

The Secret Language of **Millionaires**

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INTRO

You are about to learn The Secret Language Of Millionaires through a simple framework called The 4 Levels Of Marketing Mindset. These 4 levels are:

1. The newbie marketer.
2. The minor league marketer.
3. The major league marketer.
4. And, the all star marketer.

Before we get started: If you find any value in this report, make sure you watch the video where I go into even more depth [here](#).

Oh... and if you dig this report... will you [share the video](#) with your friends too?
You'd probably make their day :-)

OK...

Let's talk marketing (mindset). Every entrepreneurs favorite topic.

During my short stint teaching I've noticed one of the simplest ways to teach a new concept is to give points of comparison. Once the mind sees different points of comparison, for whatever reason, it seems to comprehend things better.

That's why I'm going to break this report up into the four different levels of a marketers mindset. The goal for you is to have the HIGHEST level :-)

First, we're going to dive into the different levels of a marketers mindset. These are levels that I have observed in my 8 years of entrepreneurship.

Second, I will show you how to get to the coveted all star marketer position.

All star marketers make everything seem effortless. Ideas and money are abundant in this arena. You'll see why in just a minute.

Key point: The only difference between each marketing level is... mindset. Mindset. Period. To make things concrete, I will expand on mindset by talking about the tactics and words or phrases you'll hear a person at each level say.

Let's define how I think of marketing. In my opinion... Marketing is getting paid to solve problems.

With that in mind, there are two areas of a marketers mindset. Solving problems and getting paid for it. "Solving problems" is really product creation. "Getting paid for it" is really marketing and sales.

Level 1 - The Newbie Marketer

Product creation (solving problems) skill level: 1 star (poor) Getting paid (marketing and sales) skill level: 0 stars (even worse)

Newbies focus on "externals" ... things they cannot control... instead of a focus on building their own internal skill set.

Externals are things like... I don't have the money. I don't have a product or an idea. I don't have the connections.

Externals as an excuse are almost always a matter of a lacking desire (reason why) to do it. For example, if I said you had 90 days to build an inventory management system and sell it to 2 paying customers... notice how you'd probably not know how to do it.

But if I said your family members would be slaughtered in 90 days unless you figured it out...notice how you'd magically start to take action. You'd frantically search google, find experts, hire them, and do anything possible to make it happen. You'd pound door to door on businesses to raise money to build it... you'd sleep over night at companies that have inventory and sell them your system until they said yes...

A strong reason why shatters all objections to HOW.

When I started... I didn't know any of the HOWTO's I now charge money to teach you.

Want to know what my WHY was?

I held a picture in my mind every morning I woke up before I was successful. I pictured myself walking to the payment counter at a company... no... crawling to the payment counter... holding out my hand for a paycheck, with my head down, and my tail between my legs... because I was not smart enough to figure out how to add value on my own... I was dependent on someone else... this made me sick to my stomach. And that was my why. This picture.

That internal why shattered any external excuse I could come up with. "I don't have enough money?" I DON'T CARE. I'm going to get it somewhere. "I don't have the skills?" I DON'T CARE. I'm going to scour forums and ask questions until I do.

Anyway... back to the newbie marketer :-)

The newbie marketer is totally focused on their own opinion. It remains king. Even when they fail. They build a business and do marketing based on what they think works, instead of time-tested proven principles. Their first steps are usually purchasing a domain name or making a logo, before EVER trying to sell their future product to a customer.

I didn't have a domain name for paperlesspipeline until 3 months in. It was some made up domain I had bought for something else that failed... a domain the beta users logged into, until we had a name for the product.

The software roundtable still doesn't have a domain.

Why do people insist on starting with a domain? Because they are newbies.

Newbie marketers start with product. To the newbie marketer, the business can't exist until the product is created. Let's repeat that... Newbie marketers believe that the first step in starting a business is to create a product.

Why? Because they don't understand the most important factor in a business is getting paid: aka marketing and sales.

Within the two areas of business, product creation and getting paid, they focus their skill set on (sloppy) product creation.

Traditional product creation is sexy. You don't have to talk to anyone, you can build whatever you think is best, and if anyone has any feedback you just tell them they are wrong.

A newbie marketer is "I" focused. Not customer focused. That means they will potentially ignore an amazing product a customer would actually pay for because the newbie marketer doesn't think it's sexy enough.

Look. We're not in the business of thinking our product is sexy. We're in the business of getting paying customers. I don't personally think any of my products are sexy. But my customers are excited to use them because they solve a problem, and they pay for it. That's all I care about.

Eben Pagan mentions the two areas that blind entrepreneurs from success:

1. Emotional estimation - making decisions based on emotion instead of data or truth.
2. Seeing only validation - seeing only what they did well, and ignoring what didn't work.

Newbie marketers nail both of these.

Newbies usually create excuses and do more finger pointing as to why they don't have the business they want.

"I don't have the money... I don't have the time... I don't have the right idea... I have too many ideas but I'm not sure which one to pick... I don't have the credibility or experience... There's too much competition..."

And the list can go on as long as you want. Because newbies don't understand the true power of the mind. The mind is so damn powerful it can create excuses for anything you believe.

So instead of using their minds for good. For truth. For looking internally at what they really lack (hard skills)... they bypass that and look externally.

Again, notice these are all external factors.

Do you know how to squash every single one of these excuses? A life threatening reason WHY, and becoming customer focused.

I've met many "wantrepreneurs" who have no lack of ideas... but they are not sure which idea to pursue. Become customer focused, pick a market, and try to sell your idea. The one that sells is the one you push forward with.

What if more than one idea is proven as sell-able, and you now have two ideas to pick from, and your back at square one again? Grow a pair and pick one. Newbie :-)

Newbies have never created a profitable business that runs without them. This is because they are stuck in the mindset of creating their own ideas and pushing them onto the world, rather than solving real problems in a market and attracting customers to that solution.

To the newbie marketer, they typically feel that success is a result of luck, hitting a big break, or something magical.

"I've gotta get my name out there... if only I could get on the front page of the NYTIMES... if I could only get on OPRAH... then we'd be successful"

"If only I could 'figure out' the right product to sell,' then I could get started in my business."

"If only my customer wasn't so stupid, they would realize how great my product is."

"My target market? It's everyone!"

These are the common phrases you'll hear the newbie say. One thing you'll notice is their focus on external factors, and not on their internal skill set personally.

If I'm ever exposed to a marketing discussion with Realtors, it's almost a guarantee to hear "I've just gotta get my name out there." Not picking on Realtors... it's just because I know them well. This is common among most business owners.

What's a Realtor to do instead of "getting their name out there?" you ask? How about pick a niche, and then focus on generating leads of people who might need a Realtor. With that mindset, maybe a Realtor might decide to call divorce attorneys and create amazing relationships with them, and then become the designated Realtor who helps couples going through divorce. They get to sell one home, and help the couple move into 2 more properties. 3 transactions from one relationship. That's a niche I would own. Or maybe... I could become the official Realtor for dog lovers, specializing in properties that have fenced in yards for pet owners or pet friendly condos... and then I'd network with every single business who has anything to do with dogs like groomers or veterinarians or pet stores in general.

But alas, many Realtors wouldn't do this... because the business world is full of newbies. Which makes it painfully easy to kick the shit out of them.

Now don't get me wrong, there's value in having your "name out there" ... but usually, getting your name out there is a result of doing everything else well. It's the end result of kicking ass because you're an excellent marketer. It's the last step in the process. The newbie marketer treats it as the first.

37signals are the masters of getting press. But it's not their first step, I think it's one of the last. AND... they've got their customer funnel dialed in. They are ranked #1 for project management software, and they optimized the ha-ell out of it. So when the press comes in, they can maximize conversions.

What are conversions you say? Keep reading Newbie marketer :-)

Newbie marketers usually have one source of getting customers. Word of mouth and chance.

Did you know the most dangerous number in business is one? One customer acquisition channel, one product, one customer, one source of revenue. etc...

Newbie marketers usually live and survive off of ONE. You'll probably never see a Newbie marketer do:

- Lead generation to capture an email address on their website
- Make a bold guarantee for their product
- Have an automated customer drip marketing system
- Measure their cost per lead, cost per sale, or lifetime value of a customer
- Try to sell a product that doesn't exist yet
- Event based marketing like product launches or webinars
- Joint venture promotions with complementary partners in their niche

Newbie marketers like to focus on themselves. Their brand, photo, and everything else about THEM is front and center instead of the end result they can provide a target customer (which they have not defined either - because they serve everyone).

Let's make it concrete and bring in a fictional newbie marketer.

For example, a high school baseball coach might scoff at the info-products out there and the so called gurus who "peddle" baseball information for money. Secretly being jealous and wanting to do the same thing to bring in a few extra bucks. Thinking "kids would never watch those videos, read those long sales letters, or pay for those things" (and blinded by emotional estimation)... he would likely never get started building out any products.

Level 2 - Minor League Marketer

Product creation (solving problems) skill level: 2 stars (still poor) Getting paid (marketing and sales) skill level: 1 star (poor)

Minor league marketers are on the edge of "getting it."

They still think the first step in starting a business is to create a product.

Minor league marketers view their skill set as the bottleneck for value creation. It's like... they know what they need to do, but for whatever reason... can't get things to "work."

"What do I know, what skills do I have that people would pay for?" ... is a question they like to ask themselves. And it's usually a stressful question, because it's focused on THEM. And not their market (customers).

It also imprisons thought from being creative.

A baseball coach who wants to make passive income will create a how to play baseball product with videos, slap up a website with a buy button, and then go months without a sale.

What went wrong? "Huh, it just didn't work?" says the baseball coach.

What didn't work? The coach started with a product, instead of learning about the problems in his market. Let's see what the baseball coach would do if only he were one level higher...

Level 3 - The Major League Marketer

Product creation (solving problems) skill level: 4 stars (good) Getting paid (marketing and sales) skill level: 4 stars (good)

Major league marketers are different for two key reasons. One, their opinion is last, their customers is first. Two, they are not the bottleneck for solving a problem.

Major league marketers have an abundance mindset. They literally HAVE and feel that there are more problems people would pay to solve than they can go after. This is true because they focus on the internals of building their skill set at problem solving (aka idea extraction).

The major league marketer is a ninja at getting paid (marketing and sales). And because this is the only real area you need to be successful in business, she sets out to create a product (or two... or three).

"What problems exist in this market? What problems can be simplified?" are questions you'll hear this level of marketer ask.

The baseball coach who's still stuck in his ways, and can't figure out how to make money with his course just gives up...

Enter a female who knows nothing about baseball, but she is a level 3 major league marketer. She wants to make passive income, and hears about the coach who can't figure things out. What's she do? Does she consult her own opinion, or does she start talking to the market? Ding. She talks to the market. She starts asking parents and the students questions... "What do you want to be the best at on this team?"

She gets answers like: "How to hit home runs" ... "How to strike people out" ... "How to steal bases" ... "How to get into college baseball"

Now the major league marketer helps the coach create a 5 part series on how to hit home runs.

They show the team and ask for feedback. Get feedback, revise the videos, and they start selling online.

And, she's got 4 more products to create.

The newbie or minor league marketer would never ask for feedback on their product. They fear asking because it makes them feel inadequate. Nonsense. Feedback ALWAYS makes you stronger. Facing truth always strengthens your foundation. If it doesn't strengthen it, it was only a matter of time before it crumbled anyhow.

Being curious, the major league marketer starts asking the coach what his problems are, if he could wave a magic wand what he would want, and she starts to learn about how badly the coach wants to win games.

Because she is not the bottleneck for content, but instead, she's a publisher for solving problems, she starts calling around the country and gathers high school baseball coaches with the best track record and interviews them, records them, and turns it into a product on "6 Of The Nation's Top Coaches Share How They Win The High School State Championships Every Year."

Now... she's got a product for coaches, and the students.

Where newbie and minor league marketers over-estimate a market's intelligence, a major league marketer never makes assumptions. A major league marketer knows how little markets actually understand, and they take full profit with that understanding.

If you're a really really smart person, this can handicap you because you will just be confused on what things people don't get. You have to train your mind to become ignorant again about topics you now understand. I call this perspective ignorance.

I remember seeing Video Professor one month out of college when I was a newbie marketer. I thought "How stupid are these videos? People actually buy them?" "Who needs a video on how to use excel? Just click around and figure it out!" were things I thought.

Haha... how foolish I see that thinking was now. Video professor has perspective ignorance.

Now I know video professor has poor reputation for their business practices. The point is they understand (and don't overestimate) the intelligence of a market. The Dummies book franchise is another example. They sell like ka-razy.

Level 4: The All Star Marketer

Product creation (solving problems) skill level: 5 stars (good)

Getting paid (marketing and sales) skill level: 5 stars (good)

All star marketers know that the true value in business is the customer list.

All star marketers generally don't even focus on product creation. I put them at 5 Stars because if they wanted too, they could create exceptional products. But they usually don't... They understand the real value of a business is a paying customer. So they just do lead generation for other companies, because most companies focus on product creation and suck at getting paid (which is why Groupon took off).

This is where the best of the best play. If you are successful in the lead gen arena you are one of the best marketers on the planet.

If lead gen were an easier niche to get into, I would teach you how to play in that arena.

Some lead gen niches are less competitive and less known, and they can be played in by amateur marketers who want to build their skill set.

But it's not easy, and it's not cheap. It takes money to buy traffic and a conversion split testing team to keep refining until conversions are razor sharp.

Groupon is an excellent example. Experian is my favorite. They have a multi-million dollar business just generating leads for businesses. This company is ridiculous. Here are there lead gen properties: freecreditreport.com, FreeCreditScore.com, FamilySecure.com, ClassesUSA.com, PriceGrabber.com and LowerMyBills.com.

appsumo.com is another excellent example. No products. No service. Just raking in the cash by generating customers for other businesses.

The End

How To Transcend Up The Levels of Marketing Mindset

So now the question becomes... how do you get from one level of marketing mindset to the next? First is to recognize where you are at. Second, is to subscribe to services like The Millionaire Blueprint. Bummer alert: The creator of this magazine died and the service died with it... this totally sucks. But, you can find the back issues for this magazine on torrent sites.

Next... read all you can on [Gary Halbert](#), [Jay Abraham](#) and [Dan Kennedy](#). After 1 year of diving into these, you will not only think differently, you will breathe like a true marketer.

And don't be a marketing poser.

What's a marketing poser? A marketing poser is someone who reads all the "top" marketing blogs, but won't ever put their email or mailing address into a lead capture form to actually get marketed too.

John Reese (owner of income.com) was asked how he transformed into a mega-success. He said it took 4 years. He said he would buy "Success" and other related magazines, opt in to the "biz op" little lead gen ads in the back, and map out their entire follow up sequence. He modeled that into the online world and crushed it.

The challenge with what I just put in front of you is this - information overwhelm. You've got to take it a bite at a time. You can't treat it like "Ok... I'm going to study this and then be done with it" ... You have to treat this like a journey where you'll never stop studying the marketing masters. I have fun with it, and I'm just getting started with my mindset. (Yes... you read that right... I'm still just getting started with my own).

Of course, as a member of the roundtable, you'll be getting the synthesized versions of all these masters I've studied crystallized down into only what you need to know to take action.

That's right, I'm summarizing my 6 years of studying these guys into these reports and in my coaching with you. So, that's a plus. But... I'm human, I can't remember everything, so I still encourage you to do your own personal study of what I've referenced above.

Closing Comments

If you found any value in this report, will you share it?

[Go to our video on marketing mindset](#) and share it on Facebook so your friends can see The Secret Language Of Millionaires.