

## Starting Here

1. Fear of Starting: Small EXPERIMENTS, repeated over time, are the recipe for transformation in business, and life.
2. Fear of Asking: You have some impressive skills, an amazing product, every advantage in the world, and you'll never sell a thing if you can't face another person and ask for what you want. Whether you want them to buy what you're selling or help in another way, you have to be able to ask in order to get. Once you reframe rejection as something desirable, the act of asking becomes a power all its own.
3. *Most people never pick up the phone, most people never ask. And that's what separates, sometimes, the people that do things from the people that just dream about them. You gotta act. And you gotta be willing to fail.*
4. Business is just a never-ending cycle of starting and trying new things, asking whether people will pay for those things, and then trying it again based on what you've learned.
5. Business is an amazing opportunity to learn about yourself, play with ideas, solve your own problems, help other people, and get paid all the while.

## **PART 1 Start It Rediscover Your Creator's Courage**

*There are two mistakes one can make along the road to truth . . . not going all the way, and not starting.*

### Chapter #1: Just Fu\*\*ing Start Begin Before You Are Ready

1. Experimenting: Show me an experimenter, and over the long run, I'll show you a future winner.
2. Marketing is easy when you have a great product. Mint's product was so good that less than two years after it started, Intuit bought it for \$170 million
3. That meant starting small, starting fast, and not worrying about what I didn't know.
4. focus above all else on being a starter, an experimenter, a learner

### **Magic of NOW, Not How**

1. Super-successful people do the opposite—they take action first, get real feedback, and learn from that, which is a million times more valuable than any book or course. And quicker!
2. Every successful entrepreneur: Act first, figure it out later.
3. NOW, Not How
4. Don't be afraid to act. Be afraid of living a life that seems more like a résumé than an adventure.

### **Freedom Number Will Set You Free**

1. To make that dream come true, you first need to choose your Freedom Number
2. Many struggle to make their first dollar because they are so focused on how to make their first million. Focusing on an attainable Freedom Number—even better, just dollar number one—will change the way you think: What can YOU do in your business to make money this week? Today? Right now?

3. if you commit to nothing, you'll be distracted by everything.
4. Freedom No: 5000\$

### Chapter #2: Unlimited Upside of Asking Get a Gold Medal in Rejection

1. "Love rejections! Collect them like treasure! Set rejection goals.
2. The thing is, most people don't ask for what they want. They wish for it, they make "suggestions" and drop hints, they hope. But the simple fact of business is that only by asking do you receive what you want. No ASK? No GET. That applies to every part of life. Seriously, every part.

#### **Develop Your Ask Muscle**

1. Embracing risk, fear, and rejection gives you the power to transform your life.
2. Getting money is not a matter of literally getting it. It's a matter of RECEIVING IT, which can happen only after one asks for it.
3. Intentionally developing your Ask muscle is a REQUIREMENT for entrepreneurial success.
4. "This is going to suck. Let me aim to get at least twenty-five rejections."
5. The trick is to desensitize yourself to the pain by repeatedly exposing yourself to it. Embrace the discomfort—actively seeking it out—and use it as your compass.

#### **Always Be Asking**

1. Who is the type of person that starts a million-dollar business? The type of person who asks for what they want.
2. PRO TIP: Be persistent. I want you to believe that almost every no you get can eventually become a yes. Persistence will reveal that most notes are actually a "not now.
3. PRO TIP: Follow Up! Follow Up! Follow Up! Studies show that if you initially get a no, your follow-up ask is TWICE as likely to get a yes
4. PRO TIP: Selling is helping. If you believe your product or service improves the lives of your customers, sales is just education. You're helping people out. Reframing selling/asking as helping makes it exciting to offer your consulting or window washing services or provide someone with delicious cookies. Once you accept that truth, asking becomes loads easier and feels much more like a communal gift than a selfish desire.
5. If you believe your product or service can fulfill a true need, it's your moral obligation to sell it.

## **PART 2 Build It**

### *Launch Your Business with the Million Dollar Weekend Process*

### Chapter #3: Finding Million-Dollar Ideas Simple Exercises to Generate Profitable Business Ideas

It is deadly to build a business without first verifying that there are paying customers.

#### **Customers Want Solutions, Not Ideas**

1. Customers don't care about your ideas; they care about whether you can solve their problems. And you should not build your idea into a business if you don't know with 100 percent certainty that it's a solution your customers will pay for.
2. That's why, when it comes to generating business ideas, customers come first. Before the product or service. Even before the idea. To build a business, you need someone to sell to.
3. I can't tell you how many times someone has emailed me saying, "What do you think of this business idea?" My auto-reply? "Have you asked what the customer thinks?"
4. "Leaders start with the customer and work backwards."
5. Who you are selling to? What problem you're solving? Where they are?

#### **Start With What You Know. Or, How I Made \$100 Million by Building "Groupon for Geeks"**

1. PRO TIP: Look for something working in one category and bring it to another.
2. PRO TIP: When in doubt, solve your own problems. If you are willing to pay for a solution, it's likely others are, too. And at least you'll have one happy customer—yourself.
3. PRO TIP: Focus on Zero to \$1. Get that first dollar. That will create your momentum and build your belief in what you're working on. Every company I started began with just one customer. Scaling comes later.

#### **No Biz Plan Required**

1. New school: You're going to focus on the conversation with the customers, a dynamic back-and-forth that will help you iterate your product in terms of what the customer wants before you make or spend a thing.
2. Call or text three people right now who have dogs and ask them to pay you to walk their dog.
3. Turns out none of these dog owners have problems walking their dog. You discover their real problem is finding dog sitters when they're traveling.
4. Ask for their next travel dates and have them pay you a deposit. They pay: jackpot!

#### **Now Where Do You Find Customers?**

1. Business creation should always be a conversation!
2. Nearly every impulse we have is to be tight with our ideas by doing more research, going off alone to build the perfect product—anything and everything to avoid the discomfort of asking for money. This is the validation shortcut. You have to learn to fight through this impulse. It won't be easy, but it'll be worth it.

#### **Become a Problem Seeker**

1. The best entrepreneurs are the most dissatisfied. They're always thinking of how things can be better. Your frustrations—and the frustrations of others—are your business opportunities. Great ideas come from being a problem seeker. Analyze frustrations in your day, including the things that bother you at home, waste your time on your commute to work, or online.
2. The crucial first step toward entrepreneurship is to study your own unhappiness and to think of solutions (aka business opportunities) for you to sell.

## **The Idea Generators**

1. Solve Your Own Problems
2. Bestsellers Are Your Best Friends
3. Marketplaces: Your potential customers are everywhere already asking in public for solutions—on message boards, in Facebook posts, in tweets, in church groups, on and on!
4. Search Engine Queries

## Chapter #4: One-Minute Business Model: Shape Your Idea into a Million-Dollar Opportunity

“Is this a million-dollar opportunity?”, “What’s my model?”, “What if it turns out it’s not going to work?”

### **Step 1. Find \$1 Million Worth of Customers**

1. You, dear reader, are a surfer. What you’re selling—the product or service— is your surfboard. The market is the wave, and the wave is what matters most.
2. Even if you’re a great surfer with an amazing board, you will still fail if you don’t have a good wave to ride.
3. What I’m saying here is that your job is not to create demand for something that seems exciting, it’s to find existing demand and satisfy it.
4. In order to have a million-dollar business, you need a million-dollar opportunity.
5. Is the market growing or dying? How many potential customers are there?

### **Step 2. Is This a Million-Dollar Opportunity?**

All you want is to know if the business idea is worth pursuing.

### **Step 3. The One-Minute Business Model**

1. PRO TIP: When you’re launching a business, always ask yourself: is this going to be a one-off purchase, something customers buy here and there when they want to consume it, or can you make it a monthly recurring sale?
2. It’s always better to be in the reorder business.

### **Step 4. Pivot and Evolve—Your Revenue Dials**

Here are the six Revenue Dials you can use:

1. Average order value: Increase the amount someone purchases.
2. Frequency: Increase how often someone will buy your service.
3. Price point: Increase or decrease your price point to affect total sales.
4. Customer type: Approach a more lucrative/wealthier customer segment.
5. Product line: Add additional products to make the business more attractive to start.
6. Add-on services: If you’re selling a product like cookies, can you offer a service like setting up birthday parties or cooking at the person’s home?

### **Million-Dollar Opportunity Challenge**

1. The hard part is not choosing which business idea. The hard part is getting customers. And that’s where you’ll focus first.

2. 1. Pick one business idea. 2. Make sure it's a million-dollar opportunity. 3. Confirm your business idea is profitable.

#### Chapter #5: 48-Hour Money Challenge Validate Your Business by Getting Paid

Validation is finding three customers in forty-eight hours who will give you money for your idea.

#### **Golden Rule of Validation**

You're not trying to invent demand; you're trying to see how EXCITED people are about what you're helping them with.

#### **Three Methods to Validate ANY Business Idea**

1. Direct Preselling
  - Your Dream Ten List for Preselling
  - Here are the columns to use: Name Company Phone Email When contacted When to follow up Notes
  - Scripts for Preselling Your Idea: Validation is a conversation. Not a sales pitch, but a chat to learn about the customer, see if you can help them and if they'll actually pay you.
  - The process to validate your solution with your Dream Ten can be broken down to a three-part framework: 1. Listen 2. Options 3. Transition
  - PRO TIP: Use what or how questions to encourage a more open dialogue versus why or yes/no questions, which can limit your learning.
  - Asking for Money: There's a big difference between what people say and what people do. Everyone's "interested" until they have to pay.
  - Dealing with Rejection: That's because every rejection is an opportunity; you can use it to take a deep dive into customer problems.
  - Keep talking and listening to your customers so you can find out what they need.
  - PRO TIP: Active communications—calls and texts—work a lot better than passive ones, like posting on Facebook or Twitter and waiting for replies. Try to Direct Message (DM) people, or whatever enables you to get the fastest response time possible.
2. Marketplaces
3. Landing Pages
4. If you go this route, don't overthink the design, the name, the language, the ads, or any of that. Just focus on seeing if you can get people to buy your product!

### **PART 3 Grow It Make Money While You Sleep**

#### Chapter #1: Social Media Is for Growth . . . Build an Audience Who Will Support You for Life

People get hooked on CHARACTERS. People do business with REAL PEOPLE. Especially those who feel like a friend.

## **Finding Your Unique Angle**

“What’s your unique angle in thirty seconds or less?”

## **Pick a Platform**

The key principle is to start right now to build your audience and then move them to your email list

## **Creating Content for Your Core Circle**

1. Core Circle: Start with a very narrow audience
2. Medium Circle: As you move bigger, your content should overlap somewhat with what concerns your Core Circle, but it should appeal to a broader audience.
3. Large Circle: Here you go for the largest audience possible that’s still related.
4. To come up with your unique viewpoint, ask yourself a few questions: What is something everyone thinks is true—but you think is wrong? What is something nobody in your target market is talking about—but should be? What are the biggest mistakes people in your market are making—but are totally blind to?

## **Be the Guide, Not the Guru**

1. People don’t want to be lectured at by an all-knowing guru—they want to tag along with a guide.
2. The goal here is to document what YOU do, not what you think everyone else should do.

## Chapter #7: Email Is for Profit Use Email to Make a F\*&k-Ton of Money

1. By putting personality into the email, we made nearly a hundred times more money!
2. Sales have repeatedly been shown to go UP when the people selling are enjoying themselves.

## **Your Email List Is Power**

1. Email is the king and queen of communicating with customers.
2. Even if you don’t have a business at this very moment, it’s great to start building your email list NOW—so when you do want to have a business, you already have a trusted group of people who WANT to help you out.
3. A healthy email list has a 20 percent open rate. Target that.

## **Set Up a Landing Page**

## **Getting Your First 100 Email Subscribers**

1. 0 to 10—The Dream Ten: Yes, your Dream Ten. These are people who know you and care about you. The members of this highly engaged audience are waiting to visit, subscribe to, and share your website and content.
2. 11 to 50—Lazy Marketing: Obviously you’re already doing that by putting it in your calls to action inside your videos, TikToks, or wherever you are promoting yourself online. But you can go a lot further by putting a link to it in every point of contact you have with others. That means putting the landing page address in your: Email signature Biography on Twitter, LinkedIn, TikTok, Instagram, and Facebook

3. 51 to 100—Post in Your Places: You already have a social presence. Now it's time to post a modified version of that email above in Facebook, Snapchat, Twitter, Reddit groups—or wherever you're active.

## **Growing Beyond Your First Subscribers**

### **Set Up Your Cash Register**

Point is, if people like your stuff, they want more.

#### **3 progression of emails that I've found works best:**

1. Welcome Email: A MAJOR thing here is one-by-one marketing. This is personally engaging with each new subscriber. When you're starting out, every single person matters. Frankly, everyone in your audience matters forever, but especially at the beginning, you should respond to every single new subscriber.
2. Second, with the Connection Email, you're explicitly asking them to connect with you on social media, by following you on Instagram, LinkedIn, Facebook, Twitter, and so on.
3. Finally, the Content Email is where you give them a piece of great content—a blog post like Chris Von Wilpert's, a video, or the invite to an event.

#### **Law of 100**

1. The Quantity group experimented more
2. Whatever you put yourself to, do it 100 times before you even THINK of stopping. This stops you from succumbing to what Seth Godin calls “the dip,” the moment in a long slog between starting and when mastery sets in where you start hating the work and you want to quit.
3. Lean in and commit to 100 reps. (Think of this as doing reps and practicing as opposed to failing or succeeding.) This changes your mindset and makes it much easier to sustain forward motion when things get tough.
4. The key is to set up a system that helps you get your 100 reps done without thinking about the results.

## **Chapter #8: The Growth Machine My Battle-Tested Growth Playbook**

1. Set a single hyper-focused exact goal: PRO TIP: Be specific. One of the most common mistakes I see from entrepreneurs when they set goals is they say they want “more.” More revenue, more traffic, more downloads. But how much and by when?
2. Create your Marketing Experiment List: “If you could use only two of the marketing activities, what would they be?” Who is your ideal customer? Where are they?

#### **Generic marketing ideas**

- Contacting your network:
- Paid ads
- Social ads
- Content marketing

- Cold outreach
  - Target market blogs
  - PR
  - SEO
  - Giveaways
  - Collaborations
3. Double down on what works: Find what works and double down on it; find what doesn't work and kill it. Double down on the experiments that work the best. Kill the experiments that don't meet expectations. The point is to continue only if you see traction.
  4. Make Your First 100 Customers Happier: How would you double your business if you COULD NOT get any new customers? Happy customers will refer your business to their friends. Happy customers are more likely to spend more cash and buy your new products or services. The longer you retain customers, the more opportunity you have to earn more revenue from them.

### Chapter #9: 52 Chances This Year Using Systems and Routines to Design the Business, and Life, You Want

The first step to getting all you want in the world is allowing yourself to want it— and facing the fears necessary to be able to get what you want.

#### **Bringing Out Your Dreams**

1. The challenge of your business—and your life—is designing a system that optimizes for your overall happiness.
2. Designing the life of your dreams is where you truly become rich.
3. Entrepreneurship is your chance to build your work around your life, not be swallowed up by it.

#### **Dream Year Checklist**

#### **Turn Your Dream Year into Goals**

**Coloring Your Calendar:** *If you fail to plan, you are planning to fail.* : PRO TIP: Front-load your priorities, meaning if your main goal is YouTube, focus on it earlier in the week to make sure you're getting done what matters most. I get tired as the week goes on, so I put my most important tasks on Monday and Tuesday

#### **How to Prioritize the Important Tasks So You Can Accomplish Your Goals**

#### **Never Entrepreneur Alone**

Great entrepreneurs have great entrepreneurial communities. There's no such thing as self-made. Everyone is team-made.

1. Get an Accountability Buddy
2. Target Prefluencers
3. Build Your VIP Network with Referrals: "Meet five new people per day for my first six months in the Bay Area."



### Start Again

Your life is shaped by your willingness to face your fears. Remember, just keep going no matter what.