

The Maven Matrix Manifesto_(v1.3)

Transporting Yourself From Mediocrity...
To Making Millions More For The Rest
Of Your Business Life

You take the **blue pill** and the story ends.
You believe whatever you want to believe.



You take the **red pill** and you'll experience
how deep the conversation goes.

A no-nonsense look at what's really wrong with advertising, marketing, and business competition today – and **how YOU can catapult yourself and your business, products and services into the leadership position in any market you go after.**

Plus – why certain people in your industry earn up to 100 times more than you do and how to **move rapidly to the sides of the haves, from being a have-not!**

Finally....a new slant on a no-cost, low-cost marketing strategy guaranteed to outperform everything else that everyone else in your marketplace uses right now

A Personal Note From Jay and Rich

Mavens are not gods; but actually you'll be surprised at the respect and following you'll quickly amass.

Mavens are real, ordinary people who decide to take on extraordinary roles of meaning in their markets, industries or fields.

Mavens are people who learn to transport themselves from drudgery, the mundane, stress and fear and become liberated, fulfilled and permanently enlightened by what they do –why they honestly, uniquely do it and what they do it for.

Sounds mysterious? Well, it's anything but that. If you're reading this manifesto, it tells Jay and I you have the open-mindedness, decisiveness, unfulfilled ambition and untapped or underutilized talent to quickly transport yourself, and business, to maven status.

This report explains to you how easily, enjoyably and rapidly you can actually do it.

So, no matter who you are. No matter where you're at in business right now. No matter your age, education, race or financial condition...we've got good...no make that GREAT news for you.

By the time you're done reading this manifesto, you'll be well on your way to achieving your own personal maven makeover. And it's a lifetime journey that forms no other paths you could take will equal.

Jay and I are excited and interested to see how much you do with the knowledge and ideas we share here today.

To higher profits and preeminence.

The image shows two handwritten signatures in blue ink. The signature on the left is 'Rich' and the signature on the right is 'Jay'.

Rich

Jay

Important Prefacing Note:

This report is a collaborative effort between Jay and I developed to help anyone in business – online or offline, start-up or mature business, service-based or product-based - achieve rapid, substantial success and permanent financial prosperity.

However, since the first group of people this report will be released to are my (Rich's) subscribers and friends, most of the reference examples and discussion points will focus more on online marketing techniques and distribution channels than offline.

BUT if you own/run any business with any offline focus or component, be it localized, regional, national or international – the discussions, lessons and realizations that Jay and I share are probably more important to you than even my online colleagues.

So if I refer to e-mails, web traffic, SEO, blogs, etc. you need to immediately think, sales presentations, telemarketing activities, direct mail, TV or radio advertising, seminar promotions and presentation, trade show exhibits or breakout presentations, etc.

Occasionally throughout this document, we'll remind you of this as we move rapidly through the material in this "treatise." But please remember throughout that every insight, realization, principle, concept, and strategic distinction we both share here totally, completely and dramatically improve, enhance and enrich anyone's current and future business situation.

A preemptive disclosure, and the benevolent method to our madness

Dear colleague,

We call you that because this entire report was created exclusively and uniquely for those who aspire to be what both Jay and I really are.

We know if you trust and follow our direction in this report, that fate will occur for you too.

But it's important to us both – before you ever begin this journey with us that we clearly disclose an important fact.

It's this: Jay and I have collaborated one time only in the past. When we did, the success rate was extraordinary. Now I've persuaded Jay to collaborate once again to create something truly auspicious in the truest sense.

As part of this collaborative project we are taking a small qualitative group of highly detectable, exceedingly ambitious (but underperforming) business owners and we are going to actually work with them first-hand and help transform them into mavens in their own right.

Normally, I issue a special research report, manifesto, or doctrine with no commercial offering attached – then later on I invite those people who are most impacted by my latest findings to join me for more intensive study and the full scope of what I uncovered, tested, and leveraged.

Both Jay and I plan to conduct one – and only one - live program. And to allow a surprisingly small quantity of additional entrepreneurs to experience a home study version.

We are formally announcing and offering readers of this, the advanced edition of the Manifesto, the first right to participate either way. The reason is that historically when I make an offering following a report I usually fill every spot in a matter of hours or days.

If there is anyone we want to benefit from the proposition at the end of this Manifesto it is you, our most valued friends, colleagues and peers.

So we're clear – the first 65 pages of this document is nothing but pure, rock-solid gold. The remainder is benevolently self-serving on our part – we want you to benefit so badly, we've made it irresistible in four unprecedented ways, with our reasons and methods fully disclosed.

With that in mind we invite you to embark on a forty-five minute journey that will forever change your life....

Foreword

How I turned an obscure postal clerk with a meager government paycheck into the #1 Maven in his market with a HALF-BILLION DOLLARS in sales ... And why I'm absolutely convinced *The Maven Matrix* will do the same for you

By Jay Abraham
Founder and President, The Abraham Group™



A few years back, Jim was a postal clerk, sorting mail in a small Minnesota town. But like you, he had big dreams.

Jim was fed up with his dead-end job and struggling every month to make ends meet.

He wanted something more – something better – for himself and for his family.

He dreamed about being his own boss; starting a wildly successful company, building a family fortune and never having to worry about money, ever again.

So one day, Jim summoned the courage to walk into his supervisor's office and quit.

It was the 1970s – a time when gold and silver prices were soaring and rare gold and silver coins were skyrocketing in value. So Jim founded a small rare coin dealership, hung out his shingle and waited for the money to begin rolling in.

But it didn't.

So Jim decided to begin doing all the same things he saw his larger, more successful competitors doing: He rented mailing lists and mailed thousands of postcards offering his product. He bought expensive ads in financial publications. He even paid big bucks to have an exhibit booth at investment conferences and trade shows.

But even after all that expense and risk –and even after years of grueling work – Jim's tiny company was still only bringing in about \$300,000 a year.

In many ways, Jim was facing many of the same challenges you're facing right now. He had thousands of competitors – most of whom dwarfed Jim's company-- and some had massive advertising budgets and sold hundreds of times more coins than Jim did.

Jim wasn't born with a natural gift for marketing. Nor did he have an encyclopedic knowledge of his industry. He wasn't better looking or more charismatic or more outgoing or glib or a better public speaker than his larger competitors. And he certainly didn't have the money to fund a big, national marketing campaign.

But I accepted Jim as a client because I saw two crucial qualities in him:

- 1) A driving, palpable desire to succeed, and ...
- 2) A willingness to try something new to light the fuse on explosive sales growth.

And that, my friend, was enough for Jim – and it's enough for you.

**This simple secret
triggered a 16,667% sales explosion for Jim.
Put it to work and it'll do the same for you.**

My vision for Jim was a simple one -- to lift him head and shoulders above his thousands of competitors: Not by spending what little money he had on direct mail or print ads or to emulate or duplicate the hyperbole and high-pressure sales tactics his largest competitors used ...

... but by establishing Jim as America's leading authority, the "trusted voice" – the nation's #1 Maven -- on rare coin and precious metals investing.

So instead of writing ads and spending a fortune on media, we went to work creating content-rich articles and special reports to help investors profit.

And instead of selling that content, we gave it all away free to a handful of influential people who published large-circulation investment newsletters.

Within weeks, those publishers began running Jim's articles in their newsletters and offering Jim's special reports to their readers. And soon, the local and then the national media began calling Jim to get his views on the explosion in precious metals and coin prices.

Almost before you could say "Rare Coin Maven," millions knew who Jim was -- the voice of authority in his market. And thousands began calling Jim to buy rare coins and bullion from him.

**"If the simple act of becoming
the leading Maven in an industry
is all that stands between you
and a \$500 million payday like
Jim's ...**

"WHY NOT DO IT?"

**"... Especially since establishing
yourself as the trusted voice in
your market is easier and costs
less now than ever before?"**

-- Jay Abraham

Suddenly, Jim's tiny \$300,000 a year coin business exploded. And Jim Cook and his company, Investment Rarities were raking in \$500 million a year in sales -- a half-billion dollars -- in just one and a half years.

Jim created a staggering 16,667% sales explosion.

Not by outworking the competition.

Not by outspending them.

Not even with red-hot sales copy.

But simply by allowing me to establish him as the #1 Maven in his industry.

... Which raises a very interesting question for you:

If Jim did it, *why can't YOU?*

If the simple act of becoming the leading Maven in an industry is all that stands between you and a \$500 million a year payday like Jim's ...

WHY NOT DO IT?

... Especially since establishing yourself as the trusted voice in your market is easier and costs less now than ever before.

Look – I'm going to be perfectly candid with you here: Jim Cook paid me millions of dollars – many, many millions, in fact – to establish him as a Maven and to explode his sales. And it was the best bargain he ever got.

But today, harnessing the remarkable power of Mavenship doesn't require that you pay a king's ransom to me or any other marketing coach.

Thanks to a very special friend and former protégé, who's now a collaborative partner of mine, becoming a Maven is something you can do yourself for a pittance.

The great news for you – and the *terrifying* news for your competitors – is that my friend's name is **RICH SCHEFREN.**

When I first met Rich at one of my seminars 12 years ago, he was where you probably are today. He had no personal visibility in his market. Almost nobody knew who he was, what he did or why they'd be crazy not to buy from him.

Fast forward to today; Rich has become known as The Internet's #1 Maven-Maker ... **"The Guru's Guru."**

Between us, Rich and I have probably coached and mentored more "gurus" and high-profile business leaders – from **Tony Robbins** and **Brian Tracy** to **Mike Filsaime** and **Tellman Knudson** -- than just about anyone in the world.

Through his website, blog, products and seminars, Rich has done more than anyone alive to make Mavenship easy and affordable –



something any business owner could easily do -- by breaking the Mavenship process of establishing yourself as a Maven down into small, easy-to-do, bite-sized result-certain pieces.

So when Rich woke me out of a dead sleep a few months ago to announce he'd just created the ultimate roadmap to Mavenship – *The Maven Matrix* -- I listened. And what I heard astounded me.

Rich explained that The Maven Matrix is a simple, 11-step process that takes only a half-hour or so to complete. When you're finished, you'll know precisely what you need to do – right now, today – to begin your transformation from a poorly paid market follower into a lavishly compensated market leader.

In short ...

**First The Maven Matrix will make you famous.
Then it could *make you RICH!***

On that call a few months ago, Rich told me he had found a way to systematize the Maven-making process to make it easy for you to immediately apply to whatever it is you do.

I was, of course, skeptical at first. Wouldn't *you* be? But Rich refused to listen to my protestations – he simply swept them aside and insisted that I work with him to fully develop, refine and supercharge his Maven Matrix anyway.

He flew the more than 3,200 miles to bang on my door not once, but *three times* to convince me. He called me at all hours of the day and night. He nagged, whined and finally called in a major favor I owed him.

But that's not why I finally agreed. The fact is, I *eagerly* joined Rich in completing this remarkable tool, simply because I have become convinced beyond the shadow of any doubt that The Maven Matrix is the single most powerful tool for beginning your transformation into an industry-leading maven ever developed.

And so the result of our unprecedented collaboration is now in your hands or rather, on your computer screen.

**Now, let me whisper
a surprising little secret into your ear...**

I'd like to be able to claim that every entrepreneur and business owner I try to help winds up with a half-billion dollar sales windfall every year.



Unfortunately, that simply isn't true – and anyone who makes that kind of claim is either a fool or a knave; or both.

The truth is, no business-building tool – no matter how powerful -- will work for you unless you USE IT. And frankly, while thousands of people are perfectly willing to pay big money for strategies and tactics with the power to grow their businesses, too few ever put those tools to work.

As I just said, I am absolutely, incontrovertibly *convinced* this free Manifesto holds the secret for you. The Maven Matrix has the power to begin your transformation from industry-following caterpillar to market-leading butterfly. But only if you value it ... only if you invest the mental elbow grease required to complete it ... **and only if you put it to work for you.**

I urge you: Read every word that follows as if your business life depends on it (in the next section, Rich himself will prove that it does!).

Allow Rich and me to lead you through the eleven steps in your Maven Matrix and complete each step.

Then, when it's done, print out four copies. Tape a copy next to your monitor ... another on the dashboard of your car ... another on your refrigerator and still another next to your bed.

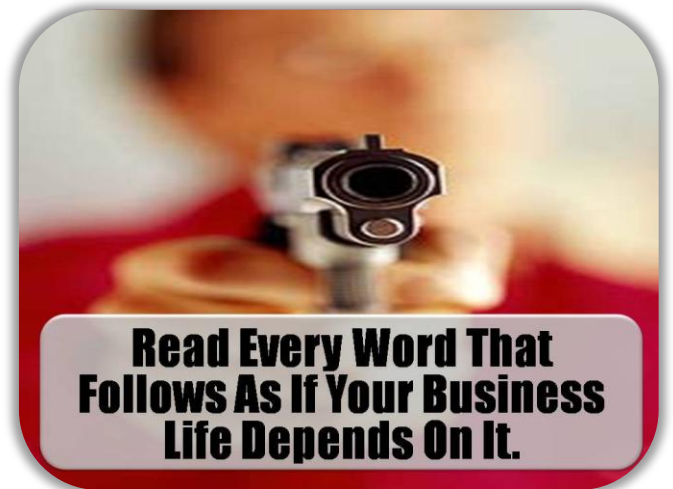
Read it every time you see it.

Then ACT on it.

And then, please – whatever you do – tell us how The Maven Matrix is working for you.

Rich and I will gladly tell the world about your success – and by doing so, inspire others to follow in your footsteps ...

Just as you, at this very moment, are following in Jim's ... in Rich's ... and in mine.



-- Jay Abraham

INTRODUCTION

Why you can quickly become the #1 Maven in your industry

And more than that; why you **MUST** begin **NOW**

by Rich Schefren
Founder and President, Strategic Profits™

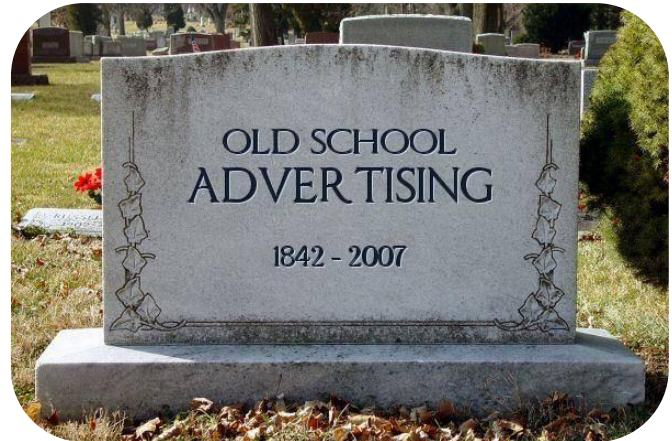
It's no secret that the strategies and tactics that served marketers so well for more than a century have suddenly begun to lose their effectiveness.

In the old days, you could simply barge into prospects' lives and shove a promotion in their faces – a direct mail letter, a print ad, or a TV or radio spot.

The vast majority would simply ignore your offer, of course – but if even 1% heeded your promotion and became customers, you could grow very rich, very fast.

But since the Internet took center stage a few years ago, “Marketing As Usual” simply isn't working as well. And in some industries, it has stopped working altogether.

In my two most recent reports – *The Attention Age Doctrine Volumes I and II* – we examined how ...



- Our prospects are too busy and too-often interrupted to read unsolicited promotions, let alone respond to it them ...
- Consumers have become far more sophisticated ... more skeptical ... more jaded ... and frankly, have come to view marketers who interrupt their lives as “the enemy.”
- Instead of being conditioned to react to unsolicited promotions, consumers are increasingly proactive – shopping online when they want and buying what they want, when they want, from whom they want.
- As a result, advertising is no longer welcomed by your prospects. To the contrary: Most consumers now consciously avoid sales messages whenever possible ...
- The advent of the Internet and global commerce means the number of competitors each business deals with is multiplying exponentially and

the home-turf advantage local businesses once enjoyed has all but vanished.

So now, in this weird, wired world, offline and online marketers alike are scrambling to find a new model that will consistently, reliably grow their businesses and their profits.

All this is the worst news imaginable for your competitors ...

... And it's a once-in-a-lifetime God-send for you!

Because the very fact that you're reading this manifesto right now means you're just minutes away from exploding through these barriers and leaving your competitors choking on your dust.

While they continue struggling to overcome these new realities just to survive, you'll be USING THEM to lift yourself head and shoulders above your competitors and to leapfrog to the head of the pack.



In this manifesto, Jay and I are going to help you take eleven giant steps towards the explosively successful business you desire.

We're going to show you how we have both personally used these principles to make millions in less time than it takes most new businesses to get out of the red and into the black.

And we're going to introduce you to a few of our transformed clients – each one of whom has used Maven Marketing to generate combined billions of dollars in sales every year.

Prepare to be challenged, though ...

Because Maven Marketing isn't about doing the same thing the same way – the way your competitors do it – and expecting better results.

It's about breaking out of the pack. And that means doing things differently – and not just differently; doing things smarter and better. It's about being super strategic.

The curse of conformity

Look at any industry today and you'll see why this is so crucial. Just about every company in a given market niche does things the same way. They all look the same and say virtually the same thing. Yet just about all of them are hoping for better results.

So they've quickly sized up their competitors ... figured out what they're doing ... then knocked them off.

That's why their products ... their marketing strategies ... their ads and other sales messages ... are all nearly identical.

That's why so many consumers have come to believe one company – and its product – is as good as another's.



And who's to blame them?

In a copycat world like that, how is a consumer supposed to figure out which product *really is* superior and which isn't?

Or which company *really does* stand behind their products and which ones won't?

Or which companies are worthy of their trust – *and which shouldn't be touched with a ten-foot pole?*

And if the consumer has had a negative experience with one company, why *wouldn't* he believe that all others in that niche are just as incompetent or dishonest?

No wonder there are no clear market leaders in these industries: In a copycat world, no one company or product stands out as really being the supreme choice!

And when you join your competitors in this folly you simply disappear from your market's radar screen. You blend in with the background. You become invisible.

That's a crucial point – I'm going to repeat it:

When you try to become visible to your prospects by using the same marketing strategy as your competitors – and especially your larger, older, better established competitors – you pretty much GUARANTEE nobody will notice you.

If one guy waves a red flag in a crowd, he gets noticed; but if 10,000 people wave red flags, it doesn't solve the problem of invisibility.

Everyone marketing today is doing the same thing repeating the same sales messages making the same promises.

Whenever everyone is doing something you're always better off doing the opposite than following the pack.

Sorry – but that's no way to get ahead. Especially not in today's overly competitive, attention-challenged world.

So why does doing things differently and trying to stand out feel so awkward?

Because from our earliest days, our parents, school, peers and society have all

taught us that it IS wrong.

It's good to conform. It's good to be invisible.

Let me ask you: When you were a kid, did any adult ever tell you, "Children should be seen and not heard?"

I sure did: It was a mantra around our house – especially when my parents had friends over for dinner!

And weren't we all taught never to brag about our accomplishments? I know I was.

In school, weren't we all told to behave just like all the other kids?

Didn't we learn early on that smart kids were geeks, dumb kids were fools – and that only the average kids were really cool?

Didn't we also learn that the best way to be popular was to dress, talk, dance and like the same music the more popular kids did?

So when we grew up and started our own businesses, is it any wonder that we naturally and instinctively felt a need to fit in – to look and sound like our bigger competitors?

Or that so many of us feel guilty drawing attention to ourselves? Or are hesitant to do things that would make us stand out from the crowd?

It's not our fault – we were *TAUGHT and CONDITIONED* to be shrinking violets. We were told that it is rude, crass, even *vulgar* to draw attention to ourselves!

Have you ever been told, or taught:

- Don't toot your own horn – if you do a good job people will notice you.
- If I do a good job I'll get rewarded, people will notice.
- Modesty is a virtue – therefore I shouldn't talk about my accomplishments.
- If I brag about others they'll brag about me and this way I won't come off as conceited.

Often clients come in with those sort of beliefs, but in order to take them to the top of their market... we must rid them of these beliefs.

We were taught that good manners require us to blend into the background ... to "go along to get along" ... and at all costs, to avoid making waves.

And so, the vast majority of business people, while believing that falling in line with the majority/herd is the best way to promote their career, are actually *deliberately sabotaging it!*





They become conformists in their niches ... go out of their way to avoid the spotlight... shun publicity.

And because they've been taught it's impolite to attract attention, they also assume it's wrong to get out front and lead. To be preeminent – a dominating force in their markets.

And so, they languish in their invisibility.

... All because of deep-seated, hidden, *patently FALSE* beliefs

they still carry from childhood. Beliefs that can be instantly changed by YOU, in a heartbeat!

And this fact, my friend, is why Maven Marketing is so amazingly effective ... why there couldn't be a better time to leverage it...why reading this report may be the single most profitable thing you've ever done ...and why the eleven steps we're about to take together are so powerful ...

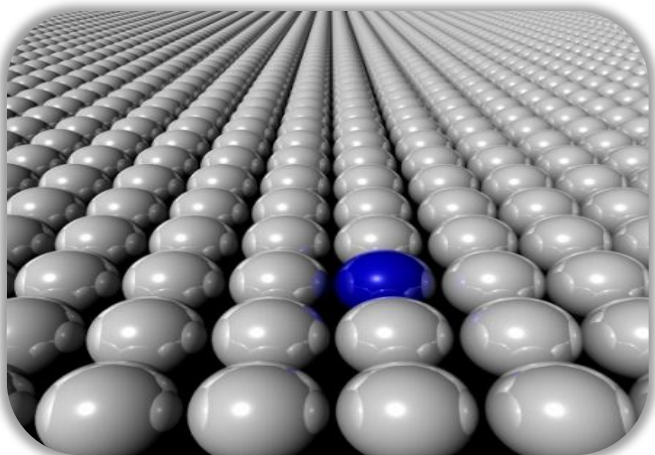
Because while your competitors continue doing their level-best to look and sound like each other ...

And while they continue shrinking from the spotlight or doing anything to differentiate themselves as leaders in your market ...

Our Maven Matrix hands YOU the opportunity to blow them all away -- by getting the favorable, distinctive attention you, your company, your product and your sales promotions deserve ...

And by doing so, to explode your business and your profits!

This presents you with the single greatest business opportunity of several lifetimes



While your competitors continue slavishly copying each other and slugging it out for every centimeter of market real estate, you can simply vault to the head of the pack and quickly assume the preeminent role in your market ...

... By using our Maven Matrix to establish yourself as THE maven ... the trusted voice ... the go-to guy or gal in your niche!

The beauty of our Maven Matrix is that it guides you step by thoughtful step through

the process of reinventing yourself and redefining your company and products in your prospects' minds.

And by doing so, ensuring that you will instantly stand out ... establish iron-clad credibility ... and claim the dominant position of authority among your prospects – so they ...

- ✓ Look to you for valuable and credible advice and guidance ...
- ✓ Search you out and come to your web pages voluntarily – eliminating the need for you to spend a fortune for online advertising ...
- ✓ Eagerly open every e-mail and read every blog posting and web page you post – and everything you send them through the mail ...
- ✓ Implicitly trust you and every marketing message you send them ...
- ✓ Enthusiastically act on your recommendations to purchase your products, and ...
- ✓ Send your open rates, conversion rates, sales revenues and profits through the roof!

This is a tremendous window of opportunity for you but be forewarned: It will NOT stay open for long!

If you put The Maven Matrix to work for you now – before your competitors discover it -- it will create a very real “profit miracle” for you.

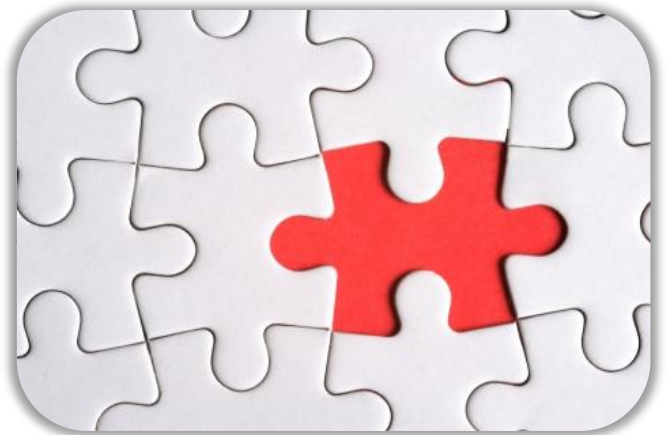
Even better, if you jump on it right now it will give you an impenetrable competitive advantage that will last for decades.

But each and every month, thousands of entrepreneurs and business owners are discovering just how powerful – and profitable -- Maven Marketing really is.

So if you hesitate ... if you allow others in your niche to get the jump on you ... you'll experience its power in an entirely different way – a decidedly costly way -- as THEY leapfrog ahead *of you!*

Jay and I created this Maven Matrix to help make sure that doesn't happen. But understand this, within the next 3 days alone over six million emails will be sent, and a minimum of 250,000 entrepreneurs will read THIS document... so the business world will know soon enough. And the ones who move quickly will reap the rewards. Those who don't, regrettably, will suffer greatly.

But it won't do you one bit of good unless you put it to work for you right away.



So before we guide you through the eleven steps to Mavenship, it's important that you fully understand some of the extra benefits becoming your market's most trusted voice will afford you.

How Maven Marketing could put millions of extra dollars into your pocket in 2008 and beyond!

Becoming a Maven in your market would be a huge step forward even if all it did for you was to make you visible to your prospects.

Simply standing out from the crowd and being "findable" (and highly desirable) by your best prospects should be enough to unleash a flood of new customers and profits for you. It weights the consumer's "scale of purchase-motivation" solidly in YOUR favor.

But the great news is, that's *only the beginning* of the benefits Mavenship will bring you. The simple truth is, this book would have to be hundreds of pages long to list all of them!

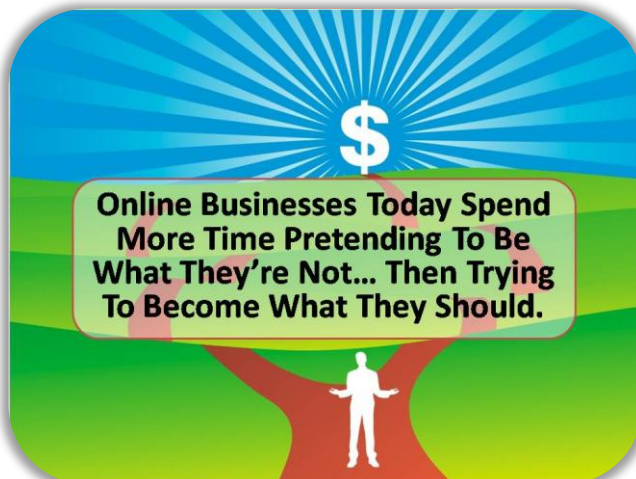
So let's just take a look at **seven benefits Mavenship unlocks for you**: Seven ways becoming a Maven vaporizes the stubborn, frustrating, seemingly unsolvable marketing problems both you and your competitors wrestle with every business day.

And how becoming the trusted authority in your market will quickly create quantum business growth and massive new profits for you ...



WAIT! One More Thing... And It's Important

As you plow through the next section I want you to let this thought marinate in your mind... we'll revisit it and pick it back up later.



Here's the idea: We as business owners and marketers have gotten way too caught up in marketing tactics at the expense of everything else.

I'm fortunate – my transformation from marketer to maven happened so quickly I can easily remember the differences.

When you boil it all down most marketers today are trying to go for all the benefits of being a maven without the incredible leverage that comes from being one.

You see, when I was digging through reams of research it occurred to me that all the benefits of being a maven...the perks that exponentially multiply their income... come with no work whatsoever. They just happen as a natural extension of being a maven.

And just because they naturally happen, don't think they're minor. Nope, they're actually what every business owner offline or online dreams about.

Remember, these happen automatically – with no additional effort whatsoever:

- Better rankings in the search engines
- New affiliates signing up daily
- Joint venture offers from new companies and entrepreneurs
- Word of mouth and viral campaigns that spread like wildfire
- Passive revenue streams pop up left and right
- New product releases are successful right out of the gate.

Non-maven marketers and entrepreneurs spend all their time (and significant amount of money) trying to get similar results. But THEY can't.

So, here's the point... as you read the following section think about all of these benefits happening... achieving better results than you've ever experienced. And remember, as the maven of your marketplace... **it ALL happens automatically! With no effort on your part!**

Benefit #1:

**Google, Yahoo and the other search engines
will automatically send you
thousands of new prospects
for FREE**



**Search Engines Design
Algorithms To Find
Mavens**

Right now, your competitors spend tons of money optimizing every web page in a desperate attempt to trick the search engines into sending traffic to their sites.

They constantly refine their URLs, meta-tags and meta-descriptions. They labor endlessly to make sure each page has just the right number of keywords (often making them

repetitive and very hard for prospects to read). They swap links, buy links, rent links, and lease links.

Meanwhile, the search engines are constantly changing the rules. They have to. They can't afford to send users to sites that don't deliver the content their users are looking for. Their entire business model and their profitability turns on delivering the most valuable content possible.

Stop Playing The Search Engine "Game"

The great news is, when you become the #1 Maven in your market, you don't have to play the SEO game. The search engines automatically love YOU and send thousands or even millions of prospects to your web pages 24 hours a day, 365 days a year.

How is this possible? Because being a maven is all about connecting emotionally with your prospects and clients.

It's about providing your marketplace leadership: Content that brings tremendous value to their lives, helping them make well-reasoned decisions.

Do that, and other sites in your market will link to you. They'll send you targeted prospects by the minute and push your page ranking and search engine rankings higher and higher.

Now, think about this: If you were Google and if your success was driven by serving up search results that deliver the content surfers are looking for, which page would you give top rankings to?

- 1) A page that has done all the SEO work but has very little real content and few incoming links?
- 2) Or a page that gets great traffic, keeps visitors on the site longer, boasts tons of links and delivers tons of content?

You picked #2 – right? *Right!*

(Every shift in the algorithms is Google's attempt to keep the content-rich #2 on top of even the best #1s)

When your site delivers the content that surfers are looking for, the search engines would be crazy to send surfers to sites that have less value to Web users – no matter how much time and money your competitors spend optimizing their sites.

So while your competitors spend a not-so-small fortune and work their fingers to the bone in a doomed attempt to trick the search engines, YOU slay them in the



rankings ... catapult to the top of the spiders' results pages ... and grab huge traffic, conversions, revenues and profits ...

... All without having to spend even a single minute ---or dollar--- on begging or buying links or studying the latest theory on achieving high rankings.

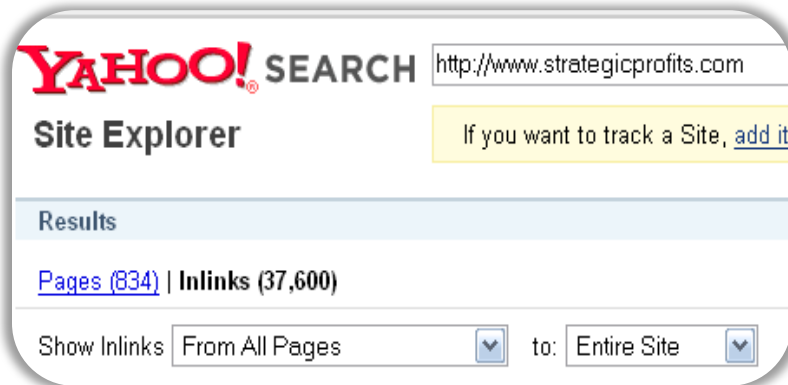
I understand if you're skeptical – especially with so many gurus touting the importance of search engine optimization -- but consider this:

According to Yahoo Site Explorer, other people's websites have posted 37,600 links to our Strategic Profits site. These are sites that believe our content will

bring great value to their visitors so they post links recommending us to their readers.

And even if each of those links sent us just one visitor each week, that adds up to nearly two million visitors a year.

Plus, because both authority sites link to us and niche-relevant sites link too... it



improves our search engine rankings, driving hundreds of thousands of additional visitors to our site every year!

Benefit #2:

You will enjoy a constant flood of free, word-of-mouth referrals

With each new idea and concept you share, word spreads like wildfire across the web. Each new friend you make tells two, three or more friends about you on blogs, forums and other social and business networking sites.

Friends share their best resources with friends... so you become the default recommendation on your topic of choice.

That means thousands more people come to you, all free: **You never have to spend a single penny on self-promotion.**



Benefit #3:

You will bank hundreds of thousands of dollars in "FREE MONEY" each year

Nearly two years ago, I published my very first report – *The Internet Business Manifesto*. It was packed with high-value content.

My affiliate and joint venture partners drove tens of thousands of people to my download page to snag a free copy. And during that first campaign, I paid my partners a commission on the purchases each of these leads made from me.

It was a true win, win, win: People who downloaded that e-book received tremendous value and were thankful to partners who offered it to them. My partners and I made money. And I ended up with tens of thousands of new leads and customers.

Good for us – right? Wait: The story gets better.

Still Bringing Me Almost 40,000 New Opt-Ins A Year: Worth \$2,160,000

Today, nearly two years later, direct links to that download page still bring me an average of 100 opt-ins a day – nearly 40,000 new prospects every year.

Impressive, right? Hang onto your hat:

This year, about 1.5% of those prospects will make their first purchase from me. That's 600 new client sales in 2008. Lifetime Client Value: \$3,600. Total revenue: \$2,160,000

All that from a report and download page I created for a marketing campaign in 2006!

My time investment? Zero. My cost? Zero. That \$2,160,000 is like **found money– FREE money** -- to me!

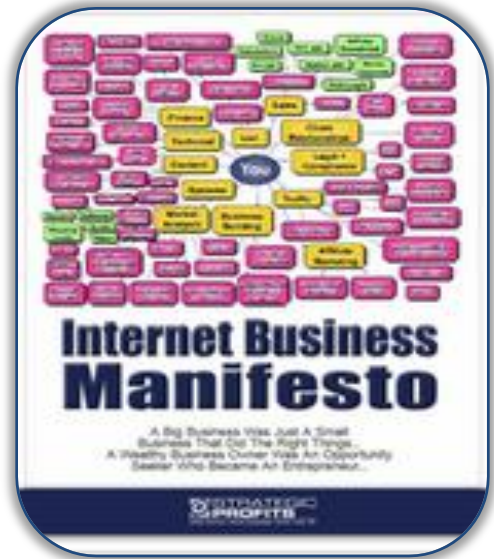
Do you think even for a moment that “Marketing as Usual” companies -- companies whose sites simply shout often unbelievable product benefits at visitors – get that kind of residual traffic?

Do you think ordinary businesses – companies that don't have a Maven at the helm and who fail to provide valuable content and leadership – bank those kinds of profits without spending a penny on PPC, SEO and two years after the web page was posted?

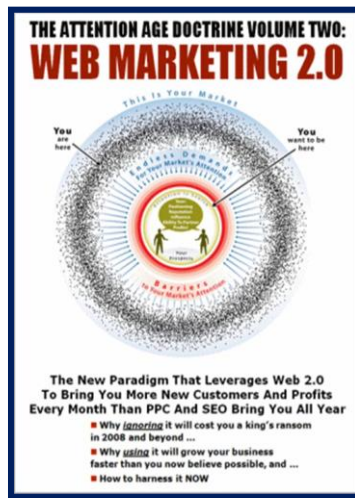
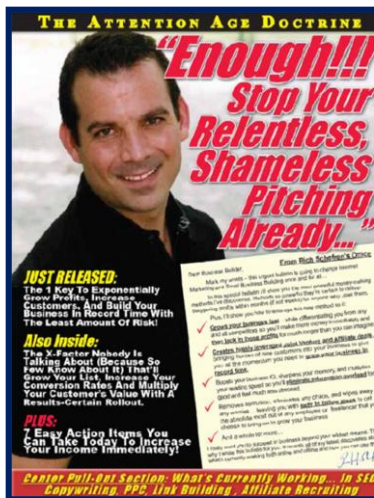
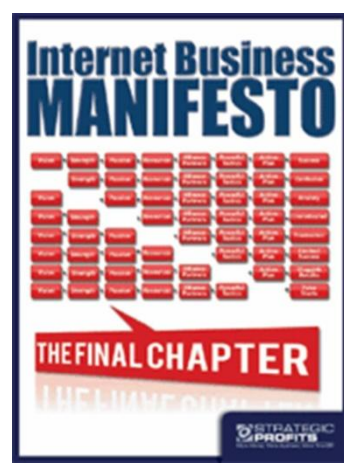
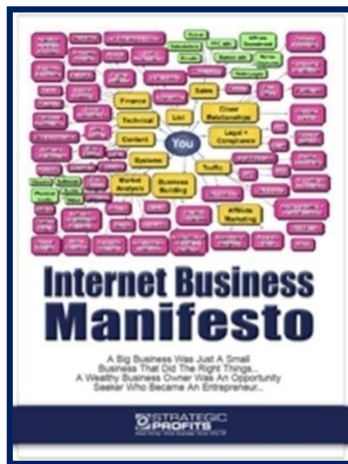
Of course they don't!

My non-maven competitors have to work like hell, pay through the nose, and dedicate a significant amount of time and effort to get every sale -- and their results still aren't this good.

Impressive, right? **There's more:** As a Maven in my industry, I've published 5 free e-books like *The Internet Business Manifesto* since 2006 ... each of them



will also bring me tens of thousands of free opt-ins this year ... and those opt-ins will multiply my stream of free, residual income 5 times over.



Rich Schefren's Business Building Presentation

All time views: 95,202
1 hr 35 min 54 sec - Jul 19, 2006

Then there are the videos we've created – the very first one we ever did was viewed over 100,000 times on Google Video in the first 14 months alone, and once again sent us lots of new clients.

I could take the rest of the year off if I wanted to, and still bank millions – just from these residual sales *alone*!

This was only after 11 months – and we only sent out 1 email 2 years ago on this one

But why I tell you this is NOT to brag. Rather, it's to underscore the point that differentiates the maven from the "also-rans".

Next...

Benefit #4:

**Creating highly effective online ads
will become a breeze**

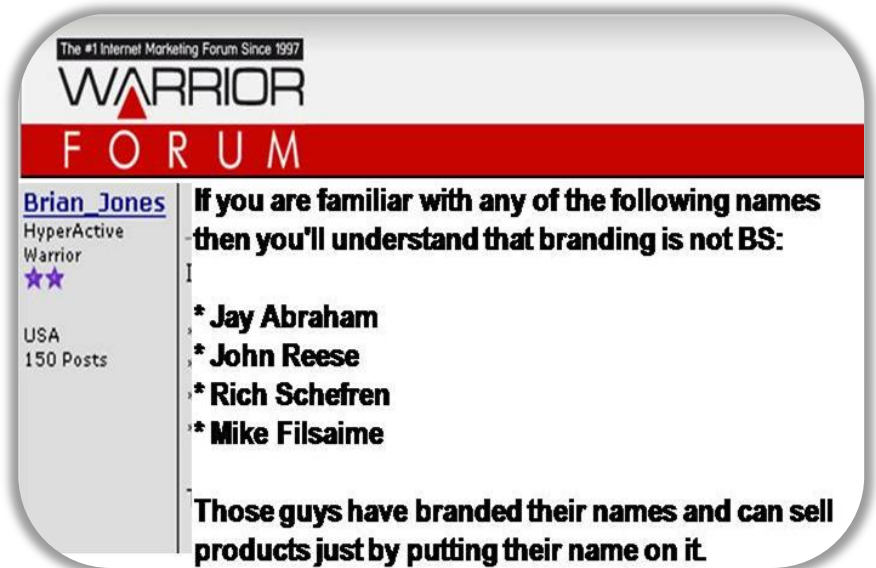
Ask any veteran copywriter: They'll tell you that infusing your sales pages with credibility and proof are absolutely crucial to making the sale.

But when you are the maven of your market – when your prospects have already experienced the tremendous value your free online content brings to their lives -- creating high-response sales pages is a walk in the park. You need no "hype" whatsoever to do it.

Why? Because your prospects already know you. They know your story. They have personally experienced the power of your ideas.

And that means they trust and believe you long before you ever give them the opportunity to buy from you.

And make no mistake: This isn't simply my opinion. Here's a screenshot of a recent comment on the popular Internet marketing forum The Warrior Forum. The title of the thread is "Is Branding Bullsh**" ...



In this post, Brian Jones very intelligently points out that when you're The Maven, a product will sell well simply because your name is on it!

So while your competitors duke it out and pay through the nose to hire the best copywriters available – or suffer lackluster conversion rates lesser writers give them, you automatically get **stratospheric conversion rates** with simple, conversational messaging.

Benefit #5:

Your affiliate sales will skyrocket



Every online authority is “product challenged” – and for good reason: It takes time and money to create great products – the two most limited resources most online entrepreneurs have.

But when you’re established as a trusted Maven in your prospects’ minds, that problem vanishes, too.

Why? Because as a Maven, you’re the trusted authority – and you can direct that trust wherever you choose. You can **earn huge affiliate commissions**

recommending “OPP” – Other People’s

Products to your leads and customers!

Case in point: In the past month, there have been two major launches in online marketing: 1) Stomper’s SMART program, and 2) Frank Kern’s Mass Control.

My simple recommendation to my opt-in list made my company the top-selling affiliate for both of these great products – and we earned more than a quarter-million dollars in the past 30 days just for sharing these outstanding offers with our readers!

Benefit #6:

You will turn your fiercest competitors into the most energized and effective sales force imaginable

As an established Maven in your market, you become known for the supreme quality of the content and products you produce.

That means everyone else in your niche – every competitor you have – knows that he or she can become a hero to prospects and customers by recommending your site, your free content and your products.

Plus, affiliates know it’s always easier to sell the respected mavens products than some anonymous webmaster that no one has ever heard of before.

And that means, the number of affiliates and joint venture partners who are eager to promote you skyrockets ... they send you tens of thousands or even hundreds of thousands of new leads and customers every year ... **and your sales and profits shoot for the moon.**

Suddenly, attracting affiliates is easier than falling off a log. Instead of having to mount campaigns to attract them ... bribing them with over-the-top commission rates to get them to promote you ... and then nagging endlessly to get them to tell their leads and customers about you, **affiliates flock to you**, eager to promote your products at every opportunity.

Smart affiliates know that it's only a matter of time for anyone active on their list to hear about the latest great maven content being given away for free. So the affiliate might as well mail for you if it's quality, because they get paid.

Frustration, Hard Work And Marginal Results

If you've ever been frustrated with your progress, confused over tactics, overwhelmed with the amount of work you need to get done, or just plain tired – is there any wonder why?

Seriously, are you starting to realize you'd get the benefits of SEO, Affiliate Marketing, reach Super Affiliate status, get higher conversion rates, plus more by taking the Mavenship path?

It's crazy... most online business owners are currently focusing on all the wrong details. Unknowingly they're trying to get the benefits of Mavenship by working five times harder than they would if they just focused on being the maven of their market. It's like a taking a short-cut in bizzaro-land... it makes no sense.

If you haven't made the progress you think you should've... if you're finding many of the tactics you learn hard to implement (and even harder to make pay).... if you find it difficult to master all these different online technologies....or if you simply wish you could make a lot more money than you are now while doing things you enjoy more -----**then your life is about to change....**



Benefit #7:

Many NEW streams of income suddenly begin flowing to you

Imagine this ...

Your telephone rings. It's the organizer of a major industry conference. He wants one hour of your time – to give a keynote address at his upcoming event.

You get First-Class airfare for two.

A stretch limo from the airport to the hotel.

A lavish no-expense-spared suite.

Oh – **and a check for \$25,000 in advance** just for saying “Yes.”

A fantasy? Nope – it happens to me frequently. In fact I have one coming up in about 2-3 weeks.

Why? Because I've established myself as a Maven in my industry – someone the conference organizer knows his prospects will pay to hear. And by paying me that \$25k and giving me all those perks, he'll be able to sell hundreds of thousands dollars-worth of extra registrations to his event.

Not bad – right? Now, consider this ...

My mentor, Jay Abraham gets all those perks **plus a tidy \$40,000 a day** for consulting with his clients.

Better yet: He's offered a huge chunk of the sales he produces AND even ownership in the companies he helps – millions and millions of dollars every year.

And he still turns down 100 or more clients for every one he agrees to work with.

Why? Simple: Over the past four decades, Jay has established himself as **THE MAVEN OF CHOICE** for business owners who are serious about creating quantum growth.

I could go on and on about the benefits that flow to you when you become the #1 Maven in your market – but by now, I'm sure you get the picture.

Failing to become a Maven ...

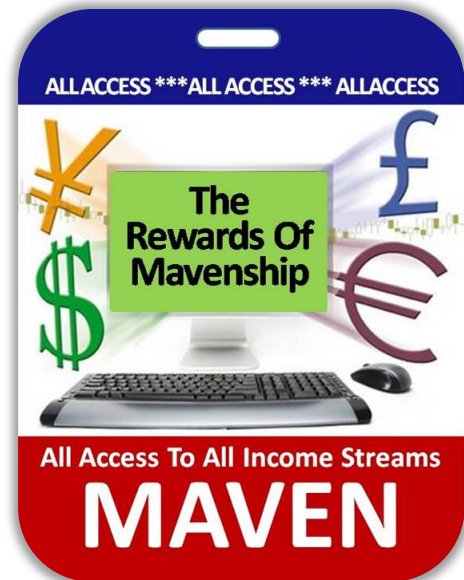
- Dooms you to obscurity and invisibility.
- Sentences you to spending a fortune to generate traffic, leads and sales that Mavens get for free.
- Condemns you to working much, much harder for much, much less.

And on the other hand, taking the steps required to become a Maven in your industry ...

- Lifts you head and shoulders above your competition and gets you the attention you need to explode your business.
- Empowers you to attract massive traffic, new leads, new customers and new profits without spending a single red cent on PPC, SEO or paid advertising.
- Multiplies the money you earn for each hour you work – and allows you to work fewer hours to earn more money.

So – are you ready to take your first steps towards Mavenship?

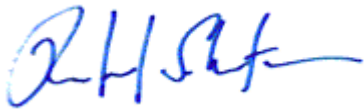
Are you ready to let Jay and me lead you through YOUR Maven Matrix?



Yes?

Good answer!

Let's get going ...



Rich Schefren

How to Become a Market Maven in 11 Easy Steps

"The greatest danger for most of us is not that our aim is too high and we miss it. Rather, it's that we aim too low and we reach it."

-- Michelangelo

Rich and Jay here. Let us get right to the point.

Give us a half hour of your time, right now... just 30 minutes... and we'll give you a blueprint you can begin using immediately to grow your business faster than you ever thought possible.

Together we've developed a brand-new approach to marketing and business-building that is light-years beyond our previous discoveries, strategies and methods.

Put simply: It's a step-by-step process that not only shows you how to become a maven in your marketplace, but it literally forces you to become one.

This process allows you to quickly identify your strengths, gain the trust of your market and, with very little time, effort or money, become the dominant authority in your market niche in 6 to 12 months.



That may sound like a big promise, but allow us to tell you **why it's absolutely possible.**

One reason is: **We've done it ourselves– and we've done it for literally thousands of our clients. And many of these multi-millionaires were way further behind than you may be right now.**

Rich here, with a personal story...You see, when I got out of college, I didn't have much money and I had just taken over a failing clothing store. So my *disposable* income was really just a few hundred bucks a month.

Then I came across one of Jay Abraham's ads for a home-study program. I had never seen anything like it before, it promised so much that I desperately wanted because I thought it could give me the marketing education that I desperately needed.

I finally pulled the trigger because of the risk-reversal that Jay offered. I figured I had nothing to lose and everything to gain so I put it all on a credit card.

That was a lot of money for me then. It was a \$5,000 course if I paid for it in full – or \$500 down and 12 payments of \$500. This was 14 years ago!

I took the payment plan. Combined with the risk reversal, I knew I wasn't really risking anything, but the long-term payment plan certainly helped.

When I got Jay's materials, I was completely blown away.

I wondered why I hadn't been taught this type of practical, results-based marketing and business-building strategies in school, or in the elite business consulting company I had worked for.

I devoured the entire course and applied Jay's concepts exactly as instructed to my failing clothing business -- and immediately my income skyrocketed.

The business growth was amazing. Simply by applying the concepts that are the forerunners of **THE MAVEN MATRIX**, we went



from \$1.5 million to \$7.5 million in 3 short years.

Needless to say, my disposable income grew from a few hundred dollars a month to about \$50,000 a month – and my life has never been the same since.

Over the years, I must have spent a minimum of \$100,000 on Jay's materials and programs – but every penny returned at least ten times the investment – probably more like 100 times the investment.

Fast-forward eleven years: I applied Jay's and my own original ideas when I began coaching clients in building their offline and online businesses. A lot of what I did was through trial and error.

Nevertheless, I helped my clients add an average of \$1.8 million a year to their sales – and grew my own company **from zero to \$7.5 million in just 12 months.**

But recently I realized that all of my most successful clients shared a set of strategies, tactics, and approaches. So, I called Jay in excitement, and when he finally went through his case studies he found a similar pattern. That confirmed that I was right.

That jump-started an intensive collaboration between the two of us. Each and every night for the last few months we've been getting on the phone to dissect, analyze, and then systemize each new distinction, each new marketing play, and each new tactic we covered.

We both now believe we've literally created the Master Key to Market Dominance. Taking what Jay and I have been doing all these years – combining and then optimizing it into a radically new approach that **systematizes, simplifies and accelerates** the concepts and strategies that have made ourselves and our clients wealthy, dominant and preemptive in our markets..

We call this new streamlined approach The Maven Marketing Intensive. And the very first step in the process is the Maven Matrix. It's printed on the next page...



Can A One Page Document Really Transform You And Your Business?

In a word... YES!

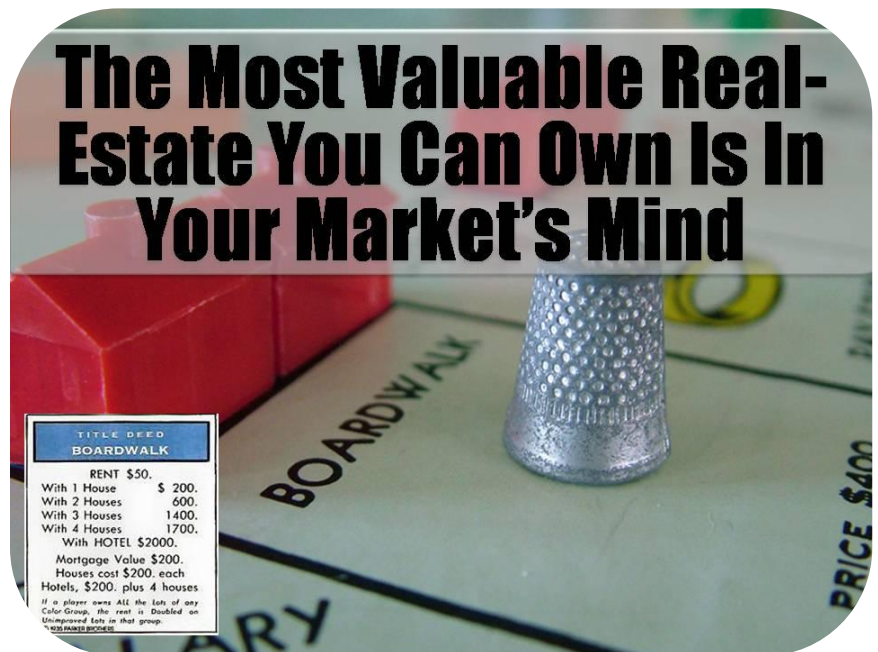
The best way to get your head around it, is to think of The Maven Matrix like a deed, a title of ownership to a piece of real estate. The only difference is where the property exists. Because **The Maven Matrix is your deed to a piece of Mental Real Estate.**

Our promise to you is this: by the time you finish this Manifesto, your Maven Matrix will be complete. And when it's done it'll reveal your unique and optimal identity (and pathway) to staking your claim in your market's most desirable segments of mental real estate.

And that's more important than ever before, because your messages first have to get through all the clutter and noise. Then once you've got their attention you still need to get them engaged in your message **in order to respond** to your call to action.

The good news is leveraging your Maven Matrix is the fastest, lowest cost, and most result-certain method to exponentially grow your business. Because in a very short time your niche will have a clear perception of who you are, why they ought to do business with you, and how you fit into their world.

And here's the best part – each time you use your Maven Matrix – whether by blog, email, rss, pay per click, video, podcast, or whatever else (remember please, it's even more effective, essential and enriching when used by “offline” marketers)...your messages will begin to have a residual effect, layering on top of itself on anyone who get exposed to it. Until...BINGO! You notice you're the supreme and dominant maven of your market.



Leveraging The Latest Research In Neuroscience To Secure Your Preeminent Positioning As The Supreme And Dominant Maven

In order to fully appreciate the power of your Maven Matrix...let's talk for a moment about brains... yours and mine.

For starters, there's a part of the brain named the reticular activating system (RAS). It's believed to be the center of arousal and motivation in all of all animals and humans.

But the RAS has another function, and as business owners it's one of the most important parts of our clients and prospects brains.

Before I explain this crucial function... Have any of these experiences ever happened to you?

Situation #1

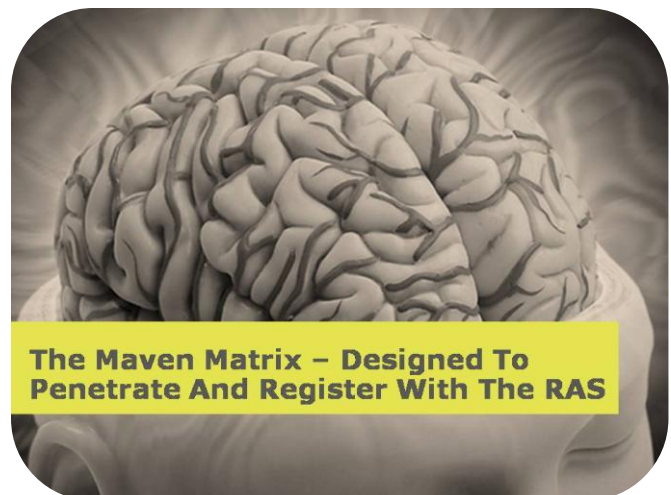
You just bought a new car, or you just got interested in a car... and then all of sudden you start seeing the car all over the place. Now, obviously the cars have always been there, but you didn't notice them before, and now all of sudden you do.

It happened to my wife Debi when she was pregnant. All of a sudden Debi started noticing pregnant women all over Manhattan. Now once again, the pregnant women were there before and they're still there, but she noticed a lot more pregnant women when she was pregnant.

Situation #2

You're at a party, and you are deeply engrossed in a conversation with another partygoer. Of course, there are lots of other conversations going on too, and you hear a murmur of all the other conversations.

You're really not making out what the other people are saying because you're paying attention to the conversation that you're in.



But then all of a sudden your full name is mentioned in one of those periphery conversations. In an instant your attention shifts to where you heard your name mentioned.

So, what's going on here?

You see, your brain is continuously taking in millions of pieces of information, but your conscious mind could never handle it – so there needs to be a filter to keep you sane.

That's where the RAS comes in.

It's the part of your brain that decides what you notice or not. It makes the decision in a fraction of a milli-second based on what you already have in memory.

That's why you hear your name during your conversation at a party or why you notice that new car you're considering purchasing, or anything that you all of a sudden start noticing around you.

Designed To Be The Center Of Attention

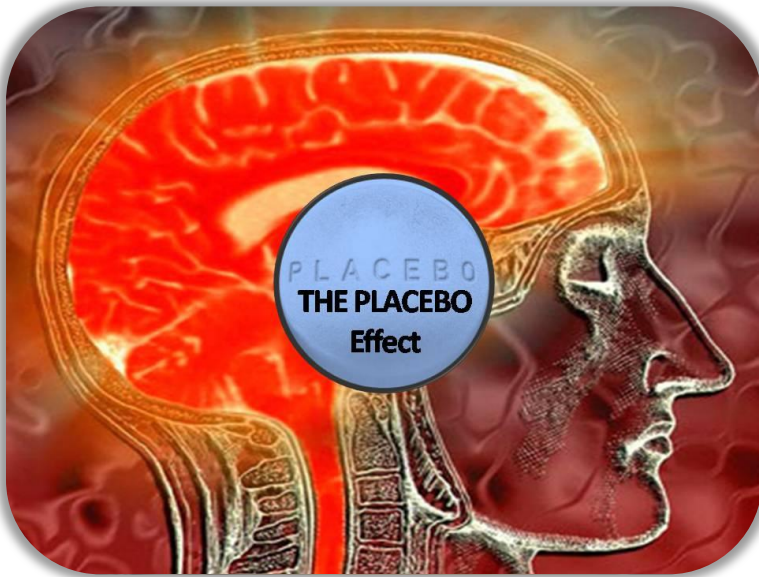
The Maven Matrix leverages every new discovery about what triggers the RAS (reticular activating system). **That's why it's so incredibly powerful.**

Simply review the following page with The Maven Matrix on it. Then work through the remainder of the report, making sure to take the time to really define your maven positioning points.

When you're through...you'll have your own individual recipe to **stake a permanent claim inside the minds of your prospects and your clients**. And the RAS will always notice you as important – so your messages will always be read first, your offers will get preferential consideration, your reputation will be defended in every nook and cranny of the Internet, and all of this will serve to multiply your earnings immediately.

There's one more benefit to tell you about....

The Maven Placebo Effect



Seth Godin recently posted a blog post where he wrote the following...

"Why do some ideas have more currency than others?

Because we believe they should. When Chris Anderson or Malcolm Gladwell writes about something, it's a better idea because *they* wrote about it."

By using the Maven Matrix on the following page you also

leverage the incredibly powerful placebo effect. Your clients will get better results... your prospects will have a higher regard for your products and information... you'll actually have your market extending your reputation for you. It's incredibly powerful and it's just another benefit of using your Maven Matrix in all your communications.

***Turn the page
to see The
Maven Matrix
Overview...***

The Maven Matrix™

Maven Marketing Tactic	Definition
1-Gain Your Market's Trust	Clearly articulate your market's hopes, fears and problems. Feel its pain. Identify gaps in service or quality. State the problem better than anyone.
2-Establish Your Maven Persona	Memorable personality traits that make the maven more human and familiar in the eyes (and more importantly the minds) of the marketplace anchor your persona in the minds of your market
3-Vision for the marketplace	Why the company exists, What is the ultimate goal of the maven, What's the dream/cause that others want to be a part of?
4-The Creation Myth	The STORY about the beginnings of the maven and their brand -- where did it start? Why? Who were the players involved?
5-Predictable Behaviors	Unique things you do or say that your market expects In other words they are predictable – and just like you can predict how a loved on or close friend is going to behave you want the market to feel they can predict your behavior
6-Polarizing point of view	Views that will resonate with your target clients but might offend others. It separates your market into believers and non-believers. The denunciation of companies and practices in your market that are cheating your customers out of the value they should expect.
7-Special Phraseology	Your iconic phrases and terminology that makes you utterly unique in your market
8-Communications Channel	The communication channels that the marketplace grows accustomed to when receiving information from you.
9-Velvet Rope	The elements that make your clients, prospects, and staff feel special, better than outsiders, part of a special group.
10-Customer Evangelists	Techniques to motivate your customers to spread the good news of your superior service.
11-Mentors and advisors	The guides who understand how to anchor you in the minds of your prospects as the preeminent authority and trusted advisor in your niche.

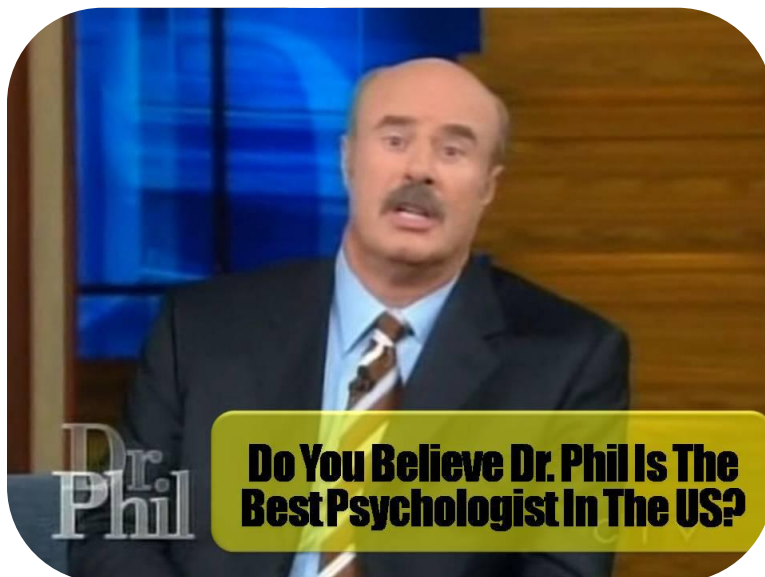
Mavens Are Made, Not Born

What most people fail to understand is that market leaders (Mavens) are MADE, not born.

There are literally THOUSANDS of ordinary business people – once virtually “nobodies” in their markets – who have become Mavens and now enjoy success far beyond anything they imagined possible.

These new Mavens have better *positioning*... better personal branding... not more knowledge or expertise.

They either consciously or unconsciously stumbled upon the secret to enormous marketing success.



For example: *Do you honestly believe that Dr. Phil is the best, most highly trained psychologist in America?*

He may not be the best, **but he is certainly the best paid – by 20, 50, even 100 times.**

The difference between Dr. Phil – with his multi-million-dollar TV contracts, bestselling books and celebrity clients – and the average neighborhood shrink has NOTHING to do with his

knowledge or credentials.

It has to do with his positioning, his superior personal branding, his willingness to tell his own story. In short: his visibility in his marketplace.

And here's the good news. You can easily do the same thing with your business or startup.

There are some very simple, easy, proven strategies you can use right now to go from “invisible” to “visible” in any market – and very, very quickly.

Best of all: All you have to do to lay the groundwork is to complete The Maven Matrix.

Matrix Step #1:

Gain Your Market's Trust

As we already stated, we are now living in a copycat world where most products and services all look alike -- and almost everyone's conventional marketing messages seem exactly the same.

No one stands out as really being the supreme choice.

Prospects can't tell who is really competent, who has their best interests at heart, who they can and should trust with their purchasing decision and with all future purchases.

As a result, they rely upon *expert advisers, friends, and what's already familiar* to guide them in their purchasing decisions.

But this blurring of differentiation, this replicating of one mundane marketing message after other, is actually an enormous opportunity.

It's an opportunity because it allows you the chance -- ignored by 99.9% of other marketers -- **to assume the preeminent role in your market.**

You can almost instantly install yourself as your market's dominant Maven, its go-to source, the person and/or company with the best, most authoritative information, the most important information, and it starts with just one thing: CARING MORE.

If you can show your prospects what they should be doing differently to solve their problems... fill their needs... or achieve their goals... you've just begun the process to win their trust.

And if they trust you, they will look to you for advice and purchasing solutions for their problems.

Imagine how much more business your online (and offline) marketing could be doing if people *automatically and totally trusted* your advice and purchasing recommendations. If they didn't hesitate for a moment to commit themselves to purchase what you offered.



It could realistically double, redouble, even redouble, again, the results you're currently seeing. You could see sales skyrocket – and your income multiply accordingly.

Why?

All your marketing is respected; thus it's believed, enthusiastically embraced **and responded to** by the marketplace.

So, how do you start gaining their trust?

The process starts with empathy. You need to articulate your niche's problems better than they have ever done themselves. Prospects have to believe you care before they'll care.

If you don't already know your market's "pain points" you're marginalizing your results. You absolutely must do some detective work to find them. Do keyword research, read the most popular blogs in your niche, go to forums and see where people need help. Go to Amazon and analyze the comments buyers had to share about what they liked and didn't like in the books covering your market.

After you've got a list of the market's pain points – you need to synthesize them into a blanket statement, or even better a personal story of your own that illustrates your understanding of their frustrations.

When your market can see themselves in your story – you've just secured their attention

Here's your first step:

- 1- ***Describe the biggest problems people in your market face, and the frustrations that come along with them. (If you don't know them... it's time to do some purposeful surfing)***
- 2- ***Sort your list of problems + frustrations in chronological sequence. Which problem usually comes first, what problem usually follows that, and so on until you have your problem list from first problem to last.***
- 3- ***Come up with at least three ways to articulate these problems better than your prospects have. (It's not as***



hard as it might sound... nobody sits around trying to come up with better ways to describe a problem, so thinking time will give you a huge advantage here.

4- *Take your best attempt and insert it in the space provided below.*

In case you are having any challenges getting your head around this here are a few examples to give you a better perspective and make it easier for you to do for yourself.

Rich: In the Internet Business Manifesto: The problems stemming from running a business as an opportunity seeker as opposed to a strategic entrepreneur. Problems highlighted in the report were...buying lots of products but hardly using any in their entirety...hopping from one hot idea to the next...a business model requiring hundreds of separate jobs to do...having a strategy of sameness...not leveraging time to it's highest and best use...mistaking out-tasking for outsourcing...etc...

Jay Abraham: Business owners risk so much for their businesses and yet almost all of them fail to take advantage of all the opportunities and assets that exist within their own enterprises. In your business right now there are overlooked opportunities, hidden assets, and areas screaming to perform better if you would feed it which is an absolute tragedy – especially if your business situation is even remotely stressful. All of these business challenges stem from the standard myopic perspective on business – the “tunnel vision” of the owner because he/she is not aware of all the tactics that are currently working in other industries.

Jim Cook: It's smart for investors to be worried about rampant inflation and to be concerned about not knowing how to invest in hard money, like gold and silver coins. But you need to be careful because practically every other gold and silver coin dealer out there uses high-pressure sales tactics and tries to get you to make big commitments right up front because their plan is to churn your account. I'd rather you start small, and get comfortable first.

Now it's your turn...

Your “I Feel Your Pain” Story	
Purpose	Process
Gain Your Market’s Trust	Clearly articulate your market’s hopes, fears and problems. Feel its pain. Identify gaps in service or quality. State the problem better than anyone.

Next: Establish Your Maven Persona...

Matrix Step #2:

Establish Your Maven Persona

"Leaders achieve effectiveness largely through the stories they relate...Stories must in some way help audience members to think through who they are...and frame future options."

-- Howard Gardner, *Leading Minds*

Mavens are market leaders because they are trusted... and they are trusted, in part, because they have secured their piece of mental real estate in the minds of their market. In other words your targeted prospects and clients feel like they know you.

The question then is this: How do thousands of people who you never met get to know you? How do they at least feel as if they know you personally?

That is where the secrets, methods, strategies and techniques of **THE MAVEN MATRIX** and personal branding come in.

In a marketing context, people can only get to know a Maven through the *CONSISTENT character role or persona* that the Maven projects through his or her communications. Yet most of

you project absolutely no character persona whatsoever to your market right now. Change that one element alone and your marketing impact will skyrocket.

A *persona* isn't a fabrication. Rather, it's a *distillation*... a public presentation... that allows you to communicate your essential beliefs, values and standards in an efficient way.

An effective Maven character persona combines the elements of your own personality (your own strengths and, sometimes, even weaknesses)... with those traits that resonate most effectively with your market.

The reason why certain TV shows, movies, and novels become blockbusters -- and others simply bomb -- is often due to the *characters* involved. Think Columbo, House, Gill Grissom on CSI, Rocky, Rambo, Harrison Ford in Indiana Jones, Matt Damon as Jason Bourne.



In the entertainment world, it's common knowledge that if the market doesn't connect with the characters in a TV show, film or novel, they will never sell well.

In fact, if audiences like the characters, they will often tolerate a lot of negatives – such as poor plots or substandard special effects.

Think about that the very next time you see a movie, or read a novel. What types of characters are you attracted to, and why? At the same time, think about what type of characters your clients and prospects like.

Few entrepreneurs have any clue about this.

You have to create a character for your business that people will like and come to trust. You have to reveal aspects of your personality. You have to share with the public who you are. *The more you do this, the more people will feel they know you and trust you – and the faster your business will grow.*

Again, Jay and I are not advocating phoniness. Quite the opposite. But the truth is, a human being is a complex reality with many facets that can't be easily communicated in emails, newspaper ads or brief online videos.

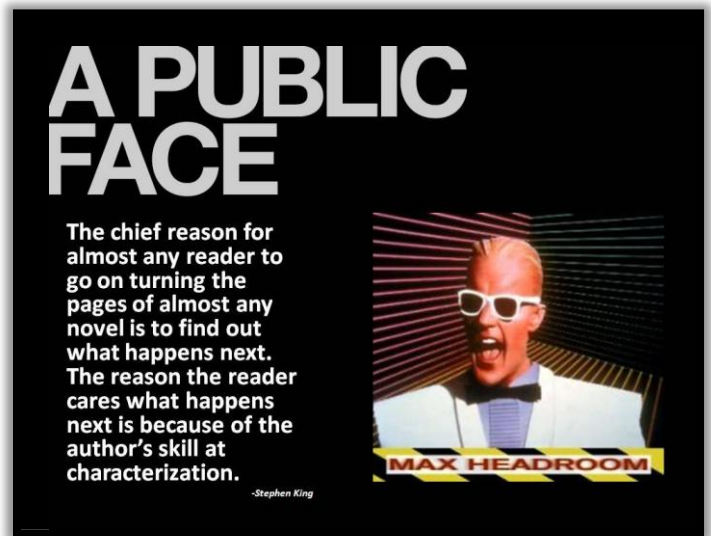
As a result, you have to select those character traits and stances that most accurately reflect what you are attempting to achieve in your market.

A Word Of Caution: just to be clear – we are not suggesting that you send an email or a letter to your clients and prospects with your complete bio on it.

Nope, you make yourself known the same way an author makes a character known, by your behavior. In other words, the best way to get clients, prospects, and the overall market to feel like they know you is by sharing stories which illustrate you behaving congruently with the persona you've chosen and defined.

In writing they say **“Show; don't tell.”** A character description describes what kind of person your character is. But your story must *demonstrate* what kind of person he is, too!

One final note from the world of fiction...You'll be more believable if you're not perfect. A useful flaw in your character makes you more interesting and gives you a hook so you penetrate deeply into the minds of your marketplace. The marketplace then sees you as being “human” and real.



24 Common Characters

By researching our respective client files we've identified more than 24 common character "types" or distinctions (there are lots more!) that resonate with almost any market or niche you wish to dominate.

But the truth is, there are as many Maven personas as there are unique individuals. You can create your own – or mix and match different personas for your unique hybrid.

The character distinctions below are merely listed to stimulate your own creative process. It's like being at the buffet table of business success – you simply pick the parts that are right for you and your market.

1. **Confident, Tycoon, Big Business Builder**

- Workaholic, always looking for the next big deal, conceited

2. **The Puppeteer Behind the Scenes**

- Calculated, mysterious, works in the shadows
- Everyone knows this character is powerful (or rich, or smart, or any other trait) but not exactly sure how

3. **The Researcher**

- Curious, hard-working, impulsive, and truth finder
- Introverted, confident, persistent, passionate

4. **The Well-Placed Intelligent Source**

- Shows you what's happening behind the scenes
- Confrontational, has high-standards
- Demanding, determined, forceful, organized, and disciplined

5. **The "Self-Made" Man/Woman**

- Determined, persistent, proud of accomplishments, has high expectations of others

6. **The Contrarian**

- Distrustful of anything big (government, corporations, etc...)



- Believes in conspiracies, well read but on the fringe

7. The Eccentric

- Enthusiastic, make your own rules
- Hates to be lumped in with the rest of a group; values his uniqueness
- Generous, animated, unconventional, and adventurous

8. The Iconoclast

- Not concerned with tradition – doesn't respect authority unless deserved
- Willing to take risks

9. The Angry Man

- Argumentative, self-righteous, excitable and sometimes amusing insider

10. The Prodigy/Genius

- Introverted, super intelligent, confident and aggressive
- Sometimes condescending, or socially inept

11. The Fun Guy –Terry Bradshaw/Charles Barkley

- Optimist, happy, sees the good in situations



You should get the idea by now. As an exercise, list three personality traits for the ones remaining...

12. The Voice/Face Behind the Orchestra/Organizer:

13. The Synthesizer:

14. The Importer/From One Industry to Another:

15. The Outcast:

16. The Common Man:

17. The Intellect:

18. The Advocate:

19. The Mad Scientist:

- 20. **The Supreme Possibility-Optimist:**
- 21. **The Futurist:**
- 22. **The Absent Minded Professor:**
- 23. **The Wizard:**
- 24. **The Family Man:**

YOUR MAVEN ASSIGNMENT: *Now, think about your own current Maven persona. . Ask yourself how that persona could be improved, dimensionalized, refined or redefined.*

Imagine a famous Hollywood actor playing you in a big budget movie. How would he or she act? What would the story be about? How would they describe the character?

Next, what type of characters/personas do you think score high with your market? What kind of personalities are they attracted to? What type of person do they find it easy to like? ? What character persona "voids" exist—unfilled?

WRITE BELOW: *Fill in a description of your Maven persona, the character role that will most closely resonate with your market and that is based on your personal strengths, interests and personality.*

Define Your Maven Persona	
Purpose	Process
Establish Your Maven Persona	Memorable personality traits that make the maven more human and familiar in the eyes (and more importantly the minds) of the marketplace - anchor your persona in the minds of your market

Matrix Step #3: Develop Your Market Vision

**"You are the storyteller of your own life,
and you can create your own legend or not."**
—Isabel Allende

Once you have created a Maven persona that matches both your personal strengths and resonates with your market, the next step is to develop and clearly state the elements of your Market Vision – the core beliefs that guide your service to your market.

Fred Smith of Federal Express developed his Vision of reliable overnight document delivery anywhere in America. His slogan became: *When it absolutely, positively has to be there overnight.*

Tom Monahan developed his Vision of the way pizza delivery should be and turned it into a slogan and a promise: *Hot pizza in 30 minutes or it's free.*

Larry Page and **Sergey Brin** developed their Vision of a search engine for the Internet that could quickly retrieve the most relevant web pages and started their company in a friend's garage in 1998. Within a decade of its launch, Google is now worth an estimated \$23 billion.

Unfortunately, many entrepreneurs don't focus on a Vision for their market, but on their businesses. They fall in love with their own products. They fall in love with their service or they fall in love with being the fastest growing company in the field.

The key to rapid success as a Maven, however, is to fall in love with your customers, clients or prospects.

If you can really live for the contribution, the benefit, the advantage, the enrichment, the protection you make in their lives, you'll achieve preeminence quickly.





And as a Maven, preeminence is the goal you should strive for in any business or profession. To be preeminent in your field lifts you up to a position that is simply not comparable with anyone else in your market. In other words: No one else comes close.

YOUR MAVEN

ASSIGNMENT: *Fred Smith, Tom Monahan, Larry Page and Sergey Brin all had Visions,*

described above.

What's your take on what's going on in your marketplace? How is the market being deceived? What mistakes are members of the market making? What new developments should people be aware of?

When either of us meets with clients, this is considered an essential part of the Maven Platform -- meaning that every communication comes from this frame of mind.

WRITE BELOW: *Describe your Vision, your personal crusade for your market. What you would change if you could, what customers have a right to expect? State the reason why your company exists.*

Develop Your MarketVision	
Purpose	Process
Vision for the marketplace	Why the company exists, What is the ultimate goal of the maven, What's the dream/cause that others want to be a part of?

***Next: Tell Your
Creation Myth...***

Matrix Step #4: Tell Your Creation Myth

"Words are how we think, stories are how we link."

-- Christina Baldwin

Mavens have a story, a personal history, and a track record with their market. Their success depends upon how well they communicate it.

You have to tell the world *why* you're in the market you are in.

You have to reveal your hopes and dreams, your current frustrations, your personal failures, what you've achieved so far and what you're still struggling to achieve.

Do that – with honesty and passion – and you'll achieve success beyond anything you could ever expect.

Fail to do that – become just one among hundreds of also-ran, "me-too" businesses – and you'll become a commodity, forever cutting your prices.

Tom Peters puts it this way: **He who has the best story, wins.**

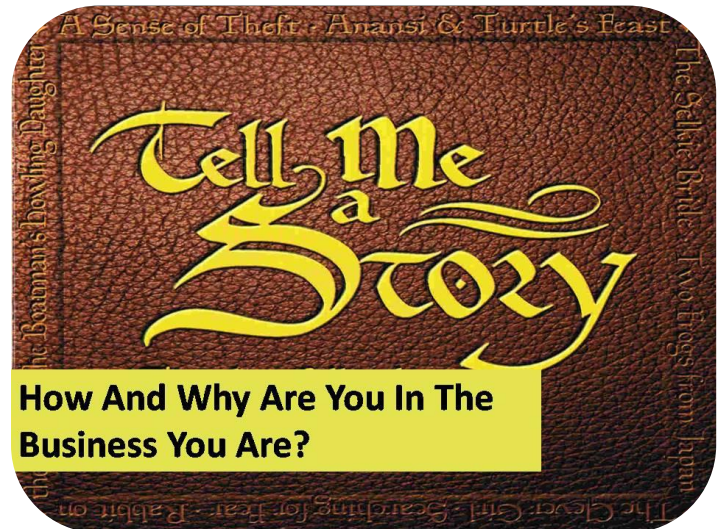
It's that simple.

Think about the classic Maven stories we've all heard.

We've all heard how **Bill Gates** shrewdly purchased an operating system (86-DOS) from a Seattle software company and then licensed it to IBM as the operating system for its new PC.

What about Phil Knight? Who hasn't heard the tale of how **Phil Knight**, a University of Oregon track star, and his coach began experimenting with a waffle iron to make his own running shoes? The company he founded, Nike, ended up bequeathing him a personal fortune of \$9 billion.

Of course, everyone knows the story of **Steve Jobs** and **Steve Wozniak**, the co-founders of Apple Computers – how they made personal computers in a Menlo Park garage that became the Apple.



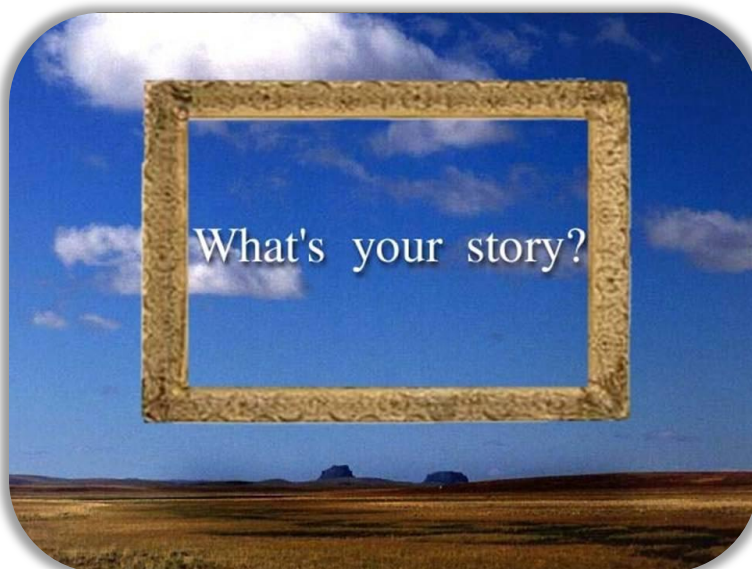
Companies thrive on the basis of the stories they tell. How do we know the stories above: Because Bill Gates, Phil Knight, Steve Jobs and Steve Wozniak TOLD THEM OVER AND OVER AGAIN!

Mavens, above all else, tell stories. Their personal story explains why they do what they do – and that, in turn, reveals why their customers and prospects should trust them.

YOUR MAVEN ASSIGNMENT: *Think back to how you found your way into this market in the first place. What drew you to it? If you just stumbled into it, what kept you there? What do you like about your market? What do you dislike?*

Go deeper. Think about your greatest achievements in this market. Then think your greatest failures. Be honest. The more honest you are, the more you will gain your market's trust – and the most trust you have, the more you can ethically advise prospects on what they should buy.

WRITE BELOW: At length, explain how you came to be in the business you're in. What's your personal story? Why would other people care?



Develop Your Creation Myth

Purpose	Process
The Creation Myth	The STORY about the beginnings of the maven and their brand -- where did it start? Why? Who were the players involved?

***Next: Develop Your
Predictable
Behaviors....***

Matrix Step #5:

Develop Predictable Behaviors

When you're a Maven, people feel like they know who you are. And part of knowing someone is being able to predict certain behaviors, to recognize certain odd traits about someone.

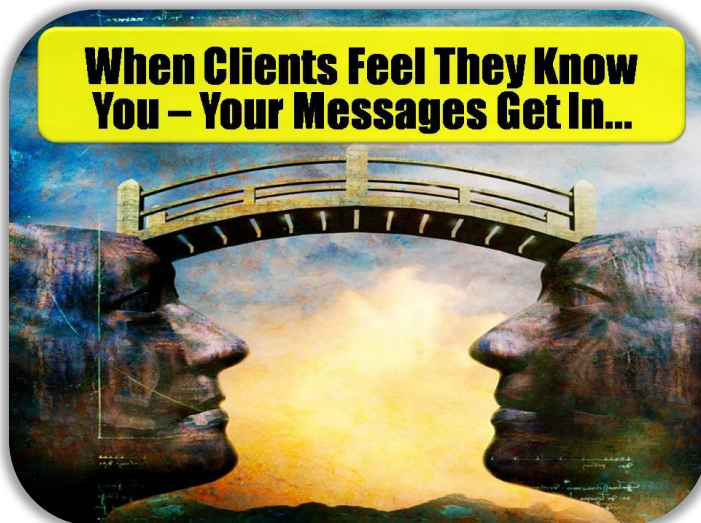
That's why successful Mavens develop what are known as "rituals" or predictable behaviors that customers come to expect and even look forward to.

One way to do this is to develop a **unique style of communicating.**

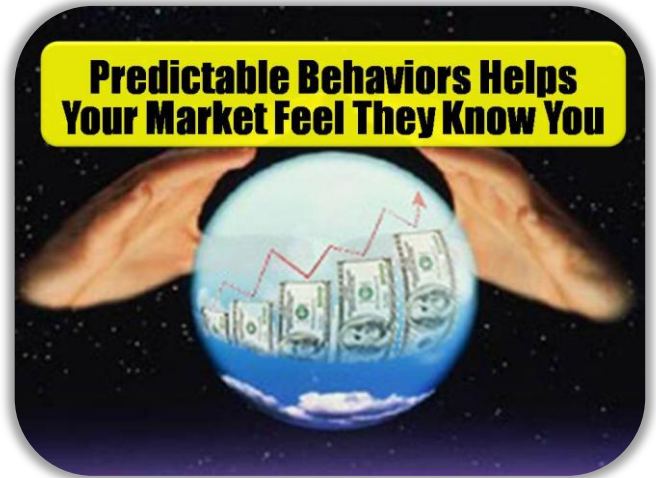
The British novelist Charles Dickens used this technique more than a century ago.

When creating his characters, Dickens gave each character a unique verbal "tic," a special phrase or accent or way of beginning a sentence, so that readers could instantly figure out who was speaking without Dickens even having to identify who the speaker was. You knew as soon as the character began speaking who he or she was.

A current example of this is the Internet marketer Matt Furey who sells wrestling and health products. Furey's emails are filled with odd spellings ("nekkid") ... his sassy point of view... and his trademark ending, "Kick Butt - Take Names."



more people will come to trust you.



The point is that, to solidify your relationship with your market, you, as a Maven, should develop certain ritualistic behaviors that your customers and prospects can predict.

This will help them feel like they know you. The more predictable you are, the

YOUR MAVEN ASSIGNMENT: *Take a moment to think about your own predictable behaviors – things you do on a regular basis that people who know you expect from you. Matt Furey uses unusual language. I come out with an exhaustively researched new report every six months. Jay Abraham uses a large vocabulary.*

WRITE BELOW: List a few predictable things you could do with your market (or future market). Try to think of special, predictable ways of doing things – trademark acts that really “brand” you as a “one of a kind” individual.

[illegible]

Matrix Step #6:

Become a Polarizing Figure

"In classical times, when Cicero had finished speaking, the people said, 'How well he spoke.' But when Demosthenes had finished speaking, they said, 'LET US MARCH.'"

-- Adlai Stevenson

Changing People's "Flawed" World As They Know It

Part of standing for something is to stand against something else.

Successful Mavens often are polarizing: They announce to the world that customers should not tolerate certain low standards of service... shoddy products... misleading advertising... and the people and businesses who practice them.

In other words:
Successful Mavens usually have **a strong point of view.**

After all, people flock to them to hear their OPINIONS of the market niche they are in – and the stronger, more direct, more passionate those opinions are, the more they resonate with the market.

This doesn't have to be as negative as it sounds. You don't necessarily have to "name names," but you should definitely defend the interests of your customers and prospects by denouncing what needs to be denounced.

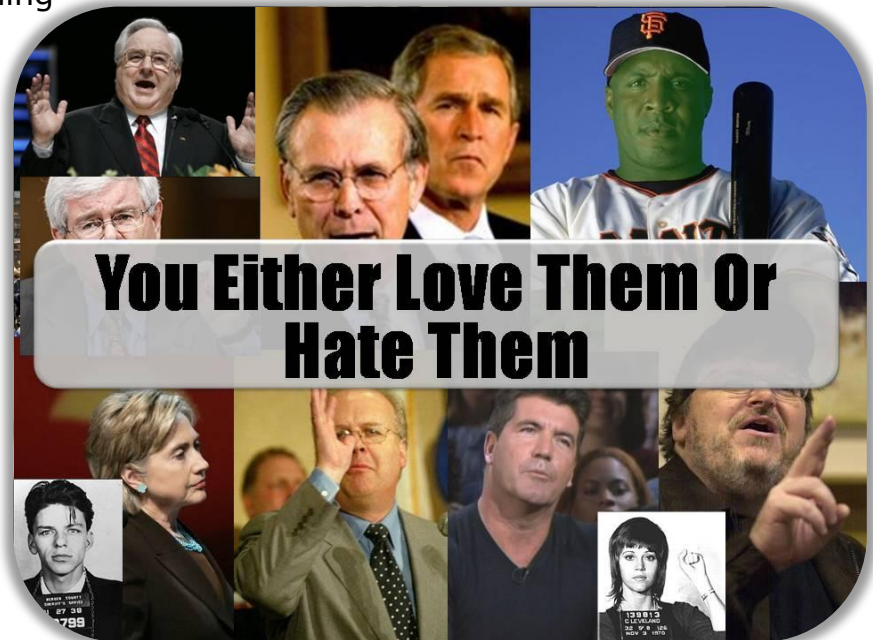
Chase Ravell was a no-nonsense, hard-nosed businessman who went from project to project. Jay discovered that Chase had spent his whole life studying all the emerging small and medium business trends that were huge moneymakers.

Chase was also opinionated. He called things like he saw them. He praised some companies and denounced others.

So, Jay used this polarizing quality to help position Chase as a Maven.

Jay and Chase created a report called, *Who's Making a Bundle?*

The report highlighted Chase as this no-nonsense guy who didn't waste a moment of his time on something that wasn't the absolute highest



payoff for the least amount of time -- and revealed that he had done the research and had the tough businessman perspective on things that no one else had.

That Maven positioning, along with the proper marketing techniques that go with it, catapulted Chase's business into the stratosphere.

The name of his business was *Entrepreneur Magazine* – which is now an international publishing conglomerate with hundreds of millions in sales.

When done right, taking strong, polarizing opinions will win you followers (as well as enemies) – and create monster levels of financial success.

YOUR MAVEN ASSIGNMENT: *As a customer in your market, what would you change? How would you improve things? What's wrong? What's needed? What's missing?*

Think of yourself as a reformer. Launch a consumer crusade. What would it look like? If you could address a professional association in your market, what would you say? What would you DEMAND? With your superior knowledge of your market, how would you advise inexperienced prospects?

Mavens take strong positions. Chase Ravell called businesses the way he saw them. Matt Furey (a Chinese kung fu and wrestling champion) denounces most trendy exercise programs, from aerobics to weightlifting. Virgin Airlines CEO Richard Branson is notorious for his irreverent, even outrageous stands on the airline industry.

WRITE BELOW: *List the worst aspects of your market, the 3 or 4 things you plan on changing with your products or services. Think of what you would denounce in your industry, the frank advice you'd give your customers.*

Articulate Your Polarizing Point Of View	
Purpose	Process
Polarizing point of view	Views that will resonate with your target clients but might offend others. It separates your market into believers and non-believers. The denunciation of companies and practices in your market that are cheating your customers out of the value they should expect.

***Next: Develop Your
Own Phraseology***

Matrix Step #7:

Develop Your Own Phraseology

Mavens are market leaders, experts, authorities in their fields.

As a result, they define the terms of the debate... set the standards... engineer the solutions.

Part of this process is to develop your own "technology," your unique phraseology and ways of presenting your understanding.

You take certain words and make them yours. Tony Robbins is a classic example of this. Tony was trained in Neuro-Linguistic Programming (NLP).

		
Tony Robbins 1. Nuero Associative Conditioning (NAC) 2. Constant And Never Ending Improvement (CANI) 3. The Dickens Pattern	Rich Schefren 1. The Attention Age 2. Doctrines 3. Manifestos 4. Opportunity Seekers	Jay Abraham 1. Protégé/Mentor Programs 2. X-Factors 3. Risk-Reversal 4. Performance Enhancement Quotient (PEQ)

He modified some of the concepts slightly and renamed it Neuro Associated Conditioning (NAC).

Tony took another concept and called it the Dickens Pattern. He took a quality concept from Demming and created his own acronym which was CANI (Constant and Never-Ending Improvement)

Both Jay and I use this principle in our own work – with tremendously powerful results.

Jay either develops his own phraseology – such as X Factors or Protégé and Mentor Programs – or he popularizes obscure, technical terminology so that everyone begins using it; ie: "The Strategy Of Preeminence"...

More than 20 years ago, Jay began using terms like Marginal Net Worth, USP, Risk Reversal, Strategic Alliances and Performance Enhancement Quotient (PEQ). Jay made them famous in offline entrepreneurial circles, decades before they came into vogue with the Internet age.

I do the same thing. I used the term "manifesto" when writing my foundational business report. To this day, if you speak to anyone in Internet

marketing circles and you say, “I’m looking for the Manifesto”, people will naturally assume that you’re talking about me.

Another phrase that I coined for a whole other series of reports was “doctrine.” My last report was called, *The Attention Age Doctrine*.

The truth is, you can take a phrase or term and make it your own. For example, I have stressed that “attention” has become the scarce commodity.

I wasn’t the first person to talk about the scarcity of attention. A Nobel Prize winning scientist mentioned it in 1971, the year I was born.

But I made attention my own. I created the term “Attention Age.” Now if you check on Google, there’s something like a 100,000 web pages that talk about us being in The Attention Age – and the majority of those pages cite me as the Maven who coined the term.

YOUR MAVEN ASSIGNMENT: *Pretend for a moment that you are not merely the preeminent authority in your market, but an actual pioneer... a scientist... an explorer. You’ve been given the task of presenting the intricacies of your market to beginners – of telling them what they need to know and why.*

Now pretend that you actually have to create your own system to explain the market. Develop your own terminology, your own system, your own explanatory hypotheses.

Literally write the book (or e-book!) on your market. What would you say? Could you find new words, new phrases, to describe different aspects of the products or services in your market? Could you organize your market better than it’s now organized? Could you prioritize better? Value things better?

WRITE BELOW: *Coin a few special phrases for a key aspect of your market and write them down. Think of something that could be your trademark – something that people would always associate with you and your unique approach to your market.*

Develop Your Own Phraseology	
Purpose	Process
Special Phraseology	Your iconic phrases and terminology that makes you utterly unique in your market.

***Next: Use A
Signature
Communications
Channel...***

Matrix Step #8:

Use a Signature Communications Channel

Part of developing rituals is to use a **signature communication channel**, a special way of communicating with your marketplace that is unique to you as a Maven – whether that is a Monday morning email, a blog, a video podcast, or a monthly newsletter.

Vaynerchuk, for example, uses an inexpensive, low-tech video blog to communicate with his followers.

Gary does daily 5- to 15-minute videos on wine for the average Joe. Here is a perfect example of an “ordinary” business using the power of mavenism to get exponential results – and very quickly.

Gary is about as ordinary a guy as you’ll ever meet. He grew up in Jersey and helped out in the family business, a modest liquor store.

But Gary saw an opportunity to become a Maven in a particular niche of his market.

He saw that a lot of his customers were interested in and would buy more expensive wines, but they didn’t know much about wine. Fine wine, they felt, was for snobs.

So what did Gary do? He launched his very inexpensive video blog, www.Winelibrarytv.com, that features his outrageous, sometimes profane but always-hilarious commentaries on wine.

By serving and championing this under-served market (ordinary wine drinkers as opposed to wine snobs), Gary has transformed his family’s neighborhood liquor store into a \$50 million company.

Gary is now a Maven. He’s “the” expert on wine for the average person. He’s been on the *Conan O’Brien* show, *The Ellen DeGeneres* show, and many others. In fact, he’s gotten so much attention recently, he now has an agent. He’s already received offers from TV networks and major cable stations because they want him to host his own cable or TV show.



Gary Vaynerchuk
The \$50 Million Dollar Man



Whenever you hear someone say that being a Maven isn't for "ordinary businesses," tell them about Gary Vaynerchuk.

YOUR MAVEN ASSIGNMENT: Pretend for a moment that you are, not merely the preeminent authority in your market, but an actual pioneer... a scientist... an explorer. You've been given the task of presenting the intricacies

of your market to beginners – of telling them what they need to know and why.

Now pretend that you actually have to create your own system to explain the market. Develop your own terminology, your own system, your own explanatory hypotheses.

Literally write the book (or e-book) on your market. What would you say? Could you find new words, new phrases, to describe different aspects of the products or services in your market? Could you organize your market better than it's now organized? Could you prioritize better? Value things better?

WRITE BELOW: Coin a special phrase or two for a key aspect of your market and write them down. Think of something that could be your trademark – something that people would always associate with you and your unique approach to your market.

Identify Your Signature Communication Channel	
Purpose	Process
Communications Channel	The communication channels that the marketplace grows accustomed to when receiving information from you.

***Next: Create A
Velvet Rope
Community...***

Matrix Step #9: Create a Velvet Rope Community

“The deepest human need is the need to be appreciated.”

—William James

To be a Maven is to become seen as the servant-leader of a community. That is the discovery that lies behind the social media revolution represented by YouTube, MySpace and Amazon.com reviewers and list-makers.

In a world of supersaturated corporate advertising that no one trusts, consumers turn to social media networks – to new peer communities – for advice.

Mavens deliberately create these communities by providing their customers and prospects with value-laden information, opinions and advice.

Rather than wasting precious resources on mass advertising that customers deliberately avoid at all costs, savvy Mavens use sophisticated strategies to engage consumers in active conversations about a given marketplace.

Conventional advertising is nothing more than a monologue – and frequently a rude and rather loud one at that. Maven marketing, in contrast, is a *dialogue*.

By serving their markets, by putting the needs of their customers above their own profit, Mavens demonstrate to the marketplace that they can **and should** be treated like VIPs – that is, that they should get what we call the “velvet rope” treatment.

Mavens have the unique ability *to treat people like relevant, important people, not mere consumers.*

And that is the psychology behind the velvet rope. Anyone who has ever gone clubbing knows, or can imagine, what it’s like to receive VIP treatment. Other people stand in line for hours, hoping to be allowed into the club and allowed to pay the large cover charge.

But imagine if you could just step up to the velvet rope, be instantly recognized as a celebrity or VIP, and



whisked past the lines of ordinary people into the elite inner sanctum of the club. You'd feel like a million bucks, right?

That is what it should feel like to be a customer of a Maven. Mavens treat their customers like VIPs – and constantly invite them to higher and higher levels of service, special treatment and quality.

An example of this principle is Brian. Brian owned a tiny health company selling an arthritis product called ICY-HOT. When Jay first started working with Brian, their sales were tiny – a mere \$20,000 in sales revenues from that product.

But by repositioning Brian as the *champion* and Maven of the arthritis-inflicted masses, Jay helped Brian create a trusting, caring relationship with his customers that attracted over 500,000 people to buy from him.

The Maven strategy Jay implemented was based on building **unbreakable customer loyalty**. It worked because 80% of first-time ICY-HOT buyers repurchased *twelve times or more a year*.

The result: Brian went from \$20,000 in sales to \$13 million in a single year. He then sold his company for eight – that's right, EIGHT! – figures to a large pharmaceutical conglomerate.

Jay used little-known techniques of Maven branding to create a business persona for Brian.

The truth is, Brian was actually a very fit 40-year-old man.

But when he created advertorial ads for Brian, Jay used a stock photo of a 70-year-old, somewhat cherub-like fellow so readers could identify with someone having sensitivity and understanding for arthritis sufferers.

The ads and letters had headlines that read, "I want you to have blessed relief." It painted a picture of a Maven who had studied all the treatments – without saying so, presumably for his own relief -- and found one that was as old as could be.

Brian created so much empathic connection with people that customers actually wrote *fan letters* and loving, appreciative letters. Brian became, not a salesman of a health product, but a champion of arthritis sufferers worldwide -- their hero. His customers were not merely customers. They became lifelong, loyal friends.

**"From \$20,000 In
Sales To \$13 Million In
A Single Year!"**



Become the empathic, heartfelt advocate of a long-suffering market and you can write your own ticket.

Your sales will explode – and you will develop an enormous following of customers who will remain loyal for life.

YOUR MAVEN ASSIGNMENT: *Imagine your ideal customer. Picture him or her in your mind. Someone who raves about your products or services. Someone who repurchases from you over and over again.*

Now, think about what you would do for such a customer, how you would treat him or her? If you knew your dream customer would make you X amount of money each year, how much of that money would you be willing to spend to keep him or her happy?

In Jay's consulting work, he speaks frequently about the Lifetime Value of a customer. Once you know what a customer is worth to you (over the long term), you know how much you can spend or "invest" to acquire him or her – and how much to spend to keep them deliriously happy.

I have VIP private coaching programs as my Velvet Rope. Jay has elite seminars reserved strictly for top CEOs and business leaders. Richard Branson has a VIP Flying Club for frequent flyers.

WRITE BELOW: *Now, picture your ideal VIP service – your "velvet rope" treatment – that you would offer your best clients. Brainstorm special gifts, bonuses, perks, free offers, and other premium services you would give/offer them. Write down a few examples below.*

Identify The Elements Of Your Velvet Rope	
Purpose	Process
Velvet Rope	The elements that make your clients, prospects, and staff feel special, better than outsiders, part of a special group.

***Next: Create
Client/Customer
Evangelists...***

Matrix Step #10:

Create Client-Evangelists

creating customer evangelists

Sales vs. Evangelism

Concept	Traditional sales	Evangelism
Motivation	Make money	Make history
Philosophy	Sell to	Convert
Method	Impose	Expose
Goal	Quota	Change the world
10 percent	Commission	Tithing
When	8 a.m. - 5 p.m.	Anytime
Where	Clubhouse	Anywhere

Consumers today make most of their important decisions by seeking the advice of an expert or a trusted friend.

Word of mouth is growing in importance. When people tune out conventional marketing, they turn to social networks for purchasing advice.

New research reveals that the best indicator of future sales growth is the number of "client-evangelists" a business has – that is, the more

people who recommend your products or services, the more likely your sales will grow.

With almost everything becoming more advanced and complex, most people assume it simply takes too long to make the right decision all by themselves.

That's why prospects put all their trust in people *willing to help them solve their problems.*

Mavens take ethical advantage of this reality and leverage it for enormous success.

By raising the bar of quality, service or care far above what anyone can legitimately expect, they create a natural **"wow" factor** that itself builds buzz.

YOUR MAVEN ASSIGNMENT: *Think of ways you can help, not merely your current clients or prospects, but their clients or prospects, their friends, relatives, anyone they come into contact with.*

Feel part of something bigger than themselves?

Purchase our services as gifts?

Refer clients without expecting a reward?

Believe in our company and us?

Provide unsolicited praise + improvement suggestions

Passionately recommend friends, neighbors, peers?

Forgive occasional dips in customer service?

Think up promotions, giveaways, free reports, and advice hotlines – anything that your clients can use to help the people they know. Think virally: How can you turn your happy clients into evangelists for your products and services, for your cause, for your Vision?

My affiliates, coaching clients and seminar attendees are my client-evangelists. They willingly send out emails and notices to their clients, telling them about my services. People do the same with Gary Vaynerchuk: His clients frequently send his emails (with links to his latest video) to family and friends. Mike Filsaime is so good at what he does, viral marketing, that his clients use his viral marketing techniques to spread the word about his viral marketing techniques!

WRITE BELOW: Write down a few ideas of how you can motivate and incentivize your clients to spread the good word about how unique, special and beneficial your business is. Write them down below.

List How You Will Create Client-Evangelists	
Purpose	Process
Client Evangelists	Techniques to motivate your clients to spread the good news of your superior service.

Matrix Step #11:

Accelerate the Process with Mentors

Many people have stumbled upon the secret of “mavenship” through trial and error.

But by completing the Maven Matrix, you already have an enormous advantage over most businesses. You now have a blueprint that can guide you going forward.

With this Maven Matrix you’ve created, you could spend the next several years experimenting and trying to apply the principles and steps we’ve described in this report.

But fortunately, there is an easier, faster, result-certain way.

That is to use trusted mentors and advisors, who have already created hundreds of Mavens, to help you implement each of these steps in an almost effortless way.

That is what Tony Robbins did. He hired Jay to teach him the principles of leveraging “guru-status” – to show him how to multiply his business success, many times over.

First Tony sold one million people his beginning course, Personal Power, for \$199 each. That’s \$199 million in sales, right off the bat.

But Tony didn’t stop there. With Jay’s guidance, he then created and sold ten thousand people a \$10,000 per person mastery program. That works out to another \$100 million in sales.

Next, Tony created an ultra-exclusive, elite membership group limited to 100 members total – remember the Velvet Rope? -- each paying \$65,000 a year to belong.

By this time, Tony had so much stature, pre-eminence and respect, people were standing in line to “gift” Tony large interests in major business projects, just to get Tony involved.

You see, when you have trusted mentors helping you, becoming a Maven is really almost effortless.



That's because experienced mentors draw upon your own deepest inspirations... your greatest personal strengths... the tasks you instinctively enjoy doing... to help you achieve Maven status quickly.

That's why most Mavens agree that the process of becoming a Maven feels like... *removing the parking brake on a new Porsche.*

Once you remove the obstacles, self-defeating behaviors and subtle acts of self-sabotage that the typical small business person routinely afflicts upon his or her own marketing efforts, then business becomes a joy – more like play than work. It also starts multiplying geometrically.

In fact, the more fun you're having as a Maven, the quicker your success comes – and the bigger your financial rewards.

YOUR MAVEN ASSIGNMENT: *This last assignment may be the most fun of all. Whatever field or industry you may be in, there are undoubtedly celebrities – big name companies or professionals. Now, imagine you can approach these celebrities and partner with them to promote products or services in your niche. Think of the status you would instantly achieve if you could be aligned with them—whether for advice, direction, fast-tracking your results—or endorsement!*

Now, assuming these celebrities have agreed to align themselves with your business, what would you have to do to create a project they would participate in with you? What resources would you need to make it happen?

The most successful people ALL had mentors. *I had Jay Abraham as my mentor. Bob Dylan was mentored by Woody Guthrie. Richard Branson had Freddie Laker (founder of Laker Airlines) as his mentor. Amazon founder Jeff Bezos had David Shaw as his mentor. Warren Buffett was mentored by economist Benjamin Graham (author of the investment classic, Security Analysis).*

WRITE: *Imagine you had access to an ideal "brain trust" of mentors who could help you achieve maven status. Who would they be? Jot down their names in The Maven Matrix at the beginning of this report.*

Identify Your Most Desirable Mentors And How You'll Contact Them	
Purpose	Process
Mentors and advisors	The guides who understand how to anchor you in the minds of your prospects as the preeminent authority and trusted advisor in your niche.

***Next: Your Next
Step....***

Matrix Step #12:

The Next Step:

Share The Maven Matrix Manifesto With Your Business Contacts and Colleagues

By Rich Schefren
Founder & President, Strategic Profits

In Jay's Foreword to this e-book, he told you the true story of how an ordinary postal worker became the #1 Maven in his industry – with annual sales of \$500 million.

He told you my story, too: How, just two short years ago, I was completely unknown in an industry in which I now enjoy supreme Maven status – and that Mavenship also causes millions of dollars to flow to me each and every year.

(Modesty prevented Jay from saying that he has helped more than 10,000 businesses in 400 industries use these same proven secrets to multiply their sales, productivity and profits-**exceeding \$7 Billion** – and that I've personally used these principles to help another 2,000 business leaders who harness their power to generate more than \$500 million in sales every year.)

And most importantly, Jay showed you how no money-making tool – no matter how well proven or powerful – can help you---**unless and until** you put it to work.

In my introduction, I showed you why you struggle to get ahead right now... that it's not your fault; you're doing almost everything right. You've just been taught a few things that are very, very wrong. (But the good news is that everyone else you compete against has been taught these, too!)

You've been taught that drawing attention to yourself – standing out from the crowd is somehow wrong. And that the best way to build a thriving company is to emulate what your largest competitors do.

I showed you how following that advice forces you into conformity and mediocrity and makes you invisible to your best prospects: Indistinguishable from everyone else in your market.

And I demonstrated how becoming a Maven ...

- ✓ Abandoning your competitors' failing high-hype marketing tactics ...
- ✓ Purposefully drawing proper, strategic attention to yourself ...
- ✓ Establishing yourself as the supreme authority in your market, and ...
- ✓ Showering prospects and clients with free content that brings enormous value to their lives before you allow them to ever purchase from you ...

Opens the floodgates of growth and profits for you.

Specifically, I showed you how ...

- The search engines will automatically send you massive new traffic without requiring you to spend huge amounts of time and money on search engine optimization -- for free ...
- Prospects and clients will send thousands of their friends to you – for free ...
- Because you've created a bond of trust with prospects and clients, even luke-warm sales copy will suddenly begin producing stellar sales results for you ...
- Your credibility as a Maven brings you money even when you have no product to sell. When you promote other people's products, your sales and affiliate commissions will skyrocket ...
- Joint venture partners and affiliates will eagerly seek you out and enthusiastically promote your products to their prospects and clients, and ...
- Massively profitable new opportunities will present themselves to you, enhancing your status as a Maven in your industry and opening huge new streams of income for you.

Plus, if you're an offline marketer the benefits, positive impact and advantages become even better!

And in the eleven chapters on the Maven Matrix itself, you've begun to personally experience its power to transform you and your business.

You've tasted its power to help you begin making the transformation from – as Jay so eloquently put it – an industry-following caterpillar to a market-leading butterfly.

Hopefully, you've learned that ***YOU CAN, INDEED, DO THIS.***

You've caught a glimpse of the changes that need to be made – changes in how you think about your business and yourself ... changes in your marketing strategy ... and changes in how you communicate with prospects and clients ... to elevate yourself to Mavenship status.

And unless I miss my guess, your brain is bubbling with ideas, questions and visions of your impending success and stratospheric new growth “trajectory”...

So congratulations, my friend – you've taken a giant step towards the success that has so far eluded you.

Now It's Time To Share Your Discovery With Your Business Friends

I hope you got a lot from this report. If you have, I'd appreciate it if you would help me spread the word about mavenship and excelling in business. Just visit this web page: www.strategicprofits.com/ShareTheMavenMatrixManifesto to tell your friends about The Maven Matrix Manifesto. They will get a personal email from you telling them about your discovery, and where to go to get a copy for themselves... free.

Then [visit my blog here and leave your comments](#) about The Maven Matrix Manifesto.

The Maven Matrix™

Maven Marketing Tactic	Definition
1-Gain Your Market's Trust	
2-Establish Your Maven Persona	
3-Vision for the marketplace	
4-The Creation Myth	
5-Predictable Behaviors	
6-Polarizing point of view	
7-Special Phraseology	
8-Communications Channel	
9-Velvet Rope	
10-Customer Evangelists	
11-Mentors and advisors	