additional offer when the customer fills out the order form)
- ✓ 1-upsell increases sales by 68%. This might look like a one-time offer coupon after they purchase.
- ✓ If you run 25 ads, the math works out to around 64% of your response will come from just one ad. You need to test, test, test.

This list has tremendous value. There's a lot of failures that took place before these successes were realized. A lot of money was spent on marketing that did not work before it became apparent that you should add an upsell to whatever you're doing and that it increases sales by 68%.

The same is true for the other statistics on this list.

If you have \$3,000 to spend, it would seem to me that the best place to start is to market your product. Learn what is working and what is not working and adjust. Make some sales. Win some fans. Start building your business.

Once you have some sales and have some data, you will be better positioned to know if you need additional coaching or training. From there, you can zero in particular areas that need work to help you achieve your goals.

I want nothing more than for you to achieve those goals. I wish you all the success in the world. If you take action, you will be better off than if you sit around wondering what to do next. Go for it!

Here's to your success!

A handwritten signature in black ink, consisting of a large, stylized letter 'A' with a horizontal line extending to the right from its base.