

Interview with Ben Mack

(Transcript follows. Please don't forget to open "BenMackHow.pdf" to find out how YOU can put Ben's advice into action on your website to save your valuable time!)

Erica: Welcome to the Inspiring Innovators Interview Series! Today, we are on the line with Ben Mack. Ben is famous for instituting branding campaigns for large companies. And now, he's working with smaller businesses to help them move their businesses forward. So, welcome, Ben!

Ben: Thank you, Erica, it's an honor to be here with you. It was so much fun meeting you in Austin.

Erica: Oh, thank you! So, Ben, tell us a little bit about yourself. In particular, I know you've worked with a lot of big companies, names that we would all know. What did you do for those businesses?

Ben: Awesome, I'm glad that you're bringing this up because most Internet marketers don't know about my background, in terms of branding with everyday brands and products that you've heard of. For instance, I was a Senior Vice President, Director of Brand Strategy on Cingular, over at BBDO, an ad agency, so I was the lead strategist on a half billion dollar-advertising budget. When you play with half billion dollar advertising budgets, most of the tools and tactics that we use aren't relevant to Internet marketers or to small business owners.

While I have worked with smaller companies that you might have heard of like Air Advanced Home Gardening, it's still a subset of that huge company Bayer. The same company that makes aspirin actually makes home and gardening fertilizer. So, the tools of branding that I work with for entrepreneurs are only a tiny, small slice of the tools that I used to work with for these companies that would spend tens of millions of dollars every year on their branding.

Most of the time I hear people talk about branding, they're talking about what I call flag branding, which is where a logo can be so recognizable that it almost becomes, and many times actually does become a fashion symbol, where people will buy clothing with the logo on it. As small business owners, we can't afford to do flag branding. And when I say we can't afford it, we can't afford the money it would cost to do flag branding. We can't afford the time and energy in actually developing those tactics because they're not relevant for us – saving time, saving money, and most importantly, making more money with each touch we have with a client.

So, while I've got this background about having done things like popularize Yomega Yo-Yo's, and in 1997, my strategy was credited for taking the Yomega

Yo-Yo from eight million dollars a year to over 120 million dollars a year, while those tools are going to be relevant, most of my experiences, in terms of dealing with national brands, most of those branding tools are not at all going to be relevant for your listeners here today.

Erica: Agreed. So, what do you think is the major difference between big companies that you've worked with to grow from millions to multi-millions, and small businesses, like most of our listeners today?

Ben: The difference is resources. The difference is our ability to be flexible and actually implement things that are going to have a huge impact on our bottom line, on our profitability. You see, big businesses, year in, year out, spend money on advertising and branding because that's just what you do year in and year out. But, for the small business owner, everything becomes more important -- everything is heightened because we have fewer resources. This actually makes branding easier. And the reason why it makes branding easier is that branding is not your logo. Branding is not your color palette. Branding is not your catch phrase. Any of those things could change and you'd still have customers that could have a relationship with you and would want to do business with you again.

So, if your brand isn't your name, if your brand isn't your logo, what is your brand? Your brand is your relationship with your customers and prospects. I like to think of a brand as how much people want to do business with you today and tomorrow because, see, your brand is what sets up the back end. Your brand is what helps people grow to know, like and trust you. Your brand is the story that you tell about yourself and the stories that your customers and prospects tell about you. Your brand is a story that you are managing, you are stewarding. You are the brand director for your company. And the best way to control the stories that get told about you is to tell people the stories that you want them to repeat.

And so, branding is a specific type of storytelling. It's a type of profitable storytelling. When somebody wants to make more money, the first thing that they want to do is look at the stories that they're telling about themselves and identify the common thread between the stories. And it's a very specific type of common thread that you want to look for. What you want to look for is the ways in which you make your customers heroic. Your job is to tell stories that facilitate your customer seeing themselves as heroic or portraying your customer as heroic because that way, the prospects can see themselves being customers, being heroic.

Your job is to what I call come up with your glory story. And your glory story is the way in which your product or service facilitates your customer being heroic. You see, our stories aren't about us. The profitable stories aren't about how

wonderful we are. Our most profitable stories are the ones that show our customers being heroic and successful. And, Erica, that's been the key to each of my major successes, both in the large branding scale, the large scale business that I did when I was working on a national brand, as well as the entrepreneurial successes that I've helped friends with or enjoyed myself that all come back to the same key, in what ways can we show our customers as heroic?

Erica: That's a great story. So, can you give me an example of one way in which you've helped a small business create a storyline about their customers being heroic?

Ben: Absolutely, thank you. I'm going to go back to the Yomega Yo-Yo case because that is something that's big enough that I think is exciting for people to hear about, and small enough that it enables people to see themselves doing it. You see, in 1997, the Yomega Yo-Yo's sold about eight million dollars in yo-yo's. And their scientists had come up with a new yo-yo technology. I know it's hard to believe that there is such a thing as yo-yo technology, but there are engineers that are working on improving the yo-yo.

And one of the engineers at Yomega had come up with an automatic clutch. What the automatic clutch would do was that when you threw a yo-yo down and it was spinning at the end of the string, with just a tiny little bit of a twitch of your finger, you could get the yo-yo to pop back up. The most basic introductory skill, in terms of yo-yoing, is to walk the dog, where you put the yo-yo down, it spins at the end of the string. You pull your finger, and it pops back up. And that is something that usually has taken kids, pre-teens a few days to learn how to do. And now, with the Yomega yo-yo's new automatic clutch technology, kids can learn that trick instantly.

Now, the brand managers at Yomega Yo-Yo's, what they originally wanted to do was talk about the new clutch technology. And the difficulty here is that, you know, Erica, before this conversation, have you ever read about or been interested in yo-yo technology?

Erica: No, I can't say I have.

Ben: Right, yo-yo technology, the only way it's fascinating to you is if you're already a yo-yoer. We knew that talking about the yo-yo technology wasn't going to work. And the success we had in 1998 with our messaging is not only evident in the Yomega going from eight million dollars a year to over 120 million, but it's also evident in People Magazine, at the end of 1998, declaring yo-yo's as one of the 10 major trends or fads of 1998. And the way that we did it was by showing the young yo-yoers as being the hero on the playgrounds.

What we did is we showed kids that were yo-yoing and doing these amazing yo-yo stunts, and in passing, we said, "And now, with the Yomega's automatic clutch technology, you can instantly learn the introductory stunts." Something along those lines, I don't have the exact words in front of me. It was less than three seconds, and the point wasn't about the new technology, the point was that with this new technology, you could instantly learn things that used to take you weeks to master.

Erica: So, basically, selling benefits, instead of features.

Ben: Exactly right, Erica, exactly right, it's selling the benefits instead of the feature. The feature was Yomega yo-yo's use automatic clutch technology. The benefit of the automatic clutch technology was that it enabled you to be able to instantly learn stunts that used to take weeks to master.

Erica: Right.

Ben: And in that way, we were showing the customers as being heroic because we were showing the kids being the heroes on the schoolyard, doing these amazing yo-yo tricks that they were able to learn instantly. But, the ability to learn instantly is the throwaway. That's the given, that's the feature. The benefit is you get to look amazing, you get to be heroic.

Erica: Right, you get to be the envy of all the other kids on the playground. That's great.

Ben: Thank you.

Erica: So, what is one way that, say, a technology or a web business could make their customers look heroic? I go to a lot of company websites and I see things like, "We use Java technology," or, "We write really good code." I'm in the technology industry, so I do see a lot of things like that. How would you use a very technology-centric company, a company where probably the owners are convinced that technology is what makes a difference, and change it into a way to make their customers heroic?

Ben: That's a fantastic question. Erica, I imagine you might have heard the phrase at some point in your life that nobody ever got fired for choosing IBM?

Erica: Right.

Ben: Well, that's one way that a large company did it. You know, one way that a large company sold technology and got to hear somebody, in this case, not as much being heroic, but being heroic in the sense that they're avoiding that worst case

scenario. You know, at the time IBM was propagating the idea, the meaning of nobody ever got fired for choosing IBM, there were less expensive alternatives out there. And what they were promising was that if you got IBM, you were buying a solution that works. But, what they were promising you, as the possible potential buyer was that if you buy us, you're going to be able to sleep at night because you haven't purchased a fuck up.

Erica: Right.

Ben: I don't know if it's OK that I just swore for your audience. I hope that's OK.

Erica: I wouldn't worry about it.

Ben: Cool, because you know what? For many people in making that choice, what's heroic to them is not messing up. The vast majority of Americans live in quiet desperation and what they're most fearful of is being called to attention in an unflattering way. The number one fear in the United States is public speaking because people are afraid of being humiliated. People are afraid of looking bad in public. And so, what IBM did by saying no one ever got fired for choosing IBM, was making you heroic because you knew that you weren't going to be humiliated. And for many, that is being heroic.

It's similar to when I've worked with people that are in the healthcare profession, some counseling of some sort, which is part of healthcare, many times a practitioner or a small office will invent themselves as helping their customers or their clients feel fantastic. That's great, and it's limiting your marketplace to promise people that by seeing you, they're going to feel fantastic because somebody that doesn't feel fantastic is going to find it hard to believe, they're going to find it literally unbelievable that they might be able to feel fantastic so easily. And so, you need to speak into the listening of your customer.

For many people, what would be heroic for them, what would be magnanimous for them, would be to simply feel better. See, virtually everybody is open to the possibility of feeling better. Even people that feel fantastic are interested or open to the possibility about feeling even better. But, if you take somebody who's having a hard time of something, the idea about feeling better is within their grasp. That notion about feeling better is a stronger emotion for that type of commercial communication because it's more believable and appeals to more people.

One of the biggest notions that I hear out there is this misguided notion of unique selling proposition (USP). I think more money has been lost in the name of unique selling propositions, more than the bad money that's been thrown into chasing the blue ocean strategy. There's some misguided information out there

in my mind that it's just driving a lot of entrepreneurs into frustration and needless waste of their money that they shouldn't be. And those instances are telling people that they should be unique, that they should be special and different because I've seen more people wasting money on trying to promote something that has never successfully been promoted before.

This notion about a unique selling point -- you don't want a unique selling point. You want a powerful selling point. I would all rather take a powerful marketing phrase that's been proven to work again and again and again, over something unique.

Erica: Right, because unique often means unproven.

Ben: Exactly. Now, if you happen to have something unique that proves out, fantastic, you're in the money, but it's really rare.

Erica: What are some of the powerful selling points that you've seen and/or implemented online? What do you think is really powerful when it comes to selling products?

Ben: What is most powerful is to make the person as your prospect see themselves as being successful. To the extent that you are able to get your prospect to see themselves as being successful, is the extent that I think you're likely to make a sale. It's as simple as that. When you can show your prospect, themselves, being successful so that in their mind, they're seeing themselves enjoying the success that they're going to get from your product or service, you've basically already made the sale. It's now just a matter of them finding the link and going through mechanical processes.

The trick is learning how to speak into their listening. And when I say listening, I don't simply mean the words because the words that we use can create images in people's minds. When we use action words, when we use powerful words that instill images in people's minds, so that they can see themselves being successful, that's what works. When you can get your prospect seeing themselves being successful, your sale is more than halfway done.

Erica: So, do you think that those who create information products should basically put that sort of thing as the front page of their website? See, one thing I've found, and I'll just bring this up because I think this is so fascinating, it's only recently that I've been introduced to the Internet marketing community. As early as a year ago, I wasn't aware that the Internet marketing community, e-books, and all of these things that make people millions of dollars even existed. And one thing I find so fascinating is the difference between what I would call regular company

websites, which are about us, our company, our mission statement, yadda, yadda, and Internet marketing sites, which are all focused on the customer.

The Internet marketing sites are often, interestingly enough, the ones that make the most money, just a single page. They're a page with a bunch of stuff about how the customer is going to be successful, and maybe a video or two, explaining about why this person is qualified to give out this information. So, do you think that people with what I would call regular company websites should focus more on the Internet marketing side of things or focus more on their customers?

Ben: That's a fantastic question, and it truly depends on what the purpose of the website is. For Internet marketers, the purpose of the website is to make a sale. And the entire website is a point of sale mechanism because the website is your point of sale. Now, for larger companies that happen to have a web presence, it might not be the objective of the website to make the sale. The objective of the website might well be to simply show that they have a web presence.

I was recently working with a doctor, who is in the state of Virginia, out of Washington, D.C., and he does very high-end plastic surgery. He was working with a friend of mine, a coach, on improving the web page. They had been working together on a \$197.00 information product around exercises that you can do with your face that will naturally reduce the wrinkles in your face, or help keep it away, so something you can do prior to some plastic surgery.

My friend wanted to help him make more \$197.00 sales. And he was very resistant because half of his annual income comes from people that are having plastic surgery in his office. The \$197.00 that he gets from the information product is I think now about one percent of his income. And so, the real purpose of his website is to get somebody to pick up the phone and call. The purpose of the website is to substantiate that he is the preeminent player that's out there. And if somebody does buy that \$197.00 e-book on the different exercises, do you know what the real purpose of that \$197.00 information product is?

Erica: Probably to get people to buy a \$50,000 surgery.

Ben: Or at least \$10,000, right, exactly. The purpose of that and you're exactly right, Erica, the purpose of that \$197.00 information product that he is selling is to show people how difficult it is to do this without plastic surgery. Erica, I'm going to give away something on this call I normally don't talk about. I've talked about it three times in my life, and all three times that I've done it publicly have been on calls that people have paid for. And so, I'm going to share with your listeners right now because you've taken us here into this area about profitable storytelling. There are two primary stories that you want to tell.

One story is there are these wonderful, magical benefits that are extraordinary and if you enjoy them, man, it just feels like the beautiful warmth of sun on your back on a beautiful spring day. And these benefits are wonderful. But, you know what? It's so tricky and difficult to actually get these that what you're going to want to do is you're going to want pay outs who are going to be able to do it for you so that you can have and enjoy that wonderful basking in the sun. All you've got to do is pay us and we'll do it for you. That's one story.

There's another story, which says, man, there's this beautiful thing that's the warmth of basking in the sun and you know what? It's actually totally easy if you know what to do. It's the type of thing that scores of people have done for themselves, or hundreds of people have done for themselves, and if you just know the sequence of little things, it's totally easy and we're going to sell you the manual for how to do it, so you can have and enjoy that wonderful warmth of basking in the sun.

So, those are the two primary profitable stories. They're both saying you're going to get this wonderful, magical, delicious stuff. One is saying, in order to get this wonderful, delicious, magical stuff, it's like way, way, way tough, so that you want to pay us to do it for you. And the other one is to get this wonderful, magical stuff, it's totally easy that it's a secret, and you're going to pay me to show you how to unlock the secret for you, and you're going to be grateful for the rest of your life because you're going to forever now on, have this magic in your life.

Those are the two primary stories. Does it make sense to you? Have you heard these stories before?

Erica: Yeah, absolutely, and the do it for you, I've heard people say that that's often the more profitable product because people don't want to spend a lot of time learning how to do something. Apparently, from what I've read, the do it for you products have a much lower rate of return, and the do it for yourself products have a higher rate of return, but you can often sell more products that way because it's going to be cheaper. You might sell a \$7.00 do it yourself product and sell 1,000 copies of it. You might sell a \$5,000 do it for you product and sell two of them. However, the do it for you selling two of them is going to be more profitable for you, most likely.

Ben: Right, I mean, to put it in context, when I first released my first information product almost three years ago now, it was a PDF of a book that you can actually get now, called, "Think Two Products Ahead." We sold that PDF for \$197.00. And we sold approximately 250 copies of that. And so, we've sold over \$40,000 worth of PDF's of "Think Two Products Ahead."

Erica: OK, so I have to stop you here for one second and ask, how do you get away with, I mean, that's the question that's going to be on everybody's mind, how do you get away with selling a PDF document for \$197.00? You see a lot of e-books online going for \$7.00, \$17.00, \$27.00. What's the difference between a \$7.00 e-book and a \$197.00 e-book?

Ben: How much money it's going to make you.

Erica: Any difference in the content, do you think?

Ben: Absolutely. "Think Two Products Ahead" was written by a two-time American Marketing Association national winner. It was written by somebody, who helped a company that was eight million dollars grow to one hundred twenty million in a single year. And moreover, it had the magical words of Michael Morgan writing the sales page because what creates the \$197.00 value is the sales page. Now, there was less competition three years ago. There were a lot of \$7.00 e-books, but there were not very many \$197.00 PDF's out there, not very many \$197.00 e-books out there.

Now, what Michael Morgan did was he took my track record in marketing and made that as the selling point. This is why this book is going for so much more than everything else that's out there. In fact, he didn't even refer to it as an e-book. He referred to it more as a branding system that happened to be in the form of a PDF.

Erica: OK, so even the label makes a huge difference. Instead of labeling it as an e-book, he labeled it as a system. And you're right, that does sound like it's worth a lot more money. That's an interesting marketing point for those of us who do sell e-books to think about.

Ben: Absolutely. Everything in the framing, everything in the description is either contributing to or detracting from somebody's likelihood to give us money. And so that is your brand. Your brand is the likelihood of people saying, "Yes, I'm going to spend money with this person, I'm going to buy their product or their service." And the relationship continues. And it ebbs and it flows. And the words that we use to describe ourselves, to describe our products and our services impact people's likelihood to want to open up their wallet, pull out their plastic, and enter in those 16 digits that are then going to put hundreds of dollars into our account.

Now, a lot of this might sound not doable or as if there's so much to learn. And the real trick is simply chunking things down. And I tell you, where most people get stuck is that they start with something that's not tenable. Most people start with something that's not going to make them money. And so, what I

recommend is that people start with what I call the relevant truth. You've got to look at what people are already buying. And then, you look at what your goods and services, where it overlaps with what people are already spending money on because, remember, we want to rely on what's been proven to work in the marketplace.

And when you find that intersection of what you've got, in terms of your products, goods or services, and what people are already purchasing, that's the relevant truth. That's the sweet spot. And so, identifying what it is that you're going to be creating your information products around and about, that really is the beginning as to whether or not you're going to have a profitable venture.

Erica: So, would you recommend, then, for most business owners that they start off at a higher price point? I see a lot of business owners starting off, selling \$7.00 e-books. And then, they sell a few hundred of them and get frustrated that they've sold a few hundred e-books and they've only made a couple thousand dollars. It's just not enough to even quit a full-time job, let alone start a business from. So, what would you recommend for those folks who are stuck in the morass of selling cheap e-books and cheap products?

Ben: I think, Erica, that your brilliance shines through again and again because you're absolutely right at breaking down those numbers. If somebody has sold 300 of something, man, congratulations! The idea about selling 300 of something is extraordinary. You've got 300 people to open up their wallet, take out their credit card and give you money, that's fantastic! And you're absolutely right that the idea about making \$7.00 is it takes a lot of \$7.00 sales to have it add up to a big hill of beans that would make a couple meals for folks.

The trick is in the back end. The name of my book, whether it be the \$197.00 e-book or the book that you can buy on the shelf at Barnes and Noble, is called, "Think Two Products Ahead" because the money is in the back end. And if you're selling a \$7.00 e-book and you don't have the possible momentum of a back end in place, so that when somebody says yes to your \$7.00 e-book, that they then are given the opportunity to buy, for instance, a \$39.00 upsell of some bigger, more expanded course. If they say yes to the \$39.00 or \$59.00 course, if they're then taking the opportunity to buy a \$197.00 system, and if they say yes to the \$197.00 system, perhaps at that point, you might want to throw out to them the \$1,997.00 home study course or the ongoing coaching.

Simply making a \$7.00 sale is fantastic. Demonstrating that you can make 300 \$7.00 sales is showing that you've got great skills and you're so freaking close. But, the money is in the back end. And working like with the Nitro boys, Kevin and Matt -- recently they created a Quattro system. So, they were selling a

\$17.00 e-book, and their \$17.00 e-books actually wound up, the per sale revenue is not \$17.00. I believe it was \$359.00.

Erica: That video that they did was mind-blowing. And if it's still online, I'll include a link to it in the PDF that's attached to this recording. But, yes, that was amazing. That video was what actually convinced me to start a membership site, believe it or not. I watched that video like four times, and it was about an hour long. I took copious notes on it. I filled up several pages of notes, and I just thought that what they did was fantastic. Let me just explain it for those of you who haven't seen this video, and hopefully, it's still available, but every time they sold one thing, they had two or three more things that they'd give to a customer. And it was \$7.00, then, it was \$27.00, and it was \$97.00, and it was \$297.00. And each customer's value was not \$7.00. It was, like you said, \$300 plus dollars. Quite an amazing system!

Ben: It is truly an amazing system. And I might have that number wrong. So, listeners, friends, if it's not \$300 and some, if it's only \$189.00, let's take a look at it. \$17.00 and \$189.00. One is 12 times more than the other, so that as opposed to selling 300 \$7.00 e-books, it would be more like you sold 4,000 \$7.00 e-books. It suddenly takes that \$2,100 and turns it into like \$28,000. And now, we're beginning to talk about some play money.

Erica: Exactly. You know, it's so great that this came up in conversation. I have a friend right now, who wrote an e-book. He sold over 2,000 copies of the e-book, and is convinced that e-books will never make him any money. I said, "But, you have 2,000 customers, what do you want to sell to them?" And he said, "Well, I never thought of it that way, maybe another e-book." I said, "Why not sell them something more interesting than another e-book? You can sell e-books all day long, but it's not going to make you enough to quit your day job. What you need to do is set up a system." And what I love about what you've talked about is you did set up a system. And what's amazing is that your system, one of your systems was a \$197.00 system. That was really an e-book, but it was marketed differently. The words made all of the difference.

Ben: The words are what make all the difference, and Erica, I imagine that if somebody had an e-book as a front end, that they truly could make enough to buy, for instance, a new house in San Diego. There's a gentleman I know that sells a \$59.00 e-book that's based around getting out of debt. And I know that he nets over a quarter of a million dollars on that e-book.

Erica: That's amazing! So, for those of you listening, this is a great opportunity. Don't think of it as selling a \$7.00 e-book. Think of it as selling a system, and what will your customers buy once they've bought that e-book, what does your back end contain?

Ben: The trick is having that first thing to sell. And part of the trick is being willing to go out there, create your first thing and sell it with pride and gusto, and as you learn these tricks, then to build out the rest of your system because your friend that has sold over 2,000 e-books is in a fantastic position because he's got a working sales funnel, because he's got what some people call a greased chute, because he's got what some people call a slippery slope. But, you've got to get your first selling system out there because once you've got your first selling system, then you can literally borrow or joint venture, for instance, with the Nitro boys and put their up sell system on the back end of yours.

And it might sound as though it's just that easy, and the good news is it's just that easy. As opposed to redirecting people to your own thank-you page, where you get the JV link with Nitro, what happens is that when they purchase your first product, you go to a thank-you page that is in their system that has your name on it. These are advanced skills, Erica, and I don't want to get too ahead of ourselves because it's predicated on the notion that somebody has their own product that they're selling.

Erica: Right. Is there anything else you'd like to share as kind of a wrap-up for our listeners?

Ben: There's so much I'd like to share with them. We could spend three hours talking.

Erica: I know. We sure could.

Ben: And what dawns on me is that I've got two products that are around product creation. The difficulty is that one normally sells for \$97.00, and the other one sells for \$297.00. And I truly believe that your listeners need them both because one is called, "The Relevant Truth," that talks about how to identify what it is that your first product can be about that's going to be profitable to set yourself up for success. The second part is called "Profitable Momentum." That talks about once you have your first product up, how to monetize, how to create either a portfolio of your own products, or how to snugly get into a situation, where you're referring your customers to somebody else, and that sells for \$297.00.

I'm catching my breath because what almost came out of my mouth is something that I haven't done before. And I know that my operations manager, Mark Horn, is going to scream at me, but I might as well do it since I've already sort of started talking this. For your listeners only, for your Inner Circle, if they want them both, I'll give them both courses for the price of the entry level course of, "The Relevant Truth." For \$97.00, you're going to get a course that I created with Tellman Knudsen, called "The Relevant Truth," that includes four

hours of audio interviews between Tellman and myself, as well as downloads that teach you step by step how to create your first products.

Included also for this \$97.00 is a product that we used to sell, it still does, actually, for \$297.00, called, "Profitable Momentum," that teaches you how once you've got your first product up and running, how to then turn that into a portfolio of products and how you can keep your money growing as an information product creator and seller, and how to develop the relationships with joint ventures so that other people are going to begin promoting your products and services.

Erica, I do not have a sales page set up for this thing because I haven't done it before. I just think it's real important for your listeners to be able to get both. Will you be able to put up a link?

Erica: Absolutely! And you know what? I'm going to probably go buy this, too, actually. I have to admit, some of the content on this call has been so fantastic, I'm motivated to go out there and make back end sales for my \$7.00 e-books. Yes, I will include the link in the PDF that comes with this recording, and you guys can go out there and get your \$7.00 e-book into a full-time job or get your website shaped up so that you can quit working a regular day job and go out and be the successful person that you know you can be. Go out and make your own business and make your own customers happy. So, I really look forward to that and I look forward to taking a look at those books that you have. That sounds great!

Ben: You've just forced me to put another bonus on this deal because with the way you're talking to your listeners about quitting their day job, what I'm going to have to include in this is the "Bad Ass Report." "The Bad Ass Report" was a \$97.00 product that, again, I put together with Tellman Knudsen, that's on the way of the bad ass. It's a nine-step process that I take myself through quarterly that helps me maintain my direction, helps me maintain my focus, helps me maintain my profitable agenda. And it is what I think all entrepreneurs need. I'm going to throw that in as an added bonus, on top of "The Relevant Truth," on top of, "Profitable Momentum." This is the course that Yost credits for having taken him from just cracking \$100,000 to making over \$600,000, so it helped him increase his online revenue by six-fold.

Erica: Fantastic!

Ben: So, these are the details, these are the puzzle pieces that a lot of people miss and I'm excited to hear how your listeners apply it for themselves because what I really want is to learn what helped them the most, what was the idea or that one piece that enabled them to crack through that next level because they and I can

create a product around that. When we identify what works for them, I'll help them create their product around that.

Erica: That sounds amazing. So, I guess we can wrap this up. Thanks so much, Ben, and I will include all of these great links and, hopefully, we'll go find that great Nitro video and some of your reports and products. Fantastic, really enjoyed speaking with you!

Ben: It's been my pleasure, Erica. I appreciate your time today. And for those of you listening, I'm thankful that you are on this path. It's because of entrepreneurs like you that a lot of great stuff gets done. Thank you for being with us today.

Erica: Thanks, Ben!

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