Brendon Burchard Presents

EXPERTS

ACADEMY

Make a Difference and a Fortune
Sharing Your Advice and Knowledge

Guru Guidebook

Questionnaire and Workbook for Finding Your Topic and Creating How-To Informational Products
Dear Up and Coming Expert,

I’ve created this guide to help you share your message and advice with the world. While you may not know it now, it turns out that your life experience is incredibly valuable in the marketplace. The lessons you’ve learned throughout your life and career can become your greatest asset in this new economy, and your greatest legacy in life.

After teaching hundreds of thousands of people worldwide about the power of making a difference and a fortune with their advice, I know you have many questions. You like the idea of serving others with what you know, but you are unsure if you’re really an “expert” at anything in the first place. Like many of my students, you probably don’t know which topic you want to begin with. You also wonder how experts really make money with their products. And, of course, you really want to know HOW to “package” all of your advice into products that you can offer for sale.

Knowing this, I’ve structured this guidebook into four sections:

1. You: Advice Guru. This section, excerpted from my new book The Millionaire Messenger, will help you understand the three ways you can become a trusted advice expert.
2. **Claiming a Topic.** In this section, I’ll ask questions that will help you define your topic and structure your content.

3. **Making Money Through Products.** Here you’ll learn how experts often make millions of dollars with their products and programs.

4. **Creating the Products.** In the last section, I’ll cover how to create inexpensive but high-value and high-margin information products.

Instead of spending a lot of time setting context and teaching you about the advice industry, let’s jump in quickly. If you need a high-level overview of the industry and this opportunity, please read my book *The Millionaire Messenger.* And if you ever want comprehensive training on how to position, package and promote yourself as a world-class advice expert, please join us at Experts Academy, my live four-day deep-dive seminar.

Until then, read this entire guidebook, do the homework, and create and promote your products. As you’re about to discover, you can make a major difference in other people’s lives with what you know (and get paid for it, too).

In friendship,

**Brendon**

Brendon Burchard  
Author, *The Millionaire Messenger™*  
Founder, Experts Academy™  
SECTION ONE

YOU: ADVICE GURU
I have been teaching people just like you how to succeed as an expert long enough to know that you already have questions about how all this works and if you can really be an “expert” on anything. In this chapter, I will share how easy it is to become an expert and to add value to people in a way that changes their lives or helps them achieve more in any area.

So let’s get to the most pressing question on your mind and the most frequently asked question I get from fans around the world:

“Brendon, how could I possibly be considered an expert, and who would want to listen to me anyway?”

To this question I have a three-part response.

**The Results Expert**

First, never forget that on the highway of life, you have come further than some others, and the lessons you have learned are both helpful and valuable to others.

At this point in your life, you know how to tie your shoes, but others who are years younger and many miles behind you do not. You know how to drive a car; others do not. You might know how to get a job, while others do not. You may know how to get promoted, sew a blanket, get a great deal on a car, write a song, produce a movie, create a blog, get out of debt, lose some weight, improve a marriage, lead others, deal with criticism, give birth to a child, manage employees, ace an exam.
find an agent, overcome fear, care for a sick loved one, give a good speech, buy a house, find the perfect clothing style, resume a normal life after a serious illness, or nearly anything you can think of. Others may not.

By the simple act of having accomplished some fundamental tasks in life, you have built what I call “accidental expertise.” You might not consider yourself an expert, but the truth is that other people are out there, in the millions, trying to figure out something you probably already know casually. Just as a child looks with amazement at an adult who can tie a shoe, something they have yet to figure out but deeply value, others can look at you (and pay for) what you already know.

If you sat down and listed all the things you have learned and experienced in life and business, you would find you know a lot. As a matter of fact, you’d be shocked at how long that list really is. This act would lead you to realizing you are, in fact, what I call a “results expert,” someone who has “been there, done that” and now can teach “that” to others.

What is remarkable here is that millions of people will pay good money to get basic advice and knowledge from you on almost any given topic.

I know it can seem a stretch, but think about it: Have you ever paid money to learn how to create a good résumé (I’ll bet you have bought a book on it), bought an audio program to motivate yourself (I’ve done this), or used your credit card to pay for access to some training or information online (who hasn’t?). While those may have been unremarkable moments for you, they were all examples of the “expert economy” at work. Someone knew how to do something, and you paid them for it. They had gotten the result you wanted, and so you paid to take some months or years off your learning curve. You paid for information that could help you get from Point A on life’s highway to Point B. You paid for results. It is as simple as that.

So the question is, what results have you gotten in life and business?

At this point, a lot of people who hire me as a coach often say, “But, Brendon, I do not know what results I have gotten, and I do not know what expertise I have.”

To these people I gently reply, “Yes, the fact is, you do know. All the answers lie within you.” Then, in order to prove this to them, I often give them a sentence-completion activity. I write the start of a sentence, and I let them finish it. For example, I will give them a statement that says, “The secrets I have learned to having a happy marriage are…” It is amazing how fast they can complete the sentence. They’ll immediately say, “Listen more,” or “Show more appreciation,” or “Give respect,” or “Schedule date nights.” Most clients are surprised at how immediately they know exactly how to finish the sentence. They feel a renewed sense of confidence and competence when they know that they have all the answers within them.

I am going to give you similar sentence-completion activities throughout this book, which I call Expert Signposts. When you complete these simple yet profound statements, you will start to discover topics and ideas that can be the base of your new expert empire.

Below are a few statements that I want you to complete right now. So stop, grab your journal, write down each statement, and finish it as honestly and thoroughly as you can.
1. Five things I have learned about motivating myself and achieving my dreams are...

2. Five things I have learned about leading others and being a good team player are...

3. Five things I have learned about managing money are...

4. Five things I have learned about having a successful business are...
5. Five things I have learned about marketing a product or brand are...

6. Five things I have learned about being a good partner in an intimate relationship are...

7. Five things I have learned about spirituality or connecting with a higher power are...

8. Five things I have learned about home decorating/ fashion/organizing are...

9. Five things I have learned about managing my life and being effective are...
I know this activity might have seemed silly, and that not all of these statements were relevant or easy for you to complete, but guess what I just helped you do? I helped you brainstorm what you could teach others in the nine most lucrative topics in the expert industry:

- Motivation Advice
- Leadership Advice
- Financial Advice
- Business Advice
- Marketing Advice
- Relationship Advice
- Spiritual Advice
- Style Advice
- Productivity Advice

Now please do not worry if this seemed difficult or irrelevant to you. I am just seeding a few ideas in your mind now, and in coming chapters, I will help you gain a greater level of clarity and insight.

For now, the point is to begin realizing that you have figured some things out in life because you have learned some hard lessons and because you have gotten some results. Does that make sense to you?

Finally, do not worry if you want to be an expert in an area you have yet to get results in. Of course, you will eventually want to get as many results as you can, but it is not always a requirement. I will explain this concept next.

**The Research Expert**

Here is the next part in my three-part response to “Brendon, how could I possibly be considered an expert, and who would want to listen to me anyway?”

*Second, never forget that experts are students first and that you can go research any topic and become an “expert” in that area, starting now.*

I learned the value of this point by accident.

While I was in college, my little sister Helen, whom I adore with all my heart, was having relationship trouble. She had been engaged, and her relationship with her fiancé started falling apart. Because she and I are so close, she came to me for advice. This would seem silly given the fact that I was single and had never had a successful relationship myself, at least not at the level of being engaged
or married. There’s a hidden message here: People ask those they trust for advice. I certainly was not a “relationship expert,” but I desperately wanted to help my little sister. So what did I do?

I did what I always do when someone asks me for help on any given topic: I became a researcher. I can vividly recall the day Helen asked me for help and how horribly bumbling I was in giving her any decent advice. That night, frustrated with my ignorance, I drove to a Barnes & Noble and spent four hours reading everything I could on relationships. I left the store with a legal pad full of notes and over a dozen books on the topic. I spent the next week reading and synthesizing everything I learned. The next time my sister asked for advice, boy did she get an earful!

Then something interesting happened. Like buying a red car and then suddenly seeing red cars everywhere, I started hearing everyone talk about their relationship problems. I would share what I knew with them, and suddenly I became an “expert” on relationships on my campus. One day I helped a student who happened to be in a sorority with her relationship issues, and a week later she asked me to come speak to her entire sorority on the topic. And they paid me $300 for that speech! I was so nervous about that speech that I nearly lost my lunch on the way to the sorority.

Those two experiences taught me about another type of expert: the “research expert.”

Did you know that you do not need to have ever done something to be considered an expert in it? You do not have to be a “results expert.” This seems an outlandish claim, but have you ever seen an academic on television being interviewed about business? They are not even in business, and they may have never practiced business principles, but because they studied business closely enough and knew about best practices in business, they were considered to be an “expert.”

Just as I became an expert on relationships without ever having been married, you can be seen as an expert on any given topic without necessarily having achieved any results in that area. Because this sounds like blasphemy to so many, I have created a rock-solid set of questions that changes people’s perspective very quickly. Here they are:

1. If you were about to invest in real estate, would you take advice from someone who had never owned a home or commercial property?

Most people reply, “Absolutely not.”

But then I ask,

2. But what if that person who had never owned a property had interviewed in detail the top 20 billionaire real estate investors in the world and distilled all their lessons into a 10-step system? Would you listen then?
Of course, everyone changes his or her mind and gets the point. If someone has researched a given topic and broken it down for us, we will listen. And we will pay for their guidance.

Let me give you a famous example from our “expert industry.”

Have you read Napoleon Hill’s famous book, *Think and Grow Rich*? If you haven’t, you must read it. The book is about how to build a wealthy life and has been called one of the most influential wealth and achievement books in history. Generations have called it one of the most pivotal books of their lives, and it has sold millions of copies worldwide.

What is fascinating about this example is that Napoleon Hill was, by all accounts, never financially rich and never a wild success himself, by many measures (certainly not before writing the book). So how could he have become an expert and one of the most influential experts and authors in the history of our industry? The answer is simple: He researched and reported on his topic.

The story behind *Think and Grow Rich* is that Napoleon Hill interviewed rich people like Andrew Carnegie and Carnegie’s wealthy friends. From these interviews, Hill simply synthesized what they were saying, finding the common threads of their conversations, and distilled the lessons they learned and best practices into useful chunks of information that helped “regular” people understand the topic. People paid, and continue to pay, for this book because it can improve their lives and take years off their learning curve.

That is the process of being a research expert: Find a topic people find valuable, research it, interview others on it, synthesize what you learn, and then offer your findings for sale so others can learn and improve their lives.

When you understand this point, a whole world of topics opens up for you. You can literally become an expert on any topic in the world with enough research. I find that idea freeing, because you can actually choose what topic you want to help others with and then go out and master it.

*I often get harpooned for saying this, so let me make a few caveats and clarifications.* I am not suggesting that you go out there and claim to be an expert on something you are not. I am not saying that you hang out your shingle as an expert on a topic you casually researched on Google one day. Everything I suggest to you in this book is offered under the assumption that you are a good person, that you act with integrity, that you really want to help people, that you are a dedicated to excellence, and that you would never claim to be something you are not. I believe in hard work, in mastering your topic, and in serving others with integrity and transparency. I have built my career on those practices, and I hope you will too.

Now back to the story and back to our *Expert Signposts*. Stop now and complete the following starter sentences:
1. A topic I have always been passionate about is ...

2. A topic I would like to help other people master is ...

3. If I could research any topic in the world and help people master it, that topic would be ...

4. The reason I think people need help in this area is ...

5. To start researching this topic more, I could ...

6. People I could interview on this topic include ...
Again, these are simply starter statements to get you thinking. There are no right or wrong answers. The point of my sharing these activities is to seed your mind for later concepts and strategies that I will share with you. So do not get overwhelmed or worry about what you are going to claim as your expertise just yet.

The Role Model
So far I have covered these two points:

First, never forget that on the highway of life you have come further than some others, and the lessons you have learned are helpful and valuable to others.

Second, never forget that experts are students first and that you can go research any topic and become an expert in that area, starting now.

The first point illustrates that we all follow experts who have “been there, done that.” The second reminds us that we also follow those who are deeply knowledgeable about an area because they have researched it more than we have.

Here’s one more insight:

Third, never forget that people listen to those they trust, respect, admire, and follow—they listen to role models.

This is obvious but cannot be overstressed. If people believe you are a good person, they will ask you for all sorts of advice.

Think about it: Have you ever listened to someone’s advice even though you knew they were not an “expert?” Of course you have. You cut your arm and listened to your mom, no doctor, about how to “fix it.” Your friend told you that your car engine sounded funny, so you took it to the shop. Your poor friend told you about a wealth opportunity, and you gave it a try. Your overweight neighbor said to eat more vegetables and you thought, “I will give it a shot.”

I am always amazed at how this concept shows up in my life. Millions of people have seen me online, on television, in print, and in person. For whatever reason, many of them reach out to me in areas that I have no clue about, often offering to pay me tens of thousands of dollars for my “expertise.”

For example, I have been offered $500,000 to help a man I never met restructure his company, and I am not an expert on structuring companies. A woman offered me $2,000 a month to coach her through her divorce, despite the fact that I know nothing about divorce, divorce law, or the emotional realities of going through that process. I have been paid $15,000 to give a leadership speech.
with the only condition being I had to add a few lines about diversity to fit a conference theme, even though diversity is not my expertise, and I am a White gangly kid from Montana, not exactly known as a cultural Mecca or melting pot of diversity.

While these are extraordinary, if not bizarre, examples, this type of thing happens all the time to people in the public eye who have earned a good reputation. Business owners, speakers, authors, celebrities, bloggers, YouTubers, and leaders in every field and in every industry are constantly asked for their advice and offered money for expertise, consulting, coaching, or content that is completely beyond their realm of knowledge, skill, experience, or ability.

Why? Because people ask advice from people they trust, respect, admire, and follow. Put most simply, people seek out good people for information.

At a personal level, I’d pay massive amounts of money to get business advice from the Dalai Lama, even though that is not his field of expertise. I’d listen to every word Tony Robbins tells me on any topic, even if he’s stretching it. If Barack Obama told me I should move to China, I’d probably do it. I, like everyone else, listen to people I admire.

Why do I bring this up here? I do it to drive home the fact that if you are seen as a role model, you will find that your status is an incredibly powerful pillar in positioning yourself as an expert. This is my way of saying to you, “Be a good person and good things will follow.”

Frankly, I think we need more role models in society in general. We need more people living lives of integrity, compassion, and service, and I believe the future belongs to those who live such lives. Business and abundance flow to those who know how to live a good life and serve others.
1. One reason people might admire me is because...

2. I have tried to live a good life by living by the following principles...

3. When people look at my life, they can point to the fact that I have done good things, such as...

4. The traits that make me a good person that I will show to the world include...
The “Guru Trifecta”

I had a hidden agenda in introducing you to these three pillars of expertise—results expert, research expert, and role model.

Now that you know them, I want you to build these pillars consciously, strategically, and actively for the rest of your life on any topic with which you want to help others. When all these pillars are strong and aligned, you will have reached a level of expertise and trust that makes you incredibly respected and in demand.

In my business, I am always trying to research my topics more deeply, seeking to achieve more results in the areas I am teaching, and striving to be a good role model for those I serve. I work very hard at it, and it is always on my mind. I believe that doing these things has been the secret to my success. A lot of “experts” and “gurus” out there stop learning and applying, and because they do that, they stop being able to offer the best advice to others, and they start to see their businesses fail.

I’m always asking up-and-coming experts these questions: Have you diligently researched the topic you want to help others learn or master? Have you read at least six books on the topic in the last year? Have you interviewed at least 10 other experts on the topic? Have you applied your lessons learned and gotten significant results? Are you living a good life that people will admire and respond to?

When you combine researcher, results maker, and role model, you have a magic that transcends the word “expert” and elevates you to trusted advisor. People start thinking of you as a “guru” on your topic (in the positive sense of the word, making you “one who spreads light and wisdom”). Suddenly people start asking you for advice all the time, and thus you can have a real business serving others with your advice, knowledge, and expertise.
SECTION TWO

FINDING YOUR TOPIC
FINDING YOUR TOPIC

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! Let me assist you if you are having a difficult time choosing your topic. 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 upon your topic.

First, choose to teach a topic to others 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 that 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?

I’ve had the great pleasure of meeting and interviewing many of the top academic experts in many different topic areas worldwide. Almost all of them said it was their love of learning about a certain topic that drove them to continually dig deeper and master the topic. The same principle has held true when I’ve interviewed the top business leaders in many different types of industries: What they love to learn, they excel at.

Often, in deciding on your topic it’s useful to look back over the course of your life and to revisit your passions. What are the topics that you used to love learning about?

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 Merrero, 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, experts begin as students. 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 at any time you would 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? Find it and then go out and teach others once you have gotten results, researched it, and 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 in the present or 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.

Fifth, contemplate your ultimate legacy. If you were to die at the end of this year, what message would you want to communicate to the world? What advice would you give others about their personal and professional lives? What message do you believe everyone in your target audience, perhaps the world, needs to hear?

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 upon a topic you absolutely love.
1. The topics I have always studied and been fascinated with in my life are...

2. The things I love to do in my life are...

3. Something I have always wanted to go out and learn more about is...
4. 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 times like when I went through...

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

6. The topic I would want to start with first and build a real career and business around is...because....
What Topics People PAY For

I’m sure you’re excited seeing these kinds of numbers in our industry. I’m also sure you’re already wondering WHAT you need to TEACH in order for people to pay you money for your advice.

The answer, it turns out, is quite simple.

People searching for advice and how-to information always want the same thing: to shorten their learning curve and get from Point A to Point B as efficiently and successfully as possible.

With that in mind, your job as an expert in creating products and programs is to ensure they follow a step-by-step sequence that moves your customer from where they are now to where they want to go. This obviously requires you to understand your customer and to simply and effectively teach them how to progress in the direction of their goals.

To help you accomplish this, let’s do an activity.

Step One: Define Where Your Customer is Today.
On the continuum below, write in a description of WHERE your customer is TODAY. Describe what you understand about their reality in terms of who they are, what they love to do, what they are frustrated with, what is holding them back, and so on. Write as deep and accurate a description of your audience as you can before moving on.
**POINT A**
*Where My Customer is Today*

My customer...

...Values these things...

...Is fearful of these things...

...Is frustrated with these things...

...Hopes for these things...

...Has tried these things...

**POINT B**
*The Goal My Customer Wants to Reach*
POINT A
*Where My Customer is Today*

My customer...

...Believes these things...

...Searches on the Internet for these things...

...Follows these people...

...Is held back by these things...

...Loves to do these things...

POINT B
*The Goal My Customer Wants to Reach*
**Step Two: Define Where Your Customer Wants to Go (or What Your Customer Wants to Achieve)**

Now take time to complete a description of WHAT your customer wants to achieve. Be as specific as possible. For example, at Experts Academy, I know my audience wants to learn how to write and publish books, get paid to speak onstage, start their own seminars, coach others to success as a life or business coach, and make money online with their advice and how-to products and programs.

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**POINT A**

*Where My Customer is Today*

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**POINT B**

*The Goal My Customer Wants to Reach*

...Is to learn this...

...Is to master this...

...Is to achieve this...

...Is to have this...
MY CUSTOMER’S PATH TO SUCCESS

POINT A
Where My Customer is Today

POINT B
The Goal My Customer Wants to Reach

...Is to be this...

...Is to feel this...

...Is to experience this lifestyle...

...Is avoid this forever...
Step Three: Define the Steps to Move from Point A to Point B

Now it’s time to help your customer go from where they are today to where they want to go. This is where all the magic happens in serving others.

Your job is to break down the steps necessary for your customer to achieve their desired goals. In doing this, think of the big picture steps they would need to take to get there, broken down into, let’s say, four to seven steps. Essentially, you have to chart out something like this:

<table>
<thead>
<tr>
<th>POINT A</th>
<th>POINT B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where My Customer is Today</td>
<td>The Goal My Customer Wants to Reach</td>
</tr>
<tr>
<td>Step One</td>
<td>Step Two</td>
</tr>
</tbody>
</table>

As an example, I shared with you that my customers at Experts Academy want to learn how to write and publish books, get paid to speak onstage, start their own seminars, coach others to success as a life or business coach, and make money online with their advice and how-to products and programs. How could I possibly describe how to do all that in just four steps? It’s easy. I deal with the very highest level of the process they would have to implement in order to accomplish their goal. I know exactly what they must do. First, they have to position themselves as experts. Second, they have to package their information intelligently into high-quality, high-value products. Third, they have to then promote themselves strategically and consistently. Fourth, they have to partner with others to get the word out about their work. Once I explain these things at a high level, then I just have to go deeper into each area my audience wants to master (e.g., books, speeches, seminars, coaching, online marketing).

In sum, great products are created when you tell people how to go from Point A to Point B.

Brendon Burchard’s “Create Anything Framework”

If you’re ever stuck in creating a product, don’t fret. The basic outline of almost any product ever created is practically the same. Below is the outline for you, spaced apart so you can do the work of thinking through your product. In the next section I’ll explain how to specifically create your products.
1. What’s the promise of your program? What will it help your customer achieve?

2. Why should your customer want to achieve what this program will teach them?

3. How will your customer’s life change if they achieve what your program teaches?

4. Who are you and what have you been through in life that your customer can relate to?
5. What major lessons (at a high level) did you learn that helped you succeed, and what results did you get?

6. What are the myths of success in this area? (That is, what common assumptions do people have that prevent them from starting or succeeding in your topic area?)

7. What is the process or steps your customer should take to achieve their desired outcomes? 
   [This is where you now start training your customer to move from Point A to Point B. This is the bulk of your product, usually around 75% of its overall content. The best way to teach this section is to explain the overall step and then break the step down into more manageable chunks or actions, providing lots of examples, illustrations, stories, metaphors, resources, and tools along the way.]
8. How do you know this process or these steps work?

9. What are the do’s and don’ts of following this process or these steps?

10. What pitfalls should your customer avoid in following these steps?

11. What should your customer do FIRST when they finish this product?
So there you have it: a basic outline for creating ANY product or program. I’ve taught this framework to tens of thousands of experts and it’s remarkably effective. The KEY is for you to actually sit down and take the time to figure out a unique and powerful process that your customers can follow to accomplish their dreams. In other words, you have to do the work.

The more time you take understanding your customer, charting their path to progress, and outlining your product, the better your product will be. I can’t emphasize this point enough. Too many people wish they had how-to advice and information products and programs for sale so that they could have recurring income, but they never take the time to actually outline or script them. If you don’t outline and script them, you won’t create them. Period. So don’t move on to the next section until you’ve done the work assigned so far.
SECTION THREE

MAKING MONEY WITH PRODUCTS
CREATING LUCRATIVE PRODUCTS

Advances in technology and product promotion strategies have allowed us to create incredibly inexpensive but highly valued information products, quickly and easily. Despite this fact, many up-and-coming experts still believe that creating products must be cumbersome and take months and months to complete. This section will destroy that myth and set you on the path to developing products this month.

Five Kinds of Products

What makes creating programs and products for your audience so easy is that there are only a limited number of ways in which your customers would want to access your advice.

There are only five main ways, or modalities, 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 in which 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.

At the end of this section I’ll show a few example products that are most common in our industry. For now, let me show you how you can take the modalities above and monetize them into a million-dollar plus expert empire.
A Million-Dollar Expert Empire in Five Steps

Let me show you how creating a mix of the modalities above into a set of products and services can come together to create a very simple plan to create a million-dollar expert business.

This plan was created for Sally, one of my $25,000-per-year clients who asked me once, quite bluntly, “Brendon, I need a plan to make a million dollars in 12 months, and I want to be able to do it without building a huge infrastructure or hoping for the luck to stumble upon tens of thousands of new clients.”

In almost every industry, this would be quite a challenging problem. In the expert industry, it is fairly straightforward. In fact, I showed this client that she could accomplish her goal with just hundreds of customers, with no staff, and with just the following six basic work efforts.

1. Create a low-priced information product.

First, I told Sally to create a low-priced information product. Of course, she said, “What’s that?” I’m sure you have the same question, so I will be defining my terms as we move through this plan.

In the expert industry, “low-price” is typically anything in the $20–$200 range. An “information product” is basically training material—your advice or strategies for success packaged into an educational product or program. In this price range, an information product is often a book, eBook, CD audio program, or DVD home-study course.

Let’s assume Sally creates an audio program comprised of just seven CDs that sells for $197. An audio program like this is easy to create. Sally just needs to buy a decent microphone and plug it into her computer and with the free software on her computer she can record her voice and training. All she needs to do is record seven one-hour sessions, which ultimately become the seven CDs in her audio program. Once she has the MP3 files from her recordings, she can send them to a CD manufacturer and have them create her CDs and product design. Bam! Sally has a product, which the manufacturer prints on demand and fulfills. Now all Sally needs is a website to sell the program.

Now let’s get to the numbers. If Sally sells just one program a day at $197 in a standard 30-day month, she would earn $5,910 a month. Multiply that amount by 12 months, and this product can make her $70,920 a year. Not bad. She made $70,000 a year and only needed 365 customers to do it. But this is just the beginning.

At this point, let me address the ignorance of skeptics. Many newbies or outside observers would say, “Oh my God, who would ever pay $197 for an audio program when you can get books on tape for $10?” What these types of questions display is a general lack of understanding about the expert industry. The value of any given program in our industry is not how much it costs to create but how much value it delivers. Expertise is not a commodity like toothpaste is. For example, a seven-disc audio program can generally be manufactured and fulfilled for around $15–$25, but it’s certainly worth more than that if it solves someone’s problems or improves someone’s life or business, right?
As an example, my friend Tony Robbins sells a wonderful personal development audio program called, “Get the Edge.” It’s just seven CDs in a nice box. I bought it for around $197 a few years ago, and it changed my life. Is a life change worth $197? I think so. Anyone who does not is simply not my customer or yours.

Let’s move on and see how the dollars start adding up.

2. Create a low-priced subscription program.

So now we have Sally up to $70,920 a year by just selling a $197 audio program. On top of this, I suggested she create a subscription program, which in the expert community is often called a membership program or continuity program. Just like the magazine business model, a subscription program in the expert industry is based on delivering monthly content to your customers.

In this step, I suggested that Sally create a monthly program where she sent customers a new training video every month. I also suggested that she host a monthly training call over a conference call line in which she gave more training and answered questions as well. To access the video and the call replays, her customers could login to a members-only site and download the video and audio recordings.

At a low-tier price point in our industry, Sally can charge from $9.97 all the way up to $197 a month for her training, based on her positioning and the value delivered to her clients. I suggested we start her at the $97 subscription price point.

Looking at the numbers, if Sally gets just 100 people to pay $97 a month for her subscription program, she would be earning an extra $9,700 per month, which equals an astounding $116,400 per year.

Imagine making $116,400 a year with just 100 clients, and all you have to do is send out a video and host a call once a month. In the expert industry, it happens all the time.

Now keep in mind that you don’t have to do a video and conference call every month. You could simply send out a specialty newsletter or new audio CD every month. You don’t even have to personally create the content or products yourself. You could hire a freelancer to write the articles or create training videos, or you could partner with other experts to send their content out to your customers. The options are endless, and you get to pick which modality you like to work in the most.

I hope I don’t have to remind you that this is all based on your delivering excellent value and content to your customers. But do you see how fast this all adds up?

Let’s keep stacking services on our way to $1,000,000.
3. Create a mid-tier-priced information product.
Next, I asked Sally to consider making a more advanced and comprehensive training program that could be sold at the mid-tier price point. For reference, a low-tier price point is around $10–$200; a mid-tier price point is usually $200–$999; and a high-tier price point is $1,000 and above.

The low- to high-tiered structure is for illustration purposes only. The reality is that mid-tier for personal development is different than it is for real estate or programs on building wealth, and so on. For example, a $497 product is considered high-tier in the personal development space, but “cheap” and low-tier in the online marketing space.

Let’s say Sally created a $497 DVD home-study course on her topic that she mailed to people’s houses. The home-study course could include 10 DVDs, transcripts, a workbook, and a bonus 3-disc audio program. If she sold 60 units a month, just two a day, that would equal $29,820 a month, which adds up to a whopping $357,840 a year.

Notice that I’m not asking Sally to sell tens of thousands of units here. We are talking about just 60 customers a month in this example, and she then earns $357,840 a year with just this one product. The average American earns less than $65,000, so this is incredible by most people’s standards.

But we are just getting warmed up. Because all those people whose lives have been transformed by Sally’s audio, subscription, and DVD programs will want to see her live one day, they will want to go to her seminar.

4. Create a high-tier multi-day seminar.
Running seminars is the most lucrative empire-building strategy for experts that I know. Think about any “guru” that you’ve ever followed. Did they have a seminar or live event workshop? Of course they did. What’s interesting is that they probably didn’t start their seminars because they wanted to be a seminar leader someday. Instead, they started them because their customers demanded they do so. The reality is that customers in our industry are interested in mastery, in continuing their education. So if they have bought your book and audio and DVD programs, they want to now go deeper and learn from you live. It’s not unlike the music industry—customers buy CDs but at some point yearn for the live concert.

Oddly, most experts are terrified of doing their own seminars. But again, most fear is due to uncertainty—their lack of knowledge in how to conduct seminars creates a lack of confidence. Seminars actually happen to be very easy and lucrative to pull off if you know what you are doing, and you do not need thousands of people in a room to succeed.

For example, in the next 12 months do you think you could get just 100 people into a conference room to learn from you? I bet you could if positioned, packaged, promoted, and partnered well.
Let’s imagine Sally plans all year and gets just 100 people into her seminar, each one paying $1,000 to attend. They pay that amount because it is Sally live and in person; it is also her best content. She has brought in a few other experts as guest speakers, and the seminar is held at a nice resort that is easy to reach by airplane. If you cannot persuade 100 people to come to a seminar, and you have 12 entire months to do so, then you’ve probably lost all ability to communicate. Think about it: You would only have to get nine or so people a month to sign up over those 12 months in order to put 100 in a room.

Playing out the numbers on this example, Sally would earn $100,000 in ticket sales. That is just for one weekend of training, and it only includes the ticket sales. We are not even counting the “back-end” sales, which would be additional product and program purchases that customers make at the live event. The back end of a seminar is often worth twice the front end, but we will not include that number here just to illustrate a simple million-dollar plan.

In the first seminar I ever did, I had around 28 people in a room paying twice that, $2,000. And I did not know half as much as you now do about this industry. I couldn’t believe it. I had made $56,000 in one weekend. The total costs to host the event were just $5,000, which included the room and presentation screen rental. I remember it fondly because I had to do everything myself. I did not have a team back then to videotape the program or run the lights and music. I borrowed a projector from a friend and brought snacks for people. I ran the entire event off of my laptop, which was placed atop a tiny table with a long skirt. I bought some cheap computer speakers and put them underneath the table. Before and after breaks, I would put some music on, talk to customers, get everyone dancing, and then turn the music off by myself. It was hilarious from a production standpoint, but the program changed people’s lives. We all start somewhere. These days our seminars are quite fancy, and we regularly put hundreds of people in a room paying $3,495 to $5,000 per ticket.

Back to our example: Sally has just made $100,000 at her first seminar on the front end. She will soon find that people want to go even deeper with her training and request her personal coaching.

5. Create a high-priced coaching program.

When Sally’s fans and customers want to get her personal attention and continuing education at the mastery level, they will want to hire her as a life/business coach.

There are many ways to create a coaching program, and we teach them all at Experts Academy. One would be for Sally to be hired as a traditional one-on-one life coach or business coach. In this role, Sally would assess her clients’ needs and work with them to discover where they are and where they want to go. Then she would create a plan to move the client closer towards their dream, and she would begin coaching the client to implement that plan, stay accountable, and grow as a person or professional. Most of the coaching and conversations happen over the phone. Though any professional coach will tell you that there is really more to it than that, and they would be right, this is a high overview of the business.
Pricing in the coaching business has become more and more of a crapshoot these days. As an industry, the average life coach likely earns between $150 and $350 per hour. But that’s the average and being average will not make you a millionaire. I rarely recommend that people focus solely on individual and “traditional” life or business coaching because it’s simply not scalable. You can only coach so many people in the traditional hourly model. And even if you kept your calendar packed with coaching calls and live meetings, you would face the same issue that therapists, doctors, lawyers, and any hourly professional ultimately deals with: You’d start hating your life.

I experienced this personally, too. I remember having so many coaching clients at one point that I started to dread being on the phone all day. My life became about the clock and calendar and that is no way for an entrepreneur to live.

The best model for scaling a coaching practice is to start doing group coaching, so let’s use that as an example here. Let’s say Sally creates a high-end $2,000-per-month group coaching program. In this program Sally’s customers get exclusive new training videos every month, a group training and question-and-answer conference call, two free tickets to her live seminar, and a separate live weekend event each year for coaching clients only. She might talk to her group members individually once a month or she might not. If she were my client, I would recommend that she not. The value the group gets is the exclusive training and access with both Sally and the group. I love this model, and many in our community have been very successful with it.

If Sally gets just 15 people into this $2,000-a-month program, it equates to $30,000 a month and $360,000 per year.

With this last strategy in place, we have created an entirely new million-dollar expert empire from scratch for Sally by doing just five things. Let’s look at how all these numbers add up.

1. If Sally sells just one low-priced audio program a day at $197, she would earn $5,910 a month and $70,920 a year.

2. If Sally sells just 100 people into a $97-a-month subscription program, she would earn $9,700 a month and $116,400 a year.

3. If Sally sells just 60 mid-tier products a month at $497, she would earn $29,820 a month, or $357,840 a year.

4. If Sally sells just 100 seminar tickets at $1,000, she would earn another $100,000 a year.

5. If Sally sells just 15 coaching clients at $2,000 a month, she would earn $30,000 a month, or $360,000 a year.

**Combined, these five strategies earn Sally $1,005,160 a year!**
What’s remarkable about this plan is that it doesn’t require Sally to have dozens upon dozens of products or thousands upon thousands of clients. She needs just five programs for people to enroll in. To become a millionaire, she needs to sell just one low-priced audio program a day, 100 subscriptions at $97 a month, 60 mid-tier products a month, 100 seminar tickets over the course of the year, and 15 coaching clients.

Of course, this is just a sample plan, and there are plenty of ways to reach a million dollars. Sally could decide to focus solely on conducting seminars and make a million dollars selling 500 people a $2,000 ticket or 2,000 people a $500 ticket. Or she could work exclusively on building a subscription/membership program and get 1,000 people paying her $97 a month to reach her million. Or she could sell 2,000 or so products at the $497 level, or sign up 45 coaching clients at $2,000 per month for a cool $1,080,000. Again the possibilities are endless.

At this point, I know many people have objections to all this. They say, “Well, Brendon, not everyone can be an expert and do this.” To this I reply, “Why not?” What is it about this industry that makes people think they can’t do it? Clearly, anyone can learn and master a topic, right? And anyone can organize their knowledge into helpful advice, right? And these days anyone can put up a website and offer their programs for sale, right? So what is all the mystery about? I hope this book helps in debunking this myth.

Of course, it’s certainly true that not everyone will become a millionaire or achieve extraordinary financial results. My aim here is not to guarantee everyone will. I’m often asked, “Brendon, your example for making millions is great, but can anyone make money and become rich doing this?” As a legal disclaimer, I must say that my results are not typical and that no one is guaranteed to earn an income by following my (or anyone’s) advice or strategies. I personally do not think anyone in life is guaranteed anything. Agreed? Besides, it’s illegal to guarantee anyone results with your teaching, period. The law stems from the Federal Trade Commission in the United States, which thankfully prevents hucksters from making wild claims such as, “Everyone who buys my course will become a millionaire overnight by buying foreclosed homes.” The truth is that we all have different levels of ambition, knowledge, skill, talent, ability, resources, and commitment, so, of course, we are all going to get different results in life. That makes sense to me.

My goal in illustrating this simple plan is to show an example of how just a few product offerings can add up to a big opportunity. I’m just helping illuminate where all the money comes from in our industry so that it’s no longer a mystery to beginners. I hope it serves to enrich your understanding of the industry and how it works.
SECTION FOUR
CREATING YOUR PRODUCTS & PROGRAMS
HOW TO CREATE THE MOST COMMON PRODUCTS
AND PROGRAMS IN THE ADVICE INDUSTRY

If you really want to get your message and advice out to the public, you need vehicles to do it. The
most common vehicles in the expert industry are eBooks, books, audio programs, DVD home-study
courses, and online membership sites. Below is a high-level introduction on how to create these
products and programs for your new expert business.

eBooks
If I offered this guidebook to you online, then this is essentially an eBook. Because eBooks are so
easy to create and have such mass appeal, most experts create them, offer them, and use them to
capture names and emails of people visiting their websites.

An eBook is simply an article or report that is converted to PDF format and posted online for down-
load. You can choose whether you want to charge money for the eBook or simply offer it for free in
exchange for someone’s contact information—their name and email address.

Here are the basics of creating an eBook:

1. Write it!
   While this is straightforward, there are subtleties that make one eBook better than
   another.

   First, an eBook should never be “basic,” despite the fact that you often give it away for
   free or sell it at a low price. Always aim to overdeliver on all of your products, including
   eBooks. The general rule is to include a bit more advanced material than you really need
   to, so that you’re adding real value and stretching and growing your customer’s abilities.
   Writing for the lowest common denominator is a dying practice.

   Second, the more sequential and well reasoned the eBook, the better. Remember the
   idea of taking your customer from Point A to Point B. Also, start with the big picture
   and then narrow down to specifics. For example, in this guidebook I started with the big
   picture of how to be an expert, then narrowed the focus to picking your topic, and then
   narrowed it again to creating a product. It’s sequential, and this guidebook wouldn’t
   have made sense if I had started with this present section.

   Third, always include exercises in your eBooks. Think of your eBooks as more workbook
   and companion guide than a regular book. People will be happy that you gave them
exercises and homework to think through and complete, and they will value your brand more because of the exercises, too.

Finally, be sure to include your contact information on each page of the eBook, as well as any disclaimers, copyrights, trademarks or “legalese” on the opening pages.

2. Design it!
Most people write their eBooks in Microsoft Word. But don’t just finish your eBook and then create a PDF and post it. Instead, go the extra step of having your eBook professionally designed, both on the cover and in the internal pages. For around $100 you can have a graphic designer create an attractive cover and inviting pages. Again, you always want to overdeliver, and if your eBooks look incredible, then you will be incredible in the eyes of your customers. Besides, the better your eBook looks, the more likely your customers will read it and complete the exercises, thus getting the real value you intended in the first place.

3. PDF it.
This is a no-brainer, but it’s important for protecting your work and for ensuring people can download it correctly. Visit Adobe.com if you don’t have a way to convert to PDF format on your computer.

4. Post it and promote it.
I know a lot of experts who have eBooks that are sitting useless in their computer folders. If you write it, offer it. Be sure to put your eBook up on a website and capture people’s names and emails if they’re downloading it. Also, post it to article directories. (Just Google “article directories” and you’ll find plenty of submission sites).

Audio Programs
I waited years to create an audio program because I thought it would be expensive. I was wrong. Today it’s easier and cheaper than ever to create high-quality audio programs. You don’t need to go into some professional audio recording studio anymore. In fact, you can get the same quality just by using free software on your computer or from the Internet. All you need is a microphone and a laptop with software and you’re all set.

Below are high-level instructions for creating a physical audio program, like a box of CDs. Of course, you can also follow steps one through three and post the audios on a website for download. I still like and recommend hard products, though, so here are the steps for creating an audio program that you can ship to your customers’ homes.
1. Get a good microphone.
   I recommend the Rode Podcaster microphone. It’s cheap, and it plugs directly into your laptop via a USB port.

2. Get audio software.
   If you have a Mac, just use your Garageband software and record a podcast. If you have a PC or Windows platform, there is absolutely no hope for you. I’m kidding. Sort of. Not really. Switch immediately to a Mac. But if you like dinosaurs and PCs and such, then you can just Google “audio software” and a million free software programs will appear.

3. Record your audio tracks.
   Think of recording six (6) CDs, which is often the standard size template that many fulfillment providers already use. So, just think of six different topics, steps, concepts, or pieces of a framework to teach in each recording. Talk for one hour and you’ll have a full CD-worth. When you record the audio to your computer, it should record in or convert to MP3 format. Record at the highest quality you can.

4. Send your audio tracks to a CD manufacturer.
   We recommend using Disk.com. Just send them the MP3s and they’ll convert them and master them to CDs.

5. Get a designer.
   Your CD manufacturer will either have an in-house designer or they will send you a design template to use for your CDs and CD cases. When you get the templates, just forward them to your designer. If you don’t have a designer, use Elance.com to find one.

6. Send your designs back to the CD manufacturer.
   Your manufacturer will create a mock-up product from the designs, and they’ll send them to you for review and approval. Once you approve them, they’ll either print an agreed-upon number of CDs, or if they follow the print-on-demand model, they’ll just create your products and orders come in.

7. Put up a website and sell your audio program! Done!
   Okay, this is really where the work begins, but at least you’ve now created a program that you can make a difference and a profit with.
**DVD Programs**

Creating a DVD program is a lot like creating a CD program. The only difference in the process is that you obviously have to film video. Luckily for all of us, shooting video today is extremely cheap, and editing is easy. You can get great HD cameras that will do the job at any retail store. In creating your DVD home-study courses, follow these steps.

1. **Decide what kind of video training you want to sell.**
   There are three basic kinds of video training in our industry that make great DVD home-study courses. The first is the direct-to-camera style. In this format, the video is of you talking directly to the customer, looking directly into the camera lens and teaching your content. The second type of video is called a screencast, which is a video recording of a Microsoft PowerPoint or Keynote presentation that you do. Using software like Screenflow or Camtasia, you essentially open your PowerPoint, teach from it, record your voice as you're doing so by talking into a microphone, and then export the file as a video file. If you have any questions on this approach, just check out the websites of Screenflow and Camtasia and you'll understand. The third type is a recording of a live seminar or training event. This type makes a great DVD home-study course. If you're hosting a live event anyway, you might as well film it and offer the footage for sale as a course.

2. **Create supporting materials.**
   A DVD home-study course becomes infinitely more valuable in your customers’ eyes if you include templates, tools, instructor guides, or presentations that can help them further their learning or apply your teaching. Also, consider having your DVDs transcribed and including the transcriptions along with the DVD home-study course.

3. **Send your DVDs and supporting documentation to a DVD manufacturer.**
   Whichever manufacturer you use will tell you what format to send your recordings and documentation in. We recommend using Disk.com.

4. **Get a designer.**
   Your DVD manufacturer will either have an in-house designer or they will send you a design template to use for your DVDs and DVD cases. When you get the templates, just forward them to your designer. If you don’t have a designer, use Elance.com to find one.

5. **Send your designs back to the DVD manufacturer.**
   Your manufacturer will create a mock-up product from the designs, and they’ll send them to you for review and approval. Once you approve them, they’ll either print an agreed-upon number of DVDs and courses, or if they follow the print-on-demand model, they’ll just create your products and orders come in.

6. **Put up a website and sell your DVD program! Done!**
Membership Sites

Today’s technology has allowed experts to easily post their training content in protected members’ areas that require a username and password to access. This means that you can have people pay you on a monthly basis for access to your members-only training sites. You can put your videos, audios, articles, and downloads in your membership site.

Here are the steps for developing your membership site.

1. Choose your content.
A common question when putting content into a membership site is, “How much do I put in there?” The answer, in general, is less is more. The best way to think about your membership site content is to once again think about moving your customer from Point A to Point B. Help your members get better at something, or gain more skill, or accomplish a specific goal or outcome. It’s easy to want to put in all the training content you’ve ever created, but that’s not the best strategy.

2. Choose your timing.
How often do you want and need to release information to your customers? Once a week? Bimonthly? Monthly? The timing is based on several considerations. How much content do you have or want to release? If you haven’t developed all the content yet and will be creating it as you go, how often do you personally want to create new information? Often, sending anything more than once a week will overwhelm your customers. As part of my Experts Academy Online program, I typically email a link to a new video in the members’ area on a Monday and then host a question-and-answer call on the following Friday.

3. Choose your platform.
A few years ago, membership sites cost upwards of $5,000 to set up. Today, they can be set up for less than $100. Membership site themes exist for WordPress, like OptimizePress, and full platforms like Kajabi allow all-in-one video hosting and shopping cart integration. The main considerations are often how much content, traffic, and interaction you want. You’ll also want to ensure your membership platform can fully integrate with your shopping cart and customer relationship management software. We recommend Kajabi for membership sites and 1shoppingcart or Infusionsoft for your shopping cart.

4. Put up a website and sell your membership site!
Selling Your Products

Pricing and promoting your products and programs is a course in itself. I often spend four days at Experts Academy talking about the best ways to price and promote for authors, speakers, coaches, seminar leaders, and online information marketers. Marketing is an art and a science, and it takes some time to master.

To select your prices, consider things like your experience, how much other products in your industry cost, what your customers are being offered elsewhere, what your margin is, how much inventory you want to have out in the market, what level your brand is, and so on.

Luckily, promoting your products is quite straightforward. In a typical campaign in the expert industry, we send out a series of communications (e.g., newsletters, videos) to customers that deliver great content at no cost. We give these free content pieces, and in the last communication in the series, we 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].”

So I encourage you to create three to five value-added pieces of training to send to your audience. Then at some point you offer a product for sale that goes deeper. It’s as simple as that.

If you ever want to know the latest and most innovative ways to promote your products, then join us at a live Experts Academy training.
I hope this guidebook helped you think through your topic, content, business, and products. By leveraging the ideas shared in these pages I’ve been able to build a massive business in the expert industry. I’ve also been able to help thousands of people just like you share and profit from their message. My guess is that if you act on these ideas, and the ideas I share openly and freely on ExpertsAcademy.com, then you’ll be up and running very quickly.

You can have an expert empire sharing your advice and how-to information with the world. Perhaps at no other time in history have others been looking for ideas, instruction, and inspiration on how to improve their lives. This is your opportunity to serve and profit from this great need.

I’ve previously shared that your life story and experience are your greatest assets in this new economy, and your greatest legacy in life. If that’s true, then it’s time you sat down and began the work of sharing your advice, expertise, and wisdom with others. Now is your time.

Someday I hope to hear your message or meet you at my Experts Academy seminar. Until then, live fully, love openly, and make a difference today.

**Brendon**

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