

P R O P O S A L

GO PUBLIC & MAKE MILLIONS

*The Ultimate Entrepreneur's Guide To Turning
Your Small Business & Big Ideas Into A HUGE
Success*

By Kevin Harrington and Loral Langemeier

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P R O P O S A L
O V E R V I E W

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*The Ultimate Entrepreneur's Guide to Turning Your Small Business & Big Ideas
Into a HUGE Success*

On the floor of the New York Stock Exchange, the rhythmic sound of the illustrious brass bell, tuned to the pitch D and struck nine times over three seconds, marks the fulfillment of a dream for any company owner who gets to ring it.

There, in the glare of TV lights, with Champagne corks popping, yet another company has beaten insurmountable odds and gone public.

No doubt, getting to this milestone wasn't easy. But with vision, intricate planning, and benchmarks achieved, that company propelled itself forward. Most likely a web of institutional players, including venture capital and investment banks, assisted, all with a vested interest in making it happen.

But, the fact is, while going public on a major stock exchange remains an emblematic symbol of the American Dream, it's not where most of the action is. Nor is it the just reward for 99.999% of small business owners and entrepreneurs.

They can Go Public in quite a different way--by going bigger and smarter, exponentially expanding their businesses and maximizing profits using methods that anyone can master.

So while 300 companies go public each year and achieve their 15 minutes of televised fame, 28 million small businesses in the U.S. have a chance to proudly and loudly ring a metaphorical bell for *themselves* and achieve wealth beyond their wildest dreams.

-Go Public & Make Millions-

In *GO PUBLIC & MAKE MILLIONS*, **KEVIN HARRINGTON**, the pioneer and principal architect of the infomercial industry and original *shark* on ABC's *Shark Tank*, and **LORAL LANGEMEIER**, five-time New York Times and Wall Street Journal best-selling author (*Millionaire Maker*), make their joint literary debut with a ground-breaking owner's manual for entrepreneurs, inventors, and owners of small companies who want to successfully grow an existing business or create a brand-new one.

The 275-page book, which presents a powerful 8-step system for turning any business into gold, is the definitive how-to guide for achieving entrepreneurial success, targeted to 28 million small businesses in the U.S. and particularly to the over-500,000 new enterprises

that get started each month.

Here the unique focus is not building toward an IPO or navigating the waters as a venture capital-backed company looking to attract the next round of institutional capital, but *going public* in a different way: by exponentially expanding a private business platform or inventing a new product or service--not on Wall Street, but on your street, and far beyond.

As readers learn, in today's hyper-competitive marketplace, with its instantaneous communication and sophisticated information technologies, it's not enough to have an MBA and a good business idea to succeed. A new generation of entrepreneurs needs *access* to an insider system that offers specific techniques for creating a cash machine for life.

Yet legions are stuck in a "default" position--capitulating to low expectations and predictable results, the ceiling of opportunity a low one. They follow the herd—and the old rules of the wealth-building game—ones that defy the reality of today's business world.

"You're either living in a 'default' society, like most people, constrained by limited opportunity, convention, and a "job" mentality, or you're living in that secret society of entrepreneurial millionaires—people who are using insider techniques to achieve stratospheric results.

-Loral Langemeier-

GO PUBLIC is created for today's entrepreneurs determined to take their business to the next level by using the new rules of the game. "Insider" knowledge and a workable operating blueprint separate those who just work hard from those who are significantly winning. Here are the secrets that separate those who are thriving from the rest of the pack (the emerging 1% of entrepreneurs and small business owners from the defaulting and defeated 99%).

The succinct, prescriptive guide, drawing on 60 years of combined expertise, incorporates the unique achievements of both authors. Harrington is the patriarch of the multi-billion dollar direct-marketing industry and the king of the infomercial, with a track record of more than 500 products that have earned over \$4 billion in worldwide sales, over twenty of them earning \$100 million in revenues. Langemeier is a renowned wealth strategist to millions with an infallible system that blends straight talk with her trademark 3DAYS2CASH program, a guaranteed boon for any business.

Together, this invincible team welcomes readers into their entrepreneur's master class, sharing their collective expertise in building companies, merchandising products, and coaching thousands at sold-out seminars.

In an appealing, cut-to-the-chase narrative, the authors present their success tactics and tricks of the trade. They illustrate specific strategies for making deals and expanding businesses with entertaining anecdotes about some of the thousands of inventors and entrepreneurs who have turned their private enterprises into "public" sensations. Their motto: Think Deeper, Act Bolder, and Rise To The Top.

Known to readers from their appearances on *Today*, *Good Morning America*, *The View*, *Dr. Phil*, CNN, and Fox Business, the authors here reveal steps to:

- Conquering limitation and disarming the financial and psychological obstacles that stop businesses from growing
- Defining business identity by cultivating *curiosity overload*, leading to the ability to spot a winner and create a brand
- Productizing value, turning a skill, talent, and passion into a viable product or service that fills a unique niche in the marketplace
- Stacking the entrepreneurial odds in your favor by playing the same game successful insiders do to leverage relationships and create new and expanded opportunities
- Generating a go-to-market plan, a 7-step process to forming a business revenue model that will create a "cash machine" for life, and a marketing "talk track" from any platform, with multiple revenue streams
- Creating the perfect pitch, a 10-step process to sculpting the ultimate sales strategy

"Whether you're an entrepreneur, marketer, or inventor, what separates you from the imitators, the visionless, and the race-to-the-bottom crowd is a viable, marketable idea, one that should say: "This is Me." Richard Branson, Bill Gates, Steve Jobs, Donald Trump, and Henry Ford all started just this way. You then take that viable product or service and market it brilliantly. We'll show you how."

-Kevin Harrington-

- Raising capital in a digital age, including “crowd-funding” and other innovative techniques along with traditional funding streams
- Becoming a marketing master of New Age media, techniques and tools for tapping into digital, mobile, and social outlets
- Mastering the art of team-building and mentorship, by creating a board of advisors and strategic alliances, that mine the golden Rolodex of relationships

Each of these themes falls within a doable step-by step program tailored for both the new entrepreneur and the seasoned business owner. They demonstrate how business owners can tap into their unique intellectual property to productize their marketable skills, distinct ideas, and talents. Entrepreneurs learn to recognize what “assets” they’re sitting on and how to access its potential. Regardless of the skill, service, product, or invention, readers learn how fine-tuning “what you have” and getting it to “who you know” can catapult any business from seedling to success. Here, we learn about:

- a California [scientist](#) who turned his process for recycling glass into Vetrazzo, an eco-friendly glass surface patented for floors, countertops, and walls, pitched on HGTV and ultimately sold for \$9 million.
- an Oregon [fisherman](#) who invented the Flying Lure, “a reverse trigger” product that hits the water and swims away from where it lands, reliably attracting the fish, sold for two decades via infomercials, creating a \$500 million sensation.
- a Florida [bodybuilder and personal trainer](#) critically injured in a car accident who turned the rehab routines he developed for himself into a one-man industry, his exercise programs and merchandising generating more than \$4 billion in sales globally.
- a Louisiana [outdoorsman](#) working on his family’s “hunting” island off the coast of Baton Rouge, who, bored with seeing women’s products on

“You have a unique gift, a compelling belief, and a marketable idea. It can change people’s lives, even change the world. And it’s worth millions. But now what? How do you set that notion into motion? How do you transform an idea into an empire? We’ll show you how.”

-Loral Langemeier-

QVC, created a shopping channel targeted solely to men's lifestyle products, including hunting gear and accessories.

- an overworked and under-earning Nevada [truck driver](#) who created a luxury leisure company, with a fleet of limousines offering \$1,000 party nights, transforming a blue-collar income into a \$1 million per year business.
- a Pennsylvania [cat lover](#) who tossed away litter boxes to create a product she called the CitiKitty Cat Toilet Training Kit that earned her a slot on *Shark Tank*, a spot on *The View*, and \$5 million in sales.
- an Oregon [inventor](#) who raised \$13 million from 62,000 backers on Kickstarter and marketed his Coolest cooler, a “portable party” complete with a built-in ice-crushing blender, waterproof Bluetooth speakers, a USB port, blended drinks, and a cutting board.
- a St. Petersburg [florist](#) who expanded her small business by hosting weekly two-hour floral design classes, later doing the same on live podcasts, racking up a viewership in 27 countries and selling her products worldwide.
- a struggling Arizona [health supplement company](#) that sold high-quality probiotics and enzymes, and joint health and mood supplements, that revamped their customer pitch, created an online community of thousands, and was ultimately sold for \$24 million.

In dozens of such stories, the authors illustrate how anyone with a compelling product or service can transform a good idea into a champion in the marketplace. Throughout, the authors' philosophies accentuate the motive of “serving” before “selling,” as every entrepreneur solves a problem and serves a need. This can be achieved with great products, education, exceptional service, relationship building, and sharing resources.

To prove it, the authors use their own lives as examples, sharing their unique stories of how they elevated themselves from modest circumstances to financial independence—Langemeier from milking cows on her family's Nebraska farm to becoming a millionaire at 35; and Harrington from washing dishes in his family's Cincinnati restaurant to grossing \$500 million in annual sales by age 38.

How did they do it? What did they learn along the way? The answers are powerful

messages they jointly share, making their handbook for entrepreneurs an indispensable tool for wealth-building and allowing any small business owner to "go public" in his or her unique way and succeed.

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ABOUT THE AUTHORS

-Montel Williams: *“Kevin is a visionary with the Midas touch, the king of TV marketing who achieved iconic status, with good reason. There’s no one better.”*

Kevin Harrington, the pioneer and principal architect of the infomercial industry and the original shark on ABC’s hit show “Shark Tank,” is one of the most successful entrepreneurs in U.S. history. Over the last thirty years, he’s launched more than 500 products resulting in cumulative total sales of over \$4 billion, with twenty of them racking up sales of over \$100 million each.



As the principal architect of the infomercial industry, the 58-year-old has engineered such phenomenal blockbusters as the Ginsu knife, the FoodSaver, The Great Wok of China, and the Daily Mixer. His celebrity brands have included Jack LaLanne, Tony Little, Cee Lo Green, Kim Kardashian, Paris Hilton, 50 Cent, Frankie Avalon, Paula Abdul, Montel Williams, Hulk Hogan, George Foreman, and Kris and Bruce Jenner.

A sought-out speaker who has appeared in more than twenty countries lecturing on product development and distribution, Harrington has also regularly been featured on the Today Show, Good Morning America, CBS Morning News, Bloomberg TV, the Fox Business Network, CNN, The View, Wendy Williams, CNBC Squawk Box with Jim Cramer, the Bethenny Show, and MTV, among others. Stories about him have appeared in Fortune, Inc., Entrepreneur, Fast Company, The Wall Street Journal, and The New York Times.

His corporate positions have included serving as CEO of the Home Shopping Network Direct International; Chairman of As Seen On TV, Inc.; and CEO of TV Goods. He has recently launched StarShop, a Sprint-powered mobile app selling celebrity-endorsed products worldwide. He has founded two global associations: ERA (Electronic Retailers Association), which is now in 45 countries, and EO (Entrepreneurs' Organization), which has total member sales of over \$500 billion. As the king of grass-roots entrepreneurship, Harrington continues to demonstrate an uncanny ability to spot products with immense potential and to bring them to the marketplace with unwavering success.

* * * * *

A native of Ohio, Harrington grew up in an atmosphere of “entrepreneurial curiosity,” motivated by his father, Charles, a decorated Army pilot during World War II who thereafter opened a string of pubs, nightclubs, and bars in Cincinnati. As a nine-year-old, Kevin earned money by mowing lawns, lugging garbage, and delivering neighborhood newspapers, stashing

away his first \$500 while also working 15-hour weekends for his dad.

Told by his dad at age 15 to “hatch some extra income streams,” the fledgling mogul came up with one cash-generating venture after another, first selling driveway sealant door-to-door, then a car rustproofing service, and then heat-and-air-conditioning units, earning up to \$3,000 per month in commissions. By age 18, demonstrating an innate flair for sales and marketing, he was running his own company that sold heating and cooling systems, and soon had a staff of 25, with \$1 million in annual revenues. Quitting college in his junior year, he sold his company and ultimately created two others, Franchise America and The Small Business Center, where he mastered the art of marketing local businesses, as he racked up \$5 million in profits by age 27.

A pivotal moment occurred as Harrington was watching late-night TV in 1984, when the sudden appearance of static color test bars on the screen after the regular programming ended triggered a thought that would change everything. Why not buy that dead air space at a low cost and advertise products on it?

Driven by what he later called his Eureka moment, he began scouting trade shows and devouring mail order catalogues, hunting for million-dollar products that could be sold on cable TV. Soon after, he was in the studio producing dozens of 30-minute infomercials.

By age 32, Harrington had created a new company, Quantam Marketing, which sold a wide variety of products in 100 countries. At first, he created such demand that fulfillment centers and manufacturers were barely able keep pace with customer orders. Keeping up with IRS bills while having enough money on hand to pay for product flow was also a constant challenge. It wasn’t long before Harrington went from grossing \$500 million a year to being “completely strapped and out of options.”

Though he wound up in Chapter 11 and was forced to sell his company, he still ran it for the new owner and earned back millions in stock. Thereafter, his fortunes soared again as he formed such enterprises as HSN Direct in conjunction with Home Shopping Network, Reliant International Media, and As Seen on TV, Inc. making him the leader of the direct-response mail-order industry.

In 2009, Harrington published his first book, *Act Now: How I Turn Ideas into Million-Dollar Products* [Health Communications Inc.]. He became a panel member on and investor in the [ABC](#) TV series *Shark Tank*, and appeared in 175 segments, cementing his place in business history as America’s marketing master.

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-John Gray: *"Loral Langemeier's message is a powerful one. She has helped thousands of people think, act, and invest the way the wealthy do."*

Loral Langemeier, master coach, financial strategist, entrepreneur and the author of five New York Times and Wall Street Journal bestsellers, is recognized as a pre-eminent authority on creating wealth. In such classics as *The Millionaire Maker*, *The Millionaire Maker's Guide to Wealth Cycle Investing*, and *Yes! Energy: The Equation to Do Less, Make More*, the 49-year-old reveals the secrets to "guerrilla marketing and creating a cash machine for life."

As founder and CEO of Live Out Loud, Inc., her coaching and seminar company, Langemeier appears at 250 sold-out seminars yearly with the signature workshop 3DAYS2CA\$H. There, she demonstrates her trademark wealth cycle program, a technique for effectively transforming debt and limitation into financial independence.



Sought after as a pioneering money expert and speaker, her media appearances include being the go-to money expert on Dr. Phil, and spots on CNN, CNBC, The Street TV, Fox News Channel, Fox Business Channel's America's Nightly Scoreboard, and The View. She's also been featured in USA Today, The Wall Street Journal, The New York Times, Forbes, and More, and on the web at ABCNews.com and Forbes.com and as a regular online contributor to The Huffington Post, The Bottom Line, Yahoo7Finance, and BusinessWeek.com. In addition, Langemeier hosts her own radio/internet/TV talk show, interviewing experts about how to grow and protect money while providing on-air mentoring to callers. She was also featured as a mentor in the film *The Secret*.

* * * * *

A native of Nebraska, Langemeier, one of five siblings, grew up on her family's farm in the town of Mead, plucking weeds from the bean field and tending to a herd of cows, sheep, pigs, and chickens. Born to teenage parents who had little money, she had a first-hand look at hard lives of physical labor with little financial gain. She would later view the family motto, *Work hard for your money*, as a myth, as there wasn't much money to be made in certain circumstances, no matter how diligently you labored.

However, she did learn the value of persistence and honed the desire to excel. As a youngster, she first earned money by mowing lawns; by the time she was a freshman in college, she had started a personal training and aerobics business. She pushed forward and graduated from Nebraska Wesleyan University with bachelor's degrees in business administration and finance, followed by a master's degree in exercise physiology from the University of Nebraska at Omaha.

After graduation, Langemeier was hired by Chevron to teach health, fitness, and nutrition to workers on oil rigs off the coast of New Orleans. But five years later, against the advice of family and friends, she boldly quit her senior-level corporate position to become an executive coach, focused on a vision for creating wealth for others. She was soon commanding \$5,000 per day, five-times her former income.

She met investor Robert Kiyosaki, who would later write the *Rich Dad Poor Dad* bestseller, and partnered with him to create the distribution system for his financial board game CASHFLOW. She determined to become a millionaire by age 35, but her plan took on new urgency when she became pregnant as a single mother. A few months before the baby was born, just two weeks shy of her thirty-fourth birthday, Langemeier's net worth passed the million-dollar mark.

In 2001, she founded Live Out Loud, Inc., which in five years grew to a \$24 million enterprise. She next gained a platform in publishing, partnering with Bob Proctor and producing *The Expression of Your Power* audio CD and workbook. Her early books included *Building Your Wealth Cycles* and *Building Your Business, Leading Your Business, Protecting Your Business: Discover the 7 Step Process That Will Accelerate Your Business and Position It As an Asset in Your Wealth Building Plan*.

She co-authored *Guerrilla Wealth* with Jay Conrad Levinson. All the while, her stage appearances continued to broaden with Tony Robbins, Chris Howard, Mark Victor Hansen, T. Harv Eker, Todd Dotson, John Rutledge, Brian Tracy and others. By the time her bestseller *The Millionaire Maker* was published in 2006, Langemeier had established herself as an internationally respected wealth strategist, with offices around the world. She is an active owner, investor and entrepreneur in several ventures including oil and gas, real estate and digital media, among others.

As a single mother of two, Langemeier is devoted to mentoring families and helping children become wise about money by playing and learning from The Millionaire Maker board game. She passionately supports the Boys and Girls Clubs of America and the Make-A-Wish Foundation, and her own Serve Out Loud, a literacy program, provides discounted education grants to U.S veterans. Her Wealth Diva program, designed to empower women in or out of relationships to take control of their financial futures, teaches women that "A Man Is Not a Plan."

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Collaborator Biography

Bestselling author and veteran journalist **Glenn Plaskin** specializes in writing self-help and motivation-oriented books, celebrity memoirs, and newspaper and magazine profiles. His published work includes ***Horowitz: The Biography of Vladimir Horowitz***; ***Turning Point: Pivotal Moments in the Lives of America's Celebrities***; ***Katie: Up & Down The Hall: The True Story Of How One Dog Turned Four Neighbors Into A Family***; and ***The Power To Change Today: Simple Secrets To The Satisfied Life***, and numerous ghostwritten projects.

His profiles have appeared in the New York Times, New York Daily News, San Francisco Chronicle, Los Angeles Times, Chicago Tribune, Family Circle, US Weekly, Ladies Home Journal, Cosmopolitan, W, and Playboy. His interview subjects have included Katharine Hepburn, Nancy Reagan, Calvin Klein, Senator Edward Kennedy, Audrey Hepburn, Elizabeth Taylor, Leona Helmsley, Barbara Walters, Diane Sawyer, Donald Trump, Al Pacino, and Meryl Streep. His TV appearances include Oprah, The Today Show, and Larry King Live. He lives in New York City. Visit the author's web sites at www.ghostwriteyourbook.com, www.glennplaskin.com and www.katiebook.com.

Chicago Tribune: "An absorbing well-written and well-balanced portrait...as delicious as a good detective thriller."

Washington Post: "Plaskin writes with discretion, scholarship, and a sense of proportion..."

Los Angeles Times: "Plaskin's effort is successful...it is done well, even masterfully."

Tony Robbins: "Glenn is a brilliant writer—passionate, perceptive and inventive. His use of language reveals the soul of a poet."

Deepak Chopra: Glenn is a uniquely thoughtful writer with an intuitive, spirit-driven approach."

Dr. Wayne Dyer: "Glenn is one of my all-time favorite interviewers—a man of vision who is thorough yet easy to speak to. After an hour with Glenn, I am the one who is inspired!"

Donald Trump: "Glenn's innate talents — his insight and human touch — are wonderfully brought to the forefront in his new book...It's a significant story well worth reading."

Calvin Klein: "Glenn's book is a perfect reflection of the man who wrote it — engaging, open-hearted and very warm. His story proves that the true and small pleasures in life — friendship, loyalty and trust — are the ones that matter most.

Judge Judy: "Glenn's book will touch the heart of anyone who has ever loved a dog."

Marianne Williamson: "I was struck by the depth of his questions and his ability to establish instant rapport. His writing and ability to capture the message were without peer."

MARKETING & DEMOGRAPHICS

Go Public And Make Millions, the ultimate user's manual for entrepreneurs, is targeted to a mass-market audience of business owners, small companies, and inventors, and combines the appeal of a cutting-edge mastermind class with an inspirational guide for business success in the digital age.

In the tradition of books such as *The \$100 Startup* [Crown Business], *How To Be A Power Connector* [McGraw Hill], *Built To Last* [Harper Business], *The Lean Startup* [Crown Business], *Scrum* [Crown Business], *Scaling Up Excellence* [Crown Business], and *Secrets of the Millionaire Mind* [Harper Business], the 275-page book reflects the immense popularity of self-help and prescriptive how-to business books.

GO PUBLIC is targeted directly to a demographic of:

- 28 million small-business owners in the U.S., 52% of them home-based, comprising 50% of the working population (120 million individuals)
- 543,000 American entrepreneurs who create new businesses monthly
- 22.5 million non-employer firms in the U.S. that earn total revenues of \$989.6 billion
- U.S. consumers who annually spend \$11 billion on self-improvement products, including \$776 million self-help and inspirational books
- A secondary worldwide market of 125 million companies, 99% of them small businesses
- 41 million Millennials, Global Generation Y, 18-to 34-year-olds pursuing entrepreneurship
- 50,000 business owners who, each year, apply for but never make it onto *Shark Tank*

As two of the nation's most visible wealth-builders, with a track record including New York Times and Wall Street Journal bestsellers, Kevin Harrington and Loral Langemeier are uniquely positioned to partner with a publisher to create a blockbuster bestseller. They will use their national and international platforms to promote *Go Public* in all traditional and social media venues, employing the same techniques described in their book.

Telegenic and articulate, both authors are readily familiar to audiences, Harrington as the original shark on ABC's hit show *Shark Tank*, and Langemeier as one of the go-to money experts on *Dr. Phil*. Both of them have appeared often on such programs as *Today*, *GMA*, *CBS This Morning*, and *The View*, and on Fox Business Network, CNN, and Bloomberg TV, among multiple others.

The *Go Public* campaign will also access a wide network of print and digital media that regularly cover the authors, including *The New York Times*, *The Wall Street Journal*, and

USA Today plus magazines such as *Forbes*, *Fortune*, *Money*, *Entrepreneur*, *Fast Company*, and *HomeWorld*. Beyond traditional media, their reach will include all New and Social Media--Facebook, Twitter, LinkedIn, Instagram, and Pinterest; Internet forums, social-and-web-weblogs, Microblogs, wikis, and podcasts; and other trending social media, such as Sulia, ShareBloc, Pheed, Bubblews, and Learnist.

Live appearances: As the authors appear on *250 stages annually*, they will aggressively promote their book at via hundreds of speaking engagements and in their own entrepreneurial associations (such as the Electronic Retailers Association [ERA] with 450 member companies in over 100 countries, and the Entrepreneurs' Organization [EO], with over 10,000 members in 46 countries), at national trade conventions, and at their seminars in the U.S and abroad. Langemeier regularly conducts 3-day “Cash Machine” workshops in Canada and Australia, 24 “Millionaire Maker Tour” stage events nationally, and 12 “Loral’s Big Table” (“LBT”) events.

GO PUBLIC PUBLICITY PLATFORM:

WEBSITE TRAFFIC/SOCIAL MEDIA FOLLOWING

- Harrington’s online retailing site, *AsSeenOnTV.com*, has over 2 million customers, 700,000 unique e-mail registrants, and 200,000 visitors monthly.
- Langemeier’s *LiveOutLoud* community has a database of 100,000 people, and is growing at a rate of approximately 5,000+ per month with 8,000 unique hits daily. She has more than 250 joint-venture partners that support her marketing and sales across the U.S. and 1600 affiliates in the Live Out Loud online network to promote product sales.

Facebook.com/liveoutloud
Facebook.com/officialkevinharrington
Facebook.com/officialasseenontv
Twitter.com/harringtonkevin
Twitter.com/liveoutloud
Linkedin.com/in/lorallangemeier
Linkedin.com/in/kevinharrington

SOCIAL MEDIA MARKETING FOR GO PUBLIC

- **Facebook:** A dedicated Facebook page will be developed and managed specific to *Go Public*, drawn from major author platforms.
- **Twitter:** A promotion campaign using Twitter will be executed to build a community of followers to sustain interest in the book.
- **SEO:** A robust search engine optimization program will be implemented to build links from promotional sites for the book to blogs and other media outlets.
- **News-Oriented Sites:** Salon, Slate, Huffington Post, Daily Beast, etc.
- **Web Site:** In advance of publication, authors will create an interactive web site, allowing visitors to share their own business stories and read excerpts

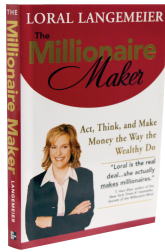
from the book. It will be promoted in all social media, e.g., Facebook, Twitter, Google+, LinkedIn, Instagram and others. Also included: guest posts on the Huffington Post, plus linking the book to trending topics

- **Book Trailer:** A dramatic 3-minute video will be produced to be used in a national ad campaign and will be made available on the authors' web sites, in social media marketing, and at in-person book store appearances.
- **Business and Inventor Link-ups:** The authors will align themselves with multiple organizations devoted to small business developers worldwide, marketing their book through promotions and on-site advertising, at their own expense.
- **Launch Event(s):** The authors will also produce at least one celebrity launch event, with proceeds going to their favorite charities, including the Make-A-Wish Foundation, the Boys and Girls Clubs of America, and Serve Out Loud, a literacy program providing education grants to U.S. veterans.
- **Speaking Engagements:** At their own initiative, the authors will schedule guest appearances at conventions, trade shows, business associations, etc.
- **Self-Funded Marketing:** The authors will hire a publicity firm to create a marketing plan that complements the efforts of their publisher.

POTENTIAL TESTIMONIALS

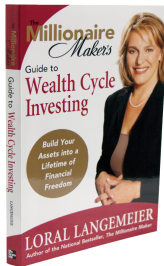
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|--------------------|----------------------|
| ▪ Jay Abraham | ▪ T. Harv Eker |
| ▪ Tony Robbins | ▪ Michael E. Gerber |
| ▪ Jack Canfield | ▪ Mark Victor Hansen |
| ▪ Barbara Corcoran | ▪ Verne Harnish |
| ▪ Mark Cuban | ▪ Robert Kyosaki |
| ▪ Peter Diamandis | ▪ Kevin O'Leary |
| ▪ Dr. Phil | ▪ Daniel Pink |
| ▪ Whoopi Goldberg | Bob Proctor |

LANGEMEIER BESTSELLER TRACK RECORD:



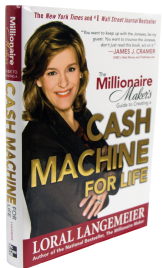
The Millionaire Maker: Act, Think, and Make Money the Way the Wealthy Do [McGraw-Hill]

#5 Wall Street Journal Personal Finance List
#13 Business Week



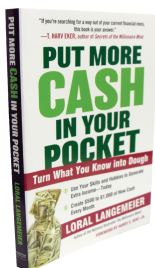
The Millionaire Maker's Guide to Wealth Cycle Investing [McGraw-Hill]

#1 USA Today Business List
#2 Wall Street Journal
#5 Wall Street Journal Business List
#4 New York Times Business List
#44 USA Today Book List



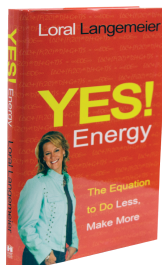
The Millionaire Maker's Guide to Creating a Cash Machine for Life [McGraw-Hill]

#1 Wall Street Journal List
#1 USA Today Money
#5 New York Times: "How to" Hardcover Book List
#5 New York Times: "How to" Hardcover Book List
#6 Business Week: Hardcover Business Book List
#57 USA Today Business List



Put More Cash in Your Pocket [Harper-Collins]

#1 Amazon Movers & Shakers List
#5 Amazon Overall List
#2 USA Today Money List
#75 USA Today Top 150 List



Yes! Energy: The Equation to Do Less, Make More [Hay House]

#4 New York Times (3-2012)
#51 USA Today (3-2012)
#9 Wall Street Journal (3-2012)

CO-PARTNERSHIP WITH PUBLISHER

Working with the marketing and public relations department of the publisher, the *Go Public* team will enhance the campaign by hiring their publicity and marketing firms to facilitate:

TV

Authors will accrue bookings using their extensive contacts in local and national TV markets

- Pitch major network and cable morning shows
- Pitch financial news shows
- Pitch all local affiliates in the top 50 U.S. markets: Washington DC, San Francisco, Los Angeles, Chicago, Boston, Dallas, Houston, San Diego, Atlanta, and Seattle, etc.
- Pitch daytime talk shows such as *Dr. Phil*, *Ellen*, *Steve Harvey*, *Meredith Vieira*

RADIO

- Pitch major radio programs: WSJ Radio; NPR Business and Financial News; NPR Planet Money; Bloomberg Radio; CNBC Radio; CNBC's Fast Money; MarketWatch Radio; APM Morning Report; APM Marketplace Weekend; Marketplace on Stitcher
- Business Blogs: Mashable, Reuters, Fortune, New York Times, WSJ, Crain's Business New York, Bloomberg, Forbes

PRINT MEDIA

- Pitch all major newspaper book reviewers, hard news and financial reporters in features and front-page sections, etc.
- Pitch major newswires such as Associated Press, Reuters, Bloomberg, etc.
- Pitch major newspaper magazines such as Parade, New York Times Magazine, USA Today Magazine, New York Magazine, Washington Post Magazine, etc.
- Pitch major service-related magazines such as Family Circle, Woman's Day, O, Good Housekeeping
- Pitch key financial magazines such as Forbes, Fortune, Money, Inc., Bloomberg Markets, Kiplinger's, Consumer Reports, Worth

COMPETING & COMPLEMENTARY BOOKS

The Entrepreneur Roller Coaster, Darren Hardy (Amazon Digital Services, 2015)

Scrum, Jeff Sutherland (Crown Business, 2014)

Scaling Up Excellence, Robert I. Sutton (Crown Business, 2014)

The Daily Entrepreneur, S. J. Scott and Rebecca Livermore (Amazon Digital Services, 2014)

Social Media Marketing: Essential Strategy To Promote Your Business And

Boost Sales Using Any Social Network, Andrew Force (Amazon Digital Services, 2014)

The Entrepreneur Mind, Kevin D. Johnson (Johnson Media, Inc. 2013)

The Start-Up Of You, Reid Hoffman (Crown Business, 2012)

The Lean Startup, Eric Ries (Crown Business, 2011)

The Innovator's Dilemma, Clayton M. Christensen (HarperBusiness, 2011)

ReWork: Jason Fried (Crown Business, 2010)

Hard Goals, Mark Murphy (Amazon Digital Services, 2010)

Secrets of the Millionaire Mind, T. Harv Eker (Harper Business, 2005)

The E-Myth Revisited, Michael E. Gerber (HarperCollins, 1995)

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-SAMPLE CHAPTER 1- A NEW CONVERSATION

- From Up In The Air-

“Branding demands commitment to continual reinvention; striking chords with people to stir their emotions; and a commitment to imagination.”

-Richard Branson -

After a recent weekend of skiing the steep slopes of the Sierras with my sons, Tristin and Logan, it was time for me to leave our home in Lake Tahoe for points east, to get back to work again. From navigating the trails on Monument Peak, I was now soaring above it in our company plane, a King Air C90, a rugged two-prop six-seater that I use on shorter trips (I travel commercial for longer flights). To me, the view below of the canyons and mountains, forests and rivers was better than any 3D movie.

No matter what the plane, I never take flying for granted. From this height, the world appears so peaceful. You feel detached from everything that usually seems so important—the deadlines, stresses, and worries of the day, and the fluctuations of the stock market! You’re freer to dream and to “see” things from an elevated perspective.

From this altitude, *anything* seems possible. In fact, you can imagine the world being yours.

And I’m here to tell you that it can be—IF your take the insider’s track to elevating your business success, using the tools and strategies laid out in the pages ahead.

Each year, between Kevin and me, we take over 500 flights and travel 400,000 miles on more than 200 business trips for seminars, speeches, and coaching and TV appearances, racking up more flyer miles than some pilots do. From San Francisco to Tokyo, Orlando to Sydney, Honolulu to Paris, we crisscross the globe and hit 100 cities in 16 countries annually.

Why are we constantly in motion? What’s driving us up into the air from one place to another? The quest for flyer miles? Hardly. Accumulating mileage points is great, but that’s not what gets us to leave our families and homes for 250 days out of each year.

We’re motivated by our mission to create WEALTH for the countless entrepreneurs out there, people we meet every day who have viable businesses and excellent skills, but are not

maximizing their earning potential. In fact, in each and every one of the 1,170 industries¹ officially recognized in the U.S., there are countless businesses that are just surviving. Many of them are effectively leaving CASH behind on the table, though they may not even know it. Whether it's a food shop or an amusement park, a construction company or a health services firm, an animal daycare or a car wash, a jewelry shop or an engineering firm, they're losing money by not using strategies that can exponentially multiply profits.

In today's digital age, with instantaneous communication and sophisticated information technologies, it's not enough to have an MBA and a good idea for a business. You might just as well have a prayer and a barrel full of good intentions. As you'll see, it's impossible to survive, much less thrive, in a hyper-competitive marketplace using the old rules to wealth-building. Here, in a new conversation about money, we're going to find out what you *want* and *need* and how to maximize your skillset, assets, and contacts to get it.

You don't want to be a member of what I call the "default society," people capitulating to low expectations and predictable results. Instead, you'll join a group of entrepreneurs boldly determined to take their business to the next level, using insider knowledge and proven techniques that separate those who just work hard from those who can succeed beyond their wildest dreams.

And the fastest way to learn this is to model and learn from those already doing it in the real world. Just like power players on Wall Street or on the streets of Washington, you'll learn how to play the game, emulating new rules of engagement. Remember, companies that go public have followed specific rules of *their* game, connecting themselves into a system that, when mastered, propels them forward into the financial stratosphere. Thousands of public companies have, behind them, a multitude of players who represent "the street," each playing a role and profiting by being on the inside.

American politics are no different. Achieving national office represents the ultimate in "insider trading." Those who gain power and influence do so by building professional alliances that are traded and leveraged inside the Beltway. It's a real-life "House Of Cards," in which master politicians know the rules of engagement, all leverage points used to ever-increase their sphere of power.

¹ North American Industrial Classification System (NAICS)

While neither Wall Street nor Washington are secret societies, they do operate by specific rules of engagement that participants must know in order to reach the pinnacle of success. They are members of “The Know Economy,” working its intricacies to their greatest advantage, their “currency” equaling their connection to one another.

It’s no different for the ambitious entrepreneur: Unless you know the Rules of *that* Game, your aspiration and all your hard work will, by *default*, be limited.

As you’ll read, there are three types of “currency,” i.e. skill sets, that entrepreneurs must master in order to be a member of “*The Know Economy*.”

Bottom-line: You’re either living in a default society, like most people, constrained by limited opportunity, convention, and a “job” mentality, or you’re living in that secret society of entrepreneurial millionaires—people who are using insider techniques to achieve stellar results.

We want you to join the Know Economy and to smartly Go Public with your products and services, achieving maximum success. But so many don’t.

Many entrepreneurs fall into a series of common traps: attempting to do everything themselves, thereby drowning in multitasking; flying solo without mentors and advisors who could broaden their skill set and expansion opportunities; hoarding company equity and ignoring the possibility of developing strategic partnerships and alliances; ignoring or ineptly using digital technology and social media, both critical tickets to going global; messaging a product or service ineffectively, with ads that don’t distinctly describe it; eschewing travel and trade and networking opportunities, while remaining in their comfort zones; or turning a blind eye to multiple revenue streams that could boost the bottom line.

All this means you’re quite possibly stuck where you don’t want to be, surviving but not thriving, comfortable being under the radar, invisible in your market or community, perhaps struggling to achieve the breakaway success you deserve.

What you need is a **SYSTEM** to “go public,” one that will allow you to exponentially expand your business or service, or launch a new product or platform, using strategies drawn from our 60 years of combined wealth-building experience. We’re not ashamed to say that one of our favorite words in the English language is **CASH**—and we want to help you make more of it.

We’re going to give you a virtual flight plan that gets you that 30,000-foot view—the big picture you need to be able to lift off from where you are and get you to where you really want to be. As Kevin O’Leary always says: *All companies need the same thing to survive. Money!*

And we'll show you how to market and promote yourself to raise the capital and make the CASH you deserve.

In seminars, I sometimes ask participants to think about their enterprise as an airplane. Whether you're an inventor, a small business owner, or the head of a growing company, what's going to give your livelihood thrust? It's CASH. Think of it as jet fuel powering your plane's engines and providing speed and altitude. Without it, you're finished before you begin. For most start-ups and small businesses, the most difficult challenge is proper capitalization. Poor initial planning—the absence of astute competitive analyses and realistic business and marketing plans—has caused more than one enterprise to fail to lift off, and perhaps crash and burn.

Once you're actually airborne, however, it's easier to course-correct the flight as you go, adjusting the marketing, advertising, and more. However, early panic can destroy a promising business before it gets the chance to achieve any degree of altitude. So often, at the first sign of "engine failure," business owners abort the flight, landing prematurely or dropping out of the sky: *"I'm going to re-tool, take the month off, and unwind with a sabbatical."*

Well, I'm sorry, but without cash flow, you don't get the privilege of doing that. You've got to keep flying. So *before* takeoff, you must cultivate a *focused intentionality* rather than an *"I'll try"* mentality. We often hear something like this: *"I'm going to go try a catering business."* Or *"I'll try to set up my consulting practice."*

You're not *trying* anything. If you're going to put a plane in the sky, you'd better know what you're doing and get a team around you to fly that plane and follow your flight plan. That's why you've got to have a MAP, your go-to-market plan that we'll talk about later, which tells you where you are, where you're going, and the shortest and most efficient route from point A to point B.

With that kind of map, your financial potential is as limitless as your ability to master the step-by-step program ahead, an owner's manual to business success. You'll find here the steps to "GO PUBLIC, to conquer limitation and move forward to greater profits and heightened visibility. You'll learn how to maximize the benefits of digital technology and social media. You'll be given the keys to capitalization, product development, pitching, funding, marketing, advertising, and more.

In short, "Going Public" is a *declaration* to escape your financial Strait-Jacket and to defy "gravity," the forces that hold you down. You're going to sharpen your focus and expand your market in order to bring your company *to* the public.

We'll show you that most people are sitting on millions of dollars. They *are* their own lottery ticket, but don't know it because they give away, undersell, or mismanage their business, never earning all the cash they can. Worst of all, they ignore their gifts, often held back by mental and emotional forces that pull them down and keep them poor. These are what I call our **LIMITING BELIEFS**, the false conclusions we make about ourselves, and our futures, negative self-assessments that keep us stuck in the familiar, though we don't want to be. It's these crippling beliefs that force us to live below our potentials:

- I don't have the ability (or experience)
- I can't find the time
- I lack the motivation
- I don't have the resources
- It's too late (or I'm too old)
- I have too many responsibilities
- I don't know where to start
- I'm not good with money
- My family has never been rich

What does all this add up to? The message is that it's *hopeless*, and that a person is *helpless*, *blameless*, *worthless*, and that it's all *useless*.

I can tell you that all limiting beliefs are driven by **FEAR** and the avoidance of **RISK**.

For some, it's the fear of changing the status quo, of financial insecurity, and the dread of failing or doing something new. For others, it's sheer procrastination and the seduction of the comfort zone, of being safely tucked into a 9-to-5 existence. And for many, it's simply the lack of knowledge, or education.

Of course, anything you don't know feels scary and risky. I liken it to skiing. If you saw the steep slopes I now ski, with 1800-foot vertical drops at Heavenly Mountain, my favorite resort in Tahoe, you'd be scared to death. The first time I was up there on an advanced run, my

adrenaline was surging and I couldn't believe I was actually going to push off. But I did it anyway. You say **YES**—and then figure it out. And of course I learned to ski with coaches who knew what they were doing. Their skill set was far greater than mine—so you pull **UP** to their level, not down to yours.

It's the same thing with wealth building. You study and model the lifestyle and behavior of people who are achieving what you want to do at an advanced level, which is why, in my early days, I spent tons of money on coaching systems, seminars, and mentors. After all, who can best teach you about real estate, oil and gas, and private equity investing than the very people who are doing it successfully? Once you decide to model them and learn how to do it, the sense of fear or risk is gone.

Another factor that creates fear is **CONFUSION**. You don't know whom you can trust, so you're having "conversations" with many people. But you can't listen to Loral on Tuesday and Suze Orman on Wednesday and not expect to feel confused by diverging viewpoints. You need to pick **ONE** conversation—not two or three—and stick with it. As I always say, you can't change your mindset until you choose a conversation—and you've got to be conversing with people who have already achieved what you most desire.

Another limiting belief, a devastating one, is: **I'M NOT WORTH IT AND DON'T DESERVE IT**. This intense self-doubt, a fear-related emotion, is often a result of growing up in a family environment where you're beaten down. Your self-worth is whittled away by criticism or messages that limit confidence in yourself. You're surrounded by a nuclear family and by others in your community who convey to you that you can't do anything right, that you should just stick with the familiar, with the family business, say, or go into something else safe and secure. So you get a job that limits you. With the lack of proper guidance and support, your community of naysayers will always win. You'll always think you're not worth it and don't deserve it. Your confidence is destroyed.

The antidote? We must cultivate **EMPOWERING BELIEFS**, powerfully positive self-assessments about ourselves and our futures that can transform your outlook and open up new opportunity. Such a belief system is the secret to all achievement. Like any great athlete, you not only need technical skill and ability, but you need the conviction, the **BELIEF**, that you can turn a dream into reality, and a loss into a win. You have the ability to feed your psyche with positive messages:

- *I'm worth it and deserve it*
- *I'm focused and determined*
- *I can learn anything I want to*
- *I can find the time and resources*
- *I am driven to success*
- *It's never too late*
- *I am courageous, not afraid*
- *I am responsible for the life I create*
- *Failure doesn't stop me*
- *There's always a solution*
- *I embrace change and challenges*
- *I can serve a need and contribute to the world*

Armed with those kind of beliefs, you're unstoppable. And from a business perspective, the fastest way to enhance self-worth is to **MAKE MONEY**, which proves that *what you have* and *what you do* have great value. The more you earn, the more you prove that you have a viable business or skill or service that others want. To master that level of achievement, again, you have to seek out role models and mentors, a subject we'll cover in detail in section seven of the book. As I often say: Entrepreneurs talk to entrepreneurs; employees talk to employees. There's very little crossover. Rather than whining about your boss and your job responsibilities, you need to be in a creative, expansive conversation with a successful entrepreneur, eliminating all other factors and focusing on that conversation.

In fact, daily practice and discipline, which provide the right conditioning, is essential. I have a Master's Degree in exercise physiology, which is all about behavioral muscle conditioning. Most people have entrepreneurial muscles that are atrophied. They don't know how to strengthen and condition them to become wealth builders. Our goal is to get you into condition, into the right "conversation," so that you can win that Olympic gold, silver, or bronze. But you have to get in shape.

Positive energy and what I call *extreme optimism* are everything when it comes to achieving success. Great coaches, teachers, preachers, and politicians all demonstrate that kind of energy and confidence. In fact, if you pit someone with high energy and a bad idea against someone with an amazing idea and low energy, you would quickly see who empowers the crowd toward action. The high-energy person has the ability to push through stasis and inertia to move mountains. So often, the strongest energy in the room wins.

So, in seminars, I talk about the necessity of "switching on" and calmly bursting through inertia, past any resistance to seize the right action and move toward it. But what stops people

from doing it? It's what I call their *energy and attitude liabilities*—hopelessness, pessimism, negativity, and isolation—all of them, again, products of fear.

There are common fears that many entrepreneurs experience: Not knowing where to start, though you want to put your ideas into immediate motion; feeling like you're not an expert, despite your considerable knowledge about your product or service; being considered “crazy” by those who think you're going out on a limb with everything to lose; feeling insecure about funding sources, a common worry for business owners who must raise capital, a subject we'll address in later chapters; not being believed in by those in your inner circle of family, friends, and colleagues; the fear of not attracting customers, that there won't be a market to support your service; being unprepared for success, worried that you may not be able to handle the demands of a booming business; fear of failing your family, being unable to support your loved ones during a lean transition period; fear of not earning enough to recover an investment; and the fear of everything going wrong!

So often, we feel pulled in multiple directions by all these underlying fears and insecurities. No doubt, fear is a powerful enemy. It's an emotion that everyone experiences. And your ability to vanquish it is critical to success. As Winston Churchill said, "When I look back on all these worries, I remember the story of the old man who said on his deathbed that he had had a lot of trouble in his life, most of which had never happened."

First, you've got to remember **WHY** you started your business in the first place, what passion and skill set drove you to do it. Though you may be frustrated or down at times, you can't lose sight of that. No Olympic athlete ever got to the Gold, Bronze, or Silver medal without setbacks and pain, but the goal is everything. (2) Next, you've got to **FOCUS** on what you can do **TODAY** to move your business forward, a step-by-step approach that insures you don't get overwhelmed by everything that needs to be done. (3) You need positive **GO-TO** people who can support and encourage and advise you, a subject we'll look at in-depth in the pages ahead; (4) You've got to remember your **DEFINING MOMENTS**, times when you've been victorious and succeeded, seeing concrete rewards from your efforts. Write them down and keep them close. (5) You've got to **TRUST** yourself. Your intuitions and gut instincts are valuable tools that can guide you. (6) **HARD WORK** is an antidote to worry and fear. When you're actually in the zone, focused on your work, you're less likely to be paralyzed by fear, which depletes energy.

When you do all this, you're tapping into your energy and attitude **ASSETS**: Certainty,

Confidence, Faith, and Spirituality. These qualities are reflected in your ability to connect and engage with colleagues and customers, to be efficient and persistent in your work, all of which leads to greater profits. In fact, when you're free from fear, you're also more likely to create significant personal relationships that generate more vitality and to better health habits—reflected in your nutrition, sleep, exercise—all of which contribute to your business success.

* * * * *

Beyond the psychological factors that hold business owners back, defining your product or service and recognizing its true value are the next steps we take in helping you build your business or brand. The clues to pinpointing the right fit for any entrepreneur are often found in the back-story, events early in life that shape and motivate us.

I grew up on a small farm in Nebraska, plucking weeds from the bean fields and tending to our herd of cows, sheep, pigs, and chickens. Ours was a large Mid-western family, with five kids and traditional values, a life of limited opportunities and hard labor. Let's just say that we weren't exposed to the Ivy League or the country club network.

The family motto, and myth, was *work hard for your money*, though there wasn't much money to be had, no matter how hard you worked. In our household, there was absolutely no conversation about money or how to make it.

Can you imagine how the lives of kids today could be different if, *in junior high school*, they learned about how companies run and how to pick one that matches your skill set? I didn't have that advantage at school or at home. But what I did have was a powerful work ethic and a burning desire to break out and do something.

At age 17, I was given Napoleon Hill's classic, *Think and Grow Rich*, and sat for hours reading about how those 40 millionaires became the men (no women included!) they were. I could see that with persistence and faith, you could eliminate negative energy and focus on an attainable goal. At the same time, I established my first business, a health-training company that reflected my early passion for fitness. And a few years later, I started a college business that specialized in corporate wellness and human performance.

But I wasn't getting the kind of knowledge and mentorship that I really needed. Even at Wesleyan University of Nebraska, where I got a degree in business administration and finance, I learned nothing about how entrepreneurs thrive in the real world. No textbook could teach me

how to properly market or sell myself. Nor did I learn much about how to generate cash flow from nothing, or how to create or buy a company and establish multiple streams of income. Instead, business school taught me how to have an *occupation*, a job.

Even today, though authors like Suze Orman, David Burke, and Dave Ramsey are probably the three of the best occupational trainers in the world, they're not teaching you how to get rich. Instead, they teach you how to live within your means: Don't overuse your credit cards, keep your job, and get a second one for extra income, put a little bit of money into a stock-market every month, buy a house. These are conservative, modest goals, but that's not the conversation we're having in this book.

We're here to liberate you from a "job," and create a business that can expand and go public, giving you the millions you deserve. As I discovered, the fastest way to learn it is by studying the examples of success from others who came before me, and by gaining the support of mentors and strategic partners, a subject we'll cover in future pages.

I spent tons of money on coaching systems and mentors and coaching systems And after college, while I did achieve a top corporate position at Chevron, it wasn't until I quit and established my own coaching company that I began to make real cash, becoming a millionaire by my 30's. And you can do it too.

It's all starts with the passion for selling ourselves as entrepreneurs, not employees. Over the course of life, we've all marketed ourselves thousands of times, often without even knowing it, both in our personal and business lives. We did it in grade school selling raffle tickets or cookies; in high school, running for student council or a talent show, at soccer practice or ballet; and later in life, at job interviews and on romantic dates—promoting ourselves continuously in one way or another.

So if you think about it, we all have a conditioned ability to **SELL**, as we've been doing it for decades. The question for any entrepreneur becomes: *What* should I be selling? And beyond the cash, what's the *motive* behind the sell? Our philosophy of defining your business identity begins with recognizing the motive of "serving" before "selling." Of course, this doesn't mean you're oblivious to money-making, that you're not marketing your service or product—but you're framing the conversation in a different way.

Simply defined, every entrepreneur solves a problem. This can be achieved with great products, education, exceptional service, relationship building, and sharing resources. But in the

end, small businesses thrive on helping meet needs. How will your business fulfill a client or customer's need? How will it do so more effectively than another product?

So defining your product or service and recognizing its true value are the next steps we take in helping you build your business or brand. Obviously, before you can "go public," you need to be entirely committed to your business identity—the mission behind it and the image your firm or company projects in the marketplace. What niche is it filling, and how does it correspond to your unique abilities and skills?

It begins with an age-old question: **WHO AM I?** Any great business legend's success corresponds to his or her true nature, personality, and genuine interests. Take Walt Disney. Long before he ran a Hollywood studio-and-entertainment empire, he was an unknown Kansas City newspaper cartoonist, an animator, and a voice actor. He would eventually create a cast of such indelible legends—Mickey Mouse, Donald Duck, and Goofy—giving each of them a soul that resonated with millions. Talk about a brand! Everything he did in life related back to his passion for creating art and fathering magical characters.

Likewise, each one of us has a unique gift ruled by a distinct temperament, a natural disposition that shouldn't be ignored. *What is your reason for getting up in the morning? What do you really want? Where are you now? And where do you want to go?* The ancient Greek maxim "Know thyself" applies. It means understanding your strengths and weaknesses, your passions and fears, and your desires and dreams.

The old cliché that a tiger can't change its stripes also holds true. When you play against your skill sets or temperament to choose a service or business that doesn't fit you, that choice isn't going to work. It won't motivate you day after day. And it's not going to bring you the cash you want.

So knowing yourself and finding the niche that fits your own personality are the first steps to going public and making millions.

Richard Branson was a failing student with dyslexia, told by his London headmaster that he'd either wind up in prison or become a millionaire. The defiant teenager became intrigued by music, and started a small record business in the basement of a church, skipping college entirely. Again, what problem was Branson solving? His company would become Virgin Records, with multiple other enterprises to follow, including an airline and Virgin Galactic, a space travel company (all of it, of course, keeping him out of prison!) .

The driving forces behind this billionaire's empire have been his outsized personality, his innate curiosity about the world, and his appetite for adventure. His has been a life of taking huge risks and turning every business into a game or fun, all reflecting his true character.

For would-be Bransons, creating a start-up, expanding an existing business, or shifting from one enterprise to another all require an initial self-assessment--an inventory of your personal attributes, skills, and hobbies.

Look at one of my clients, Mike, a 34-year-old mechanic from Oakland, California. Mike was earning \$60,000 a year working a 9-to-5 job in a factory, while his wife Mary worked full-time at an office job. They were also raising three sons. In Mike's spare time, he was a backyard entrepreneur who built his own unique dune buggies. (For non-Californians, these are recreational vehicles with large wheels and wide tires, designed for use on sand dunes, beaches, and deserts.) It was, he told me, "just a hobby" he shared with his sons.

But after seeing a few of the incredible buggies sitting in his garage, Loral recognized that these were the key to his becoming a millionaire. After creating a business plan, and reallocating equity from the family's mortgage and savings, a new financial picture emerged. Within 12 months, the family had transitioned from their salaried jobs to working full-time selling those dune buggies, each for \$10,000, with customized versions for as much as \$100,000. This was a business perfectly suited to Mike's temperament and talents.

There are people out there, like Mike, who love working with their hands, while others thrive best in a service-related business, reveling in customer interaction. Some innately know how to market and sell a product or service, while others excel behind the scenes in accounting or financial planning, or in the creative role of inventing. Your personality and skill set will determine the pathway to more CASH.

Take the case of a non-fiction writer I know who wrote submitted a book proposal about how his dog turned five unrelated neighbors into a surrogate family. He took his expertise as a writer and fueled the project with his passion for dogs. Once a deal was finalized with a New York publisher for a six-figure advance, writing the book only took five months--while planning its rollout and the advertising and marketing campaigns took over a year.

The writer went out and got himself 18 celebrity endorsements and seven corporate sponsors, including the American Kennel Club, the Animal Medical Center, Pedigree Food for Dogs, Literary Partners, a canine treat company called Cloud Star, and Aurora World, a firm

that made stuffed animals for the book's debut. He appeared at Book Expo America at Manhattan's Jacob Javits Convention Center, and signed autographs with his dog in tow. He created an animated book trailer and a web site that included video of his TV appearances, plus a Facebook fan page and a Twitter platform. He hired outside publicists for \$25,000 to work with the publisher's promotional department, including TV, radio, newspaper, and magazine coverage. His publisher took out print ads in all the author's neighborhood newspapers, and in national outlets like *People* magazine. He orchestrated a Borders book-reading and a Barnes & Noble book event hosted by a celebrity, with thousands of color postcard invitations.

Most ambitiously, he organized a book party hosted by Calvin Klein, with 350 guests, 15 photographers, and gift bags that included chocolate dog bones, hand-painted Christmas ornaments in the shape of dog bones, a first-aid kit for dogs, an audio book, and a stuffed animal in the shape of his cocker spaniel. He even got a vodka company to create a special cocktail named after his dog! He later hosted a neighborhood fundraiser for rescue dogs covered by local press. His book got a 3-star review in *People* magazine, and *Oprah* and *Good Morning America* put it on their best dog-books-of-the-year list. The New York Post did a feature on it, and the American Kennel Club sent out e-notices about it and bought an ad page in the hardcover edition. The book was released in the U.S., Canada, China, Indonesia, and Germany. The publisher even put a photo of the book's jacket on the cover of its fall catalogue. And not least important, the book was optioned as a TV movie by actress Valerie Harper, who brought the property to Hallmark.

THIS is the definition of "going public." He took a viable idea, showcased it in an international market that was receptive to a heartwarming story about a dog, and used every traditional and social media outlet in order to promote it. He got results, selling thousands of hardcover, softcover, audio and e-books. And in your field, so can you.

* * * * *

You must follow your skill set and innate temperament. An introverted salesman will obviously not succeed in a customer service-driven business because he doesn't have the desire or ability to build rapport and connect with people. So forget it. It's never going to work. He might be perfectly suited to operating a research-analysis firm, or a hundred other enterprises that don't require customer interaction. And he can't be discouraged by a culture that prizes

being social and outgoing above all else. As author Susan Cain has written in her bestseller, *Quiet: The Power of Introverts in a World that Can't Stop Talking*, introversion is a great strength, a personality trait that can be mined for greatness.

You can also take a talent that's yielding little financial reward and turn it into a commercial sensation. If you're a frustrated sculptor who hasn't yet found a way to productize yourself, starting up a line of hand-etched greeting cards might be just the thing, redirecting your art and design background into a commercial product.

The question: How can you take your expertise and create a series of services and products that relate back to your *true* skill set? That's the secret. Pin your talent to your product.

That's exactly what TV fitness personality Tony Little did at a time in his life when a near-fatal car accident derailed his career as a competitive bodybuilder and fitness trainer. The 1983 accident left him, as he later said, "physically destroyed and emotionally crushed." During the long months of recovery, hooked on painkillers and severely depressed, he endlessly watched celebrities promote their fitness videos on TV. He believed he could do the same. Determined to lose the sixty pounds he'd gained, he then tapped into the same self-discipline he'd used as a bodybuilder and began developing a series of non-impact resistance exercises that re-strengthened his body with minimal joint stress. The result was his bestselling book *One on One with Tony Little: The Complete 28-Day Body Sculpting And Weight Loss Program*. From that point forward, Tony's fortunes soared, with appearances on the Home Shopping Network and on QVC.

You'll read in section two of the book how Kevin worked with Tony to productize an entire line for him, creating a series of infomercials (still on TV 6,000 hours per year) that have resulted in more than \$3 billion in sales globally(what's the right \$ for Tony?). The most popular product has been "Gazelle," a fitness glider.

The genius behind it all was creating a product that perfectly matched Tony's over-the-top personality, his skill set, and his passion for fitness, plus a genuine story of survival that resonated with viewers to become part of his winning pitch.

So what business you choose has everything to do with who you are and the way you look at yourself, your emotional make-up, even physical traits—and your relationship to the world.

Are you an extroverted showman like a Trump or Branson? Or perhaps a much quieter type like cartoonist Gary Trudeau, billionaire Bill Gates, or author J.K. Rowling? Are you

capable of working a 14-hour day on your feet, or, like many entrepreneurs, more adapted to a desk job? How you see yourself performing in the world should have everything to do with what you choose to pursue as your business.

Sometimes, however, entrepreneurs are coaxed out of their skill sets into a business they know nothing about, an action filled with peril. What you want is a well-thought-out venture that matches YOU, not a shiny new business that may initially capture your attention, even though it's not the right one for you. So be *tactical and practical*. Ask yourself: What is my skill set? What is my niche? What am I really good at? We don't care how promising a business may seem: Don't wander away from your skill set. If you do, the chances of success are exponentially decreased.

According to a study done by Bloomberg, eight out of ten entrepreneurs who start businesses fail within the first 18 months. Why do a whopping 80% of those businesses crash and burn? We think a lot of them derail because people impulsively launch themselves into a venture without the skills to master it. Perhaps they didn't establish their unique value in the market or were out of touch with what customers wanted. Maybe they failed to communicate their pitch to investors in a magnetic way or had a leadership breakdown. It could be that their business plan was flawed, or they might have chosen the wrong team—a very common mistake. (Remember: You can't soar like an eagle when you're surrounded by turkeys.) So, as you'll read, forming the right strategic partnerships and creating a wise board of advisors are key.

For any of these reasons and more, the business failed because the owner followed a path that wasn't aligned with his or her nature, or one that was poorly planned. They didn't have a *system* to *Go Public* and succeed.

I had a client in Toronto named Nathan, who loved teaching French literature at a community college. But he wasn't that great at it, and it certainly wasn't a moneymaking venture. What he was *really* good at was corporate IT installation, which he was doing as a side business on weekday evenings and weekends. He would go into a small company, set up all of their computers, and service their hardware and software needs. But because he had no business model and was consumed with teaching, he wasn't making much money at this either.

When he found me two years ago, he was running out of money. And like most entrepreneurs, he thought he had to do all the work himself.

A year later, after implementing a series of company changes and hiring a crew to expand

his reach, Nathan's IT-consulting company is making more than \$1 million.

How did he do it? I helped him determine his business identity and value—and then productize it. He needed to surrender his attachment to a relatively low-paying teaching job, and replace it with a tech skill that was in high demand.

Moreover, rather than Nathan selling his services as a one-time set-up guy who then walked away, he needed what we call a retainer model, a technique for creating multiple streams of income, so he wasn't just trading his time for money. It's a system that allows any entrepreneur to create repeat business and a reliable revenue stream from ongoing customers, which means you're no longer a prisoner of the pay-for-your-time model.

In Nathan's case, for starters, I told him that after the initial installation, he should set up a monthly client call, a re-check of all systems. By offering a package deal to companies that included set-up plus maintenance, he could charge a substantial retainer fee that would include all ongoing services. My company also helped him with online marketing. In the end, he'll have five revenue streams, rather than one small one. So instead of selling his time for money, he's selling corporate packages, has a group of his own products online, and is licensing his services to other tech firms.

In some cases, my company, **LIVEOUTLOUD**, embarks on joint ventures with small businesses, where it private-labels someone else's work under its brand, which has a wider reach than theirs. It then generates leads, and does all the marketing, sales, and outsourcing of fulfillment orders.

Take, for example, my partnership with Lorraine, the owner of a hair salon in Montreal. When she first came to me, despite a strong customer base and her excellent skill set, she was nearly bankrupt, and didn't know why. The first thing I did, and always do, was to determine the value of the company by studying the accounting records—and Lorraine's modus operandi in the salon. I saw that the shop had over 100 women who bought, on average, ten hair treatments a year, paying \$200 per treatment. That's a \$200,000 business, so how could it be going bankrupt?

What I learned was that Lorraine had far too much inventory in stock, that she was attempting to do most of the work herself, that she would often cut hair and not get paid, with customers "forgetting" their credit cards. She'd say: "You can pay me next time." We don't think so!

In short, she was a really bad businesswoman. So how could she produce the income she deserved, have her business "go public", and create sustained cash flow?

First, offers went out to those 100 women who were each paying \$2000 per year for VIP packages that included guaranteed monthly appointment slots, a 50% discount on any hair treatment following a friend or family referral, and one free product per visit, plus telephone consultations monthly. In exchange, the salon would hold their credit card numbers on file and run the card on the first of every month. So a sustainable cash flow system was created, one that also saved time by eliminating the need to run cards at the time of the treatment. Again, this created a retainer model. At around 100 customers per month, Lorraine was seeing three of them daily. That worked out to \$600-\$700 coming in each day, plus the revenue from walk-ins.

Through our company, all the products Lorraine was selling were now marketed online and a private label was created just for her, with shampoos, conditioners, hair dyes, and nail polish licensed from wholesalers. In addition, an in-shop program was offered that allowed customers to send in a photo of themselves in order to view a simulated haircut. When the software produced the picture, a customer could see what they'd look like with long or short, curly or straight, blonde or dark hair. It was really fun for kids and their moms, and added another service element to the VIP package.

Lorraine also expanded her range of services by offering massage and 20 different treatments for nails—French manicure, gel, acrylic, and silk nails! Ultimately, Lorraine had nine or ten sources of revenue beyond where she'd been and was earning well in excess of \$300,000 per year.

While I'm typically out in the field teaching, creating business make-overs, and working with private investors and with corporate accounts, Kevin is in a different sphere—discovering products and inventions, envisioning a market niche for them, creating infomercials, and generating media exposure that makes any product "go public," potentially exploding into a multimillion-dollar opportunity. In the next chapter, you'll read about the one factor that fueled Kevin's streak, a 30-year track record that was, he says, driven by one simple character trait. It's something that every entrepreneur must develop.

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Chapter One

The Inquiry

What forces are stopping you from achieving your total potential?

The Exercise

1. Consider, below, what **LIMITING BELIEFS** are holding you back. (Check off from the list or write in others.)

- ☐ I'm not worth it and don't deserve it (i.e. financial independence)
- ☐ I'm confused by too many financial conversations
- ☐ I don't have the ability (or experience)
- ☐ I can't find the time
- ☐ I lack the motivation
- ☐ I don't have the resources
- ☐ It's too late (or I'm too old)
- ☐ I have too many responsibilities
- ☐ I don't know where to start
- ☐ I'm not good with money
- ☐ My family has never been rich

2. Consider what **EMPOWERING BELIEFS** can transform your outlook and your business.

- ☐ I'm worth it and deserve it
- ☐ I'm focused and determined
- ☐ I can learn anything I want to
- ☐ I can find the time and resources
- ☐ I am driven to success
- ☐ It's never too late
- ☐ I am courageous, not afraid
- ☐ I am responsible for the life I create
- ☐ Failure doesn't stop me
- ☐ There's always a solution
- ☐ I embrace change and challenges
- ☐ I can serve a need and contribute to the world

3. Consider how a change in your **BELIEFS** can create a change in your **EMOTIONS**.

Limiting Beliefs=Hopelessness, Pessimism, and Negativity.

Empowering Beliefs=Courage, Perseverance, and Optimism

Next Steps

1. Remember why you started your business in the first place, and the passion and drive that motivated you.
2. Focus on what you can do today to move your business forward, one step at a time.
3. Call your GO-TO TEAM of friends, colleagues, and associates who can support, encourage, and advise you.
4. Pinpoint your DEFINING MOMENTS, times of success when everything clicked.
5. Replace worry and fear with hard work and focus.

-SAMPLE CHAPTER 2- Under The Big Top

- Cultivating Curiosity Overload-

“I know quite certainly that I myself have no special talent; curiosity, obsession, and dogged endurance, combined with self-criticism, have brought me to my ideas.”

-Albert Einstein-

Over the last thirty years, I’ve taken more than 50,000 pitches on every product from a toilet-training system for cats to a “cougar” energy drink, a “Wake ‘n’ Bacon” bedside grill, and an erotic lip balm, KissTixx. I’m alternately amazed, amused, and shocked by any-and everything I see. Whether it’s pet or fitness products, beauty aids, arts and crafts, kitchen gadgets, or toys, I can tell you that the ingenuity of the entrepreneurial mind is limitlessly ingenious. That’s for sure.

I can never forget two of my biggest winners: The Flowbee is an electrically powered vacuum cleaner attachment made for cutting human hair and grooming dogs. It was first sold out of its inventor’s garage and has done \$100 million in business. Then there was Auri Car Wax that could protect your car’s finish from *anything*—even fire or acid. During the infomercial, we set fire to a freshly waxed Rolls Royce—and there wasn’t a scratch on it.

And there were many pitches I didn’t go for—like a towel that absorbed 30 times its weight, a weight loss pill that expanded in your stomach so you couldn’t eat, a Bluetooth device to be surgically implanted in your ear to answer the phone, a slice-prevention golf ball, and tattoos for your toilet seat! You name it, and I’ve heard it.

Whether you’re an inventor, a small business owner, or the president of a growing company, every successful endeavor depends upon cultivating what we call **CURIOSITY OVERLOAD**—the drive to be ambitiously inquisitive, to develop a genuine spirit of inquiry that leads you to opportunity. It’s an outlook, and an action, that stimulates the potential for “going public,” to finding or expanding the service, product, or business that’s ideal for you. In short, it’s a *trait* that propels you forward to earning the income and financial freedom you deserve.

So I always say that one secret to developing any business or brand is leaving your zip code, i.e. getting **OUT** of your office and into the marketplace. You’ve got to **EXPOSE** yourself to new trends and information, to people you’ve never met, and to business opportunities you

couldn't possibly imagine. Just as you wouldn't use an outdated operating system on your computer, you can't use outdated thinking, the old system of beliefs that keeps you frozen in predictable habits, preventing you from being current and relevant. How does this connect with knowing your special talents? Which comes first?

So like an archaeologist, I'm always out there--excavating, doing fieldwork, and digging for the right knowledge, contacts, and product ideas or strategies to advance my business. In fact, I'd have to say that my entire career has been predicated on going out into the world to see what's there--meeting people, studying business ideas, and cultivating curiosity about them.

In the late eighties, after I'd already established a few different businesses that I'll tell you about in a moment, I had a Eureka moment that changed the path of my career forever. It happened at the Philadelphia Home Show, which seemed from my perspective to be like a circus, a vast carnival with cutting-edge products, innovative ideas, and practical advice for remodeling, home improvement, and décor. There were thousands of experts all under one roof, like a Big Top, flowing in and out, passing out business cards, and gazing at the booths and demo pitchmen. Little did I know that my drop-in that afternoon would be a pivotal moment that would change everything.

As I walked down the crowded aisles, distracted by thousands of gadgets, there was Arnold Morris, a short, round-faced pitchman with a beguiling smile. I walked toward him and watched as he energetically demonstrated his product, a miracle knife he called the *Ginsu*. Everybody was laughing as Arnold entertained the crowd, blithely cutting through shoe leather, then a Coca-Cola can, a car muffler, and even the head of a metal hammer! That herculean knife could effortlessly slice through it all, never dulled by any obstacle.

"It's amazing, isn't it?!" Arnold asked the crowd. "This blade will cut through *anything*." The secret, he explained, lay in the surgical stainless steel used and the angle of the serrations on the blade.

While the knife was great, even more amazing was the salesman himself, a man clearly born to his trade. Arnold's magnetic 15-minute pitch, which he delivered flawlessly, sounded just as spontaneous the tenth time as the first. Customers pulled out their wallets to buy the knife. Watching him in action was that Eureka moment for me. I recognized that instead of appearing before just clusters of people, I could put this guy in front of a camera, turn him loose doing his

pitch, slap a 1-800 number at the end of it, and have a show in the can, ready to go on the air, seen by millions.

As I found out later, Arnold was one in a long line of illustrious pitchmen. His uncle sold kitchen products at county fairs, helped by a band of cousins, the most famous of whom was Ron Popeil, an inventor and American marketing legend who sold millions of rotisseries and Pocket Fisherman collapsible fishing poles on TV. His motto: “But wait, there’s more!” Remember that one? That’s Ron.

My brain shifted into high gear as I stood there watching his cousin Arnold, a master of pitch-craft who had clearly inherited the family talent. *This* was the million-dollar product I’d been looking for. When Arnold finally took a break, I asked him, “How long have you been doing this?”

“Thirty years!” he laughed, having started in the mid-1950’s working alongside a guy named Ed McMahon, later of *The Tonight Show*. Arnold had been buying his knives from a marketing firm that had purchased the rights from the Ginsu creator. Over the next weeks and months, I managed to get a deal to buy in quantity directly from the manufacturer. As I always say, I don’t invent products—I partner with people who create them and “take them public.”

We shot the infomercial with Arnold overnight at a New Jersey grocery store called King’s Supermarket, with Arnold surrounded by steaks, vegetables, canned goods—all prey for his magical knife. We didn’t even need a script. On cue, with cameras rolling, our smooth-tongued pitchman launched into his finely honed spiel, each phrase polished to perfection. We nicknamed him “One-Take Arnold.” Once the infomercial was launched, orders poured in.

Over the next two decades, I would launch more than 500 products that had cumulative sales of more than \$4 billion sales globally, twenty of them grossing more than \$100 million each. What force had driven me forward to discover Arnold and the Ginsu knife? And what later continued to draw me to all the products and pitchmen and -women that would follow?

It was curiosity overload, an entrepreneurial trait that fuels your ambition and gets you out into the marketplace. Too many entrepreneurs stay back in their hometowns, in their offices, hidden behind their computers and telephones, rather than being out in the field. But to convert goals into reality, you’ve got to get out of your comfort zone, exit your regular environment, and do something old-fashioned—like actually MEET people.

I'll often ask a crowd of a thousand entrepreneurs: "Show of hands. How many of you go to more than two trade shows a year?" Just five hands go up. This blows me away. I still attend thirty of them per year and I'm 58 years old. I don't have to go, but I wouldn't miss shows like the Consumer and Electronics, Outdoor Retailer, Sports Licensing & Tailgate, or the American International Toy Fair. Why do I do it? Because I want to GO PUBLIC—explore the market and make myself visible in it—which means, *I have to get out there*.

And it's curiosity that drives me. I think of it as a muscle that needs to be exercised, no different than lifting weights. A regular regimen builds up strength, endurance, and focus. So you've got to expose yourself to new products and ideas, and to all kinds of people, to make sure that what you've got is going to find a niche in the marketplace. How else could you find out if your business or product is unique?

I've had people come to me and say they've got the hottest product under the moon. I then take them to a trade show and walk the floor with them, and they wind up realizing that there are similar, or even better, products out there that make theirs superfluous.

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In order to spot a winner, or become one, you have to throw yourself into the field, to see and be seen. For example, I never miss the International Home+Housewares Show, which exhibits products from 2,100 suppliers, with 60,000 people from 100 countries all on hand with business cards. What are they there to find? They're hunting, yes, for the latest trends and gadgets, but they're also networking with one another.

What's the first thing I do at any trade show? I head to the media room, filled with reporters from about every outlet you can imagine, from The Wall Street Journal to The New York Times to USA Today, to numerous trade publications indispensable to the industry. As an entrepreneur on the hunt for new houseware products, I've been media-friendly for years, networking with editors, publishers, and writers whom I can turn to when I'm ready to launch a new item. For example, I've been networking for 27 years with Peter Gianetti, the editor-in-chief of HomeWorld Business magazine, the bible of appliances, kitchenware, and home décor.

No matter who you are or what you're selling, while some media rooms are restricted by invitation or by the necessity of having a press pass, oftentimes ANYONE can walk into that

room. You can introduce yourself to someone like Peter, and tell him about your product or idea, collect his business card, and pave the way for media exposure when you're ready for it.

That's one basic facet of curiosity overload: doing the legwork and expanding your reach to ultimately go public—getting publicity for your company, service, product, or skill.

Another aspect of cultivating curiosity is the courage to create a business, one that yields both successes and (yes) failures. When I started off in the mid-seventies, with \$3,000 saved from selling furnaces on commission, I founded my own heating and air-conditioning company. I called it Tri-State Heating, because I thought it sounded impressive. There I was, a nineteen-year-old college kid who attended classes until 1 pm; then I rushed across town to spend the next nine hours running what would become a company with 25 employees and \$1 million in annual revenues.

While most students were living in the dorm at the University of Cincinnati, I was out there buying a house of my own and driving around college in a Cadillac Coupe de Ville. By my junior year, even though I had a 3.85 Dean's List GPA and a scholarship, I wound up quitting college—because the business had become a monster, consuming me full-time.

It was the sales part of the job I thrived on: I bought lists of all new homeowners, prospective targets for heat and air-conditioning systems, and then offered them an initial free furnace-cleaning and energy assessment. That was the come-on. I'd show up with the cleaner, and then I'd pitch them on a NEW furnace: "Did you know you could save 17-20 percent on your heating bill with a furnace that uses the spark ignition system, replacing the old pilot-light models that waste energy by burning around the clock?"

It was true—and it worked. I was selling like crazy, closing eight to ten furnace deals a week, making what was big money to me. The downside was receiving 80 service or complaint calls a day. Why? It was because my installers ranged from unpredictable to incompetent. Some drank on the job; others stole parts, did sloppy work, or didn't show up at all. Customers were afraid to have their children around our erratic crew. I was like, "Oh shit."

Equally bad, because the systems were guaranteed for 25 years, I was obligated to fix anything that went wrong. It felt like I was stuck with those customers for life! Yes, I'd put in a new furnace, but no, I wasn't responsible if the homeowner's ductwork was defective, with no heat delivered to the kid's bedroom. But they were calling me every night at home—much more aggravation than I bargained for. In short, I hated being on the service end.

Meanwhile, the overtaxed guys in my office were cursing, drunk, or absent. When you put it all together, I was overwhelmed by the challenge of finding good installers and maintenance crews. This became an administrative nightmare, one experienced by many businesses. I didn't want to spend my life in the crosshairs of sales and service.

You see? Just as we said in the last chapter, you've got to choose a business that fits your temperament and skill set. And this business wasn't a fit for me! Of course, it was only through trial and error that I learned that.

After three years, I'd had enough, and wound up selling the business to one of my employees who was much more service-oriented than me.

The lesson: I discovered who I was as a businessman, i.e. that my passion was for sales and marketing—NOT service. The entire experience allowed me to focus on my corporate identity, my brand, what I wanted to do, and how I would most effectively make money.

As mentioned earlier, I ended up in the infomercial business, which was a lot easier (for me) than servicing furnaces. You sell somebody a product, they use it and love it. If they don't like it, they send it back and they get a refund. But if you install a furnace, you've got a problem for life.

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After selling the furnace-installation company, I wound up with tens of thousands in cash, but I was still a young kid and didn't know what the hell I wanted to do with it.

I figured, hey, I'm a young guy, I've got capital, so what should I do next? I needed to do my field work. So I made it my business to go *find* my next business, my future. Every day, I woke up and went to an office that I leased from the guy I sold the company to. I would sit at my desk for hours, poring through newspapers and magazines, including Entrepreneur, Inc., and Franchising USA, any publication or trade bulletin I could get my hands on.

I also became a subscriber to countless mail order catalogs. It became almost an obsession. My mailbox was overflowing with offerings from Solutions, Finger Hut, Frontgate, and the Sharper Image to Home Improvement, Sears, Lillian Vernon, Herrington, and Things You Never Knew Existed, to name just a few of thousands. What some people call "junk mail" was, to me, a prime source of business. At the peak, I was receiving a thousand different catalogues by mail yearly, many sent out seasonally, in multiple editions, so tens of thousands! It was like getting free textbooks—all the research material you might need if you were in the business of

finding products and marketing them. I put in as many hours studying those booklets as most people spend on their full-time jobs. Even today, I receive over 500 catalogs a year, and I'm always looking for products.

During these years, in mega-curiosity overload, I also joined business associations and went out on the road, hitting trade shows and meeting with franchise owners, always networking for my next deal, "curious, " i.e. determined to find my niche. And I was doing all this *before* I even started my next company.

While scouting in California, I met a guy named Neil Balter, who as an 18-year-old college student, had turned his idea of maximizing space in his dorm room closet into California Closets! Back then, Neil had five franchise locations, which ultimately expanded to over 100 worldwide. He reminded me of myself, and he asked me if I wanted to work with him: "Kevin why don't you help me sell franchises in the Midwest until you find your own deal? I'll give you leads, and if you sell any, I'll give you a 20-30% commission."

In truth, I didn't really want to sell for Neil. I wanted to BE Neil. But I told him, "OK, sounds good." So he floated me a few leads. I started to meet dozens of potential business owners, but only a handful were interested in California Closets. I discovered that many couldn't afford a million dollar franchise but wanted a smaller business instead.

I started envisioning a business that would allow me to function as both a real estate and a business broker. In 1980, at age 23, I went out and got my real estate license, and wound up creating what I called The Small Business Center, a real estate and franchise brokerage company for all kinds of small businesses. It included dry cleaners, pizza parlors, delis, nightclubs, and flower shops. We didn't just sell a business; we offered one-stop services from accounting to insurance to advertising to finance and more. I'd ask each owner: "Who's going to do your insurance, legal, advertising, marketing, and accounting? We can do it for you."

So I wound up leasing an entire floor in an office building in downtown Cincinnati. I filled it with offices I rented to marketing, accounting, and insurance companies, making it an in-house service for any small business owner. We could do everything--incorporate a business create brochures or TV commercials, you name it. We were ultimately grossing \$5 million per year.

How much more curious could you be than delving through the records of 200 businesses for sale, with all the books, including financial statements, sitting right on your desk? That's curiosity overload at its finest

In the morning, I might ask myself: "What am I going to do today? Let me take a look at this pizza chain. His food costs are way too high. Why is he paying that much in rent? This guy is never going to make money. For him to be successful, he's got to get more customers and he's got to reduce his food costs. His labor's way out of whack." I was learning about the inner workings of hundreds of businesses—flower shops, car washes, delicatessens, you name it. As a hands-on entrepreneur, I spent all my time studying. I thought to myself, forget about college! This is an education all unto itself.

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So what do I say to people at seminars who don't know what they want to do? "You're not going to find something by sitting at home. Again, cultivate curiosity overload. Join organizations, go to trade shows, and put yourself in some position to be exposed to opportunities."

No matter what your business, no matter what your age, you need to get yourself out there. Network and go mingle to expose yourself to people and ideas, to find opportunities to "go public." Fill your calendar with entrepreneurial clubs, trade shows, professional associations, conventions, seminars, lectures, and attending (or speaking at) local, regional and national chapters of the Chambers of Commerce. All you need is a unique angle or twist defining your niche in the market.

In fact, if you're interested in public speaking, there are organizations like the National Speakers Association (NSA) that offer conferences about landing new clients, transforming your audience into participants (and buyers), maximizing profits during your platform pitch, and winning more business with "edutainment," the same ability that Arnold had to sell that knife by demonstrating it in an entertaining way. (Countless association groups exist for every profession—engineers, convention managers, environmental professionals, bakers, artists, and publicists.)

In addition, social media sites are obviously a goldmine for networking and cultivating curiosity. LinkedIn has 259 million members in more than 200 countries, making it the world's largest professional network; Meetup has 134 million members in 196 countries, with more

than 125,000 different groups. There have got to be at least a dozen of those groups that could be a perfect conduit for your business development. Other business-oriented social media groups include: Cofoundr, EFactor, SunZu, Entrepreneur Connect, Fast Pitch, JASEzone, PartnerUp, and countless others, all just a keystroke away.

With all this said, I'm not suggesting that entrepreneurs stay at home behind their computers or mobile phones, texting and emailing the day away on LinkedIn. This research can be done at nights, on your downtime on the road, or interspersed in the middle of your busy day. But it's definitely a part of the puzzle, and needs to be addressed.

The flip side to your own curiosity overload is cultivating it in others by sharing your experience and ideas. I can tell you that small businesses must aggressively use Facebook, Twitter, Instagram, Google+, and email newsletters to advertise products via text, images, and video. You can create your own blog, host a podcast, write an e-book, and contribute articles online (or get a media outlet to do it for you). By doing all this, you build credibility and authority and attract fresh opportunity, a subject we'll cover in a future chapter.

No matter *where* you go or *how* you market yourself, finding or expanding a business IS a business unto itself. And the engine that drives it is curiosity. But again, so many people are just sitting at home saying there's nothing out there, there're no deals. But a deal isn't going to smack you in the face. You need to go out, network, and find it.

If, for example, you dropped me down in the middle of a big city with no money, no business, no nothing—and told me that within 48 hours I'd be dead unless I got a deal, I'd have one within those two days. I would have identified business opportunities, acquired partners and advisors to support me, raised capital and negotiated deals, and got it done, similar to what people do on *Celebrity Apprentice*. That's me.

But if you dropped John or Jane Doe in the middle of that same city, some of them are going to ask: *What do I do? Where should I go?* They need a game plan, a step-by-step process, and the confidence to go out there and get it done. What would *stop* them from finding deals? For some, it's an aversion to changing the status quo; they stay too long in a job or situation that doesn't serve them because they're afraid of failing or of trying something new. They are secure in their comfort zone, tucked into a 9-to-5 existence that "guarantees" a paycheck. For others, it's procrastination. And for many, it's simply lack of knowledge, or a belief in the old story that they're never going to be rich. All of these mindsets are variations on **FEAR—False Expectations**

Appearing Real. That simply means you avoid risk because you believe that if you retool and reallocate your assets and do something different, it just won't work.

It will. But one thing is for sure: As Loral said earlier, there's no room for self-doubt when you're launching a company, or networking for new opportunity. And for all of us, there are times when self-defeating behaviors and negative habits get in our way. Lacking self-discipline or being unprepared, procrastination, being envious of others, taking things too personally, worrying about what people think, focusing on our weaknesses or having unrealistic expectations, and being impulsive or panicking—are all habits to avoid.

Of course, at times in his or her life, every entrepreneur wrestles with self-doubt—and procrastination. That's normal. But it's essential that this not derail you from what you set out to achieve. Business owners need to **STOP MAKING EXCUSES** for why they can't press ahead with new initiatives. Steven Pressfield puts it perfectly in his book *Do The Work! Overcome Resistance And Get Out Of Your Own Way*: *"The enemy is our chattering brain, which, if we give it so much as a nanosecond, will start producing excuses, alibis, transparent self-justifications, and a million reasons why we can't/shouldn't/won't do what we know we need to do."*

Another factor influencing self-doubt is your choice of a peer group, the circle of friends and colleagues whom you choose to listen to. It's these people who influence you most. As you'll read in the pages ahead, you've got to **SURROUND YOURSELF WITH STRATEGIC PARTNERS AND POSITIVE INFLUENCES** who can support, not detract from, your goals.

As Loral said in the previous chapter: *Without the lack of proper guidance and support, your community of naysayers will always win.*

Another point: To counteract the anxiety associated with self-doubt, you can also **SEEK OUTSIDE HELP**. For example, if you're anxious about public speaking or presenting business proposals, you can find a business coach or attend a seminar as easily as two clicks on an Internet browser. There's an entire community of mentors with extensive experience who can guide and support you.

Another weapon against self-doubt is the ability to reset your expectations: **COUNTERACT THE NEED FOR PERFECTION**. There is no such thing as perfect. Home runs don't happen every day. As every inventor knows, trial and error is the rule. So you've got

to resist the temptation to be overly self-critical. When one approach doesn't work, there are dozens of other possibilities.

When you know this, you can **DEVELOP SELF-COMPASSION**, inner patience and empathy that allow you to become more emotionally resilient. You're going to feel less anxious, and more confident.

And most important, you've got to **TRUST YOUR GUT INSTINCTS**. Bill Jensen's book *Disrupt! Think Epic! Be Epic!* outlines the 25 successful habits of CEO's. The trait driving most of them is the two-fold ability to trust their judgment while respecting their values. Yes, you need information and input to make tactical decisions, but ultimately, *you've* got to pull the trigger and believe you're doing the right thing.

In short, in order to get out of your head and into the field, you've got to do everything you can to bolster your confidence and your likeability. Sometimes it's as simple as being in the right place at the right time.

Here's another example of curiosity overload. In the mid-nineties, I was being interviewed by Entrepreneur magazine, and I was curious about why their reception lobby was filled with "customers" going in and out, lining up at a counter to buy what turned out to be a wide assortment of start-up kits, over 200 of them! There were manuals about how to start a freight brokerage business, a hair salon and day spa, a senior services business, an event planning operation, an import-export business, a cleaning service, an e-business, a clothing store, a child-care company, and construction and contracting businesses, among others. And the cost of each kit was only \$69.

As I was sitting there, waiting for the publisher to meet me, I watched as people pulled out their credit cards; I saw \$3000-\$4000 worth of purchases transacted in 45 minutes! A mental light clicked on. I later asked the publisher what was going on in that lobby, and he explained that this was the magazine's retail store, which did brisk business with entrepreneurs in a hurry to start a business. "I'm in the franchising business," I told him, "so why don't we open up retail stores nationwide?"

"That's a great idea!" And he became my partner. We opened up 30 "Start A Business" stores across the country, in # cities.

* * * * *

In short, my motto is that *opportunity is literally everywhere!* There are 28 million small businesses in the U.S. today, but there must be 50 million people looking to get into their own business, people who may be in in dead-end jobs, bored to death by a their predictable existence, using only a fraction of their true ability. They hate that job and would love to start their own business or expand an existing one.

And that's why I receive, on average, about 100 pitches per day. (One pitch I loved and bought equity in was a toy company called Laser Pegs, which manufactures construction toys that are like Legos with lights, each piece feeding the next with low-voltage current.) There IS a place for your business, invention, or idea to become a reality, for it to expand and go public.

By exercising curiosity overload, you can become a leader in whichever industry you choose, a significant, influential player who is highly valued and highly paid. And the first step to doing that is cultivating the drive to be ambitiously inquisitive.

So: Be curious. Stay open. Travel. Meet people. Explore. Expand your perspective—and your network. And keep your mind open to new possibilities.

I'll end this chapter with one of my favorite stories about the difference between seeing an opportunity or rejecting one, depending on your perspective.

One day at a trade show, I noticed a guy named Wally Nash demonstrating a Chinese wok for \$40. As I listened, I became fixated on him, though the people I was with thought I was wasting my time.

"What the hell are you doing?" one of them asked me. "He's just selling a wok you could buy for \$10 at Kmart."

"No, guys," you're not listening to him. He's got a perfect pitch with a unique proposition."

"What do you mean? He's just stir-frying vegetables!"

"No, he just said that it's a wok that's been *hand-hammered*, using exactly the same process as in ancient China. They start with a flat piece of metal and a wooden mold and they hand-pound the metal into the mold 8000 times, creating distinctive indentations. When you move the vegetables, which need less cooking time, up onto the sides of the wok, the hand-hammered marks keep them there, warming, while the meat, below, which needs more time to cook, is on the bottom. This is the authentic way to cook."

The rest happened quickly. I came up with the name "the Great Wok of China" and we sold 4 million of them at \$40 apiece—*just because I sat and listened to this guy*. Everybody else walked right by him. I'm the one who "took him public."

Whether it's creating an invention of your own or building a franchise, a brand, or a new or old business, remaining open and curious is the greatest asset you have to expanding your reach and making millions.

* * * * *

CHAPTER 2

The Inquiry

What are you doing, today, to cultivate **CURIOSITY OVERLOAD** and how can you network in order to expand opportunities for your service, product, or business?

The Exercise

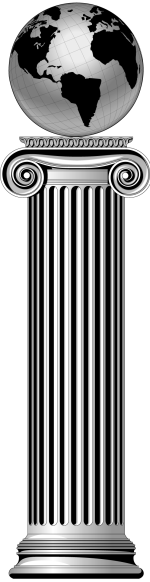
1. Consider how many days per month you leave your zip code to get out in the field in order to explore new opportunities and meet new people.
[0=You're stuck in the status quo, leaving money on the table.
1-2=You're making a small effort, but not enough to exponentially grow your business.
4-8=You're on the way to maximizing the benefits of going public.]
2. Consider how much time you spend online daily, in a separate part of your day, digging for the right contacts, product ideas, or strategies to advance your business.
3. Consider how risk-taking can consistently refresh and refuel your daily actions and physical energy, exponentially increasing profits.

Next Steps

1. Make a concise list of, say, ten professional organizations, trade shows, conventions, seminars, lectures, etc. that match your genuine interests and business identity.
2. Resolve to **REGISTER FOR** and **ATTEND** three separate events in the next three months. Then get them on your calendar and make the appropriate travel plans.
3. Keep a running chart of what action you took, what you learned, who you met, and how it translated into more business, or not.
4. Subscribe to ten new online or mailed newsletters, catalogues, or industry-related bulletins that will comprise your research materials for learning more and earning more.
5. Join and create a profile on LinkedIn, Meetup, Cofoundr, EFactor, SunZu, Entrepreneur Connect, Fast Pitch, JASEzone, PartnerUp, or one of the countless other social media sites. Just a few keystrokes needed!

GO PUBLIC & MAKE MILLIONS

*The Ultimate Entrepreneur's Guide To Turning Your Small Business & Big Ideas Into A
HUGE Success*



The Eight Steps To Going Public

Section 1: DEFINE YOUR BUSINESS IDENTITY

Section 2: PRODUCTIZE YOUR VALUE

Section 3: GENERATE A GO-TO-MARKET PLAN

Section 4: CREATE THE PERFECT PITCH

Section 5: FUND YOUR BUSINESS IN A DIGITAL AGE

Section 6: BECOME A MASTER OF PUBLISHING AND NEW AGE MEDIA

Section 7: FORM PROFITABLE PARTNERSHIPS

Section 8: GO GLOBAL

CHAPTER SUMMARIES

Following the format of the sample chapters, *A New Conversation* and *Under The Big Top*, all chapters in ***GO PUBLIC AND MAKE MILLIONS*** feature a blend of anecdotes, illustrative examples, and practical advice, plus periodic workbook exercises that allow the reader to follow the step-by-step formula to exponentially increase the potential and profits of any business enterprise.

In some chapters, depending on the theme, either Harrington or Langemeier takes center stage, his or her voice the main focus, while in others, they speak as one, sharing the wisdom of 60 years of combined wealth management expertise.

The book will include an Introduction that defines the major themes and promises of the book and a Resources list of relevant books, websites, services and articles.

Together, Harrington and Langemeier deliver a powerful message of hope plus actionable steps for any business owner or inventor who desires to create or expand a business far beyond their borders.

* * * * *

Section 1: DEFINE YOUR BUSINESS IDENTITY

Readers learn to cultivate the drive to be ambitiously inquisitive, to develop a genuine spirit of inquiry that will increase the potential for finding the service, product, or business that can bring financial independence.

Chapter 1: A New Conversation: From Up In The Air

Delineates the reasons businesses and people perform below their potential; how to vanquish fear-based limiting beliefs, initiate change, and choose the right corporate identity for you, one that matches your true nature. Here we see the value of being *tactical and practical*, and the distinction between *selling* and *serving*, with examples of small business successes and turnarounds.

Chapter 2: Under The Big Top: Cultivating Curiosity Overload

An in-depth look at Harrington's 30-year odyssey out in the field, discovering new businesses and inventions. We learn how he built his own business identity, from a teenage millionaire to his role on *Shark Tank*. Highlights the importance of digging for the right knowledge, contacts, and product ideas to advance any business.

Chapter 3: Mowing Lawns and Herding Cows

A detailed discussion of early family influences, values, motivations, and struggles.

Harrington in Cincinnati: Mowing lawns, lugging garbage and delivering newspapers, including influence of his businessman father. Langemeier in Nebraska: Plucking weeds, herding cows, and raising pigs and chickens on her family's farm.

Section 2: PRODUCTIZE YOUR VALUE

Turn your skill, talent, and passion—something you like to do and are good at—into a viable product, trademark, or service that fills a unique niche in the marketplace. Before creating a

USP, a unique selling proposition, you have to consider the UVP (unique value proposition). The reader must find/define theirs: What do they love, what are they good at, and what problems big or small do they want to solve?

Chapter 4: *Creating A Cash Machine For Life: Make Dough With What You Know!*

How to identify the skills and knowledge you already have to build a cash machine, a steady source of income with an abundance of disposable cash (the money you spend on ‘extras’), by using a viable skill set that leads you to the right product, company, or service. Are you more entrepreneurial or managerial? Here the authors clarify the entrepreneur’s unique strengths, his or her core values, and the brand expression that fits the product.

We learn you can: *Build It* (if you have the skills and ideas, time and spirit); *Fix It* (if you have the knowledge or can afford the help you need); or *Buy It* (if you have or can find the capital).

Chapter 5: *500 Products And Counting*

How to build customer-and-provider value into any enterprise using 5 steps to success: Select a Cash Machine; Model a Company or Person; Market your Cash Machine; Make Sales; Ongoing Actions. Includes: Becoming Due Diligence-Proof; Market Testing; Product Development; Pre-Sells; and Eliminating Single Points of Failure. Stories will illustrate the successes and failures of products depending on how carefully the entrepreneur “thought it through.” Having appeared on more than 175 episodes of ABC’s *Shark Tank*, Harrington reflects on the best and worst products and on what made some sensations while others failed.

Chapter 6: *Always The Hardest: The First Million*

*Harrington’s early moneymaking schemes: selling driveway sealant, rustproofing cars, selling heating and cooling systems on commission; his first companies, including The Small Business Center and Franchise America that led to his earning his first million by 27.

*Langemeier’s teenage businesses, health training company, her rise to a corporate position at Chevron, exiting to found a coaching business, quintupling her income, earning her first million at 34, also becoming a single parent.

Section 3: GENERATE A GO-TO-MARKET PLAN

A roadmap to building a winning marketing strategy: At its core, the true essence of marketing is simply reminding someone they have a need in life and you have the ability to fulfill it for them. Leading, and protecting any business, including the formation of a revenue model, formulation of a marketing plan, and research and competitive analysis. Covered is the value of Replication—duplicating the success of another successful company (“like hopping into your car and using a GPS to navigate to your destination.”)

We also learn about the Product Funnel—a pre-planned product map that turns potential customers (leads) into high-end paying clients. Langemeier shares a series of success stories of those who effectively used Product Funnel marketing.

Chapter 7: *Getting Your Financial House In Order*

THE GAP ANALYSIS: Langemeier’s innovative financial model that creates a map from where you are (Financial Baseline) to where you want to go (Financial Freedom Day)

What is your monthly income? And expenditures?
 What are your assets? And liabilities?
 What unique skills do you have to make money?
 What's the most viable product for you? [Say YES and Figure Out How]
 How do you use available money to make MORE money, converting equity to cash?
 When is Debt a good idea?
 How do you reinvest money into businesses and entities so your money makes money?
 How do you replace the "park and pray" investment strategy with direct investing and asset reallocation? i.e. refinancing, real estate, and other multiple platforms
 How can entrepreneurs "scale up," building existing businesses and creating new ones?

Chapter 8: *Knowledge Of Rivals*

Covers market research and competitive analysis. Rather than operating on informal impressions, conjecture, and intuition, it's important to qualitatively and quantitatively define the unique value of the product or service and its target market: size, demographics, psychographics, i.e. research and competitive analysis.

Good Research=Good Results
 What are we selling?
 Who are we selling it to?
 How can we ENGAGE their attention to capture the market?
 How do they find us or we them?
 How and why are they buying from us?
 How much are we selling it for and who makes what along the way?

Chapter 9: *The Big Picture: A 7-Step Plan*

Step 1: Vision: Develop clarity and purpose through setting business goals—a future-oriented process that defines how your product or service will SERVE the world in some way, as it expands and grows. It's not simply about growth rates, revenues, or margins. It's about what you want your business to create or achieve over time.

Step 2: Business Strategies and Tactics

Your strategies must align with your company vision, yet remain flexible over time, bending to business conditions, markets, competition, and consumer preferences. Tactics are daily intentional actions that turn strategies into revenue.

Step 3: Revenue Modeling

The key component of any business model, this process identifies which revenue source to pursue, what value to offer, how to price the value, and who pays for the value. Revenue models include: production of a product or service, subscription, fee-for-service, markup, commission, licensing, and advertising.

Step 4: Protecting Your Business

As you're building assets, it's critical that you protect them via entity structuring, reducing taxes and ensuring that they are protected so that you can grow and sustain your wealth over time.

Step 5: Marketing Your Business

Planning how to market goods and services is separate from the business plan and is the next step. You can have the best product in the world, but if nobody knows about it, you'll never grow a successful business. How are you going to get the word out about your product and service and create buzz? Also, what plan do you have for distributing product?

Step 6: Sales

Building upon the marketing plan, creating a multi-platform sales strategy that utilizes all traditional and digital techniques for any business or service.

Step 7: Great leadership matters in any business: If you are an entrepreneur starting a new venture, an investor, or a CEO, everything about you matters--character, communication skills, flexibility, and delegation. An examination of how good or bad leadership will determine the ultimate success of any company. Discussion includes evolution of Harrington's \$500 million company, Quantum Marketing and Langemeier's 3DAYS2CA\$H program.

Section 4: CREATE THE PERFECT PITCH

Capture the interest of investors, manufacturers, or customers by communicating the critical value of your product, service, or idea via a succinct, powerfully entertaining sales pitch. The word *pitch*, first used in the late 1800's, literally means "a throwing of words." If executed disarmingly and with precise skill, it will open the door to the possibility of getting your project funded, and more.

Chapter 10: *Getting In The Door: What To Say & How To Say It*

The "Tease"

The "tease" sets the hook, planting the seed to get an investor's attention. Reveal and demonstrate the "problem" as graphically as possible. Showmanship counts.

The "Please"

Demonstrates how the product or service solves the problem presented in the "tease" – in the most efficient, elegant or cost-effective manner, better than any other solution in the marketplace. It describes the features and benefits of the product, demonstrating a "**magical transformation**" – a huge "WOW" factor, the "*wait, there's more*" phenomenon.

The "Seize"

Having presented your case, you go for the kill– ask for what you want (the order or funding). Includes techniques for closing deals.

Demonstration / Multi-functionality

Is your product demonstrable? If so, pour it on here. A powerful demonstration is one – if not **THE** - key to a successful presentation, and should be practiced until you can do it in your sleep. Multi-functionality of your product will give you massive bonus points as well. So if your product serves several functions, be sure to showcase each one of them. Present compelling research and competitive analysis on your product or service—especially demographics—to make your Perfect Pitch even better.

Chapter 11: *The Red Carpet Approach*

Notable testimonials bolster any pitch and make it irresistible. Powerful third-party testimonials are the best "social proof" that your product or service does what it says it does. These endorsements provide rock-solid proof via demonstration that your product is the best.

Testimonials are categorized as:

- 1) **Consumer:** "Testies" from actual users or consumers of your product or service who have experienced beneficial results. These are most persuasive.
- 2) **Professional:** Endorsements from leading professionals in your industry on the efficacy of your product or service
- 3) **Editorial:** Articles or expert quotes from medical journals, trade publications, prestigious magazines, and newspapers that back up the ideas behind your product or service
- 4) **Celebrity:** Notable people willing to take a look at your product or service. Celebrities=sales, whether local, regional, national, or international
- 5) **Documented:** Scientific or trade documentation you can present from a legitimate, highly respected product-testing lab – facts, figures, and other data that support the claims you're making about your product or service

Chapter 12: *Becoming Pitch Perfect*

We learn the art of the ASK, TELL, ASK, how to gauge a prospect's purchase readiness, demonstrate that we've heard them, and close the deal.

(1)ASK: Very open-ended "what" and "how" questions (2)TELL: Reframe back what you've heard (3) Closed questions to get the prospect ready to purchase what they need. The result? Building customer-and-provider value into any enterprise. A workbook-oriented guide to practicing the "*elevator pitch*," the "*short story*" (a conversation), the "*whole story*" (the road-show full presentation), and the "*looking-forward statements*," (your secret arsenal), all described step-by-step by Harrington, with detailed examples of some of the 50,000 pitches he's heard in 30 years.

Section 5: **FUND YOUR BUSINESS IN A DIGITAL AGE**

Armed with the go-to-market plan and the perfect pitch, attract investors and raise start-up capital for any enterprise, using both traditional funding sources and other techniques, including crowdfunding.

Chapter 13: *On The Money*

Building businesses is personal, so raising capital is an investment in human capital, requiring answers to two sets of questions:

Questions for Entrepreneurs:

Why do you need the money? To expand operations? Invest in more inventory? Hire more staff? Buy new machinery?

Who is the right investor? What are they looking for? What's the advantage of angel investors? How wide is their network? What are their other projects? What do they know about your business? What value can they add?

How do you get to them?

Questions for Investors:

How well thought-out is the business plan? What are the associated risks? What's the best use of their cash? Who are the emerging competitors?

What catalysts will affect the business's growth?

What's the expected rate of return?

Chapter 14: *The Art of Crowdfunding*

How business ventures can raise capital from a large group of investors who network and pool their resources, typically via the Internet. Most successfully employed in creative industries, Crowdfunding is three-pronged: (1) the entrepreneur--the initiator who proposes the idea and/or project to be funded; (2) individuals or groups who support the idea; and (3) a moderating organization (the "platform") that brings the parties together to launch it all. In 2013, crowdfunding industry sites such as Kickstarter financed over \$5.1 billion worldwide.

Techniques are presented on how to obtain it, along with stories of those who did, using typical investment scenarios. Also includes "angel" investing in start-up and early-stage companies in exchange for equity ownership.

Chapter 15: *From The Ground Up*

How any small business owner can raise capital, reallocate assets, and utilize equity, based upon Langemeier's "Building Blocks Of The Wealth Cycle" program. A list of 20 key mistakes small business owners make and the 20 rules of the road.

Section 6: BECOME A MASTER OF PUBLISHING AND NEW AGE MEDIA:

Going Public demands that every entrepreneur master techniques and tools that generate media exposure specific to their unique product or service via every available format—i.e. print, broadcast, electronic, and digital. This includes traditional public relations, self-publishing, media platforms, and advertising in all formats.

Chapter 16: *Becoming A Rock Star In A Digital World*

For any 21st-century business, here's a blueprint to becoming *Web Famous*, publicizing your company, service, product, or skill to exponentially increase profits. Topics: self-publishing back-of-the-room products (books, audio, newsletters, articles), blogs, podcasts, use of YouTube, Pinterest, and Instagram, and/or hiring out a media outlet to manage these for you. Social media exposure builds credibility and authority and attracts fresh opportunity. Discussion of Facebook funnels and fan pages, Twitter, and more.

Chapter 17: *From Dr. Phil to Shark Tank*

Harrington and Langemeier share the process of building their own public profiles over the last 25 years and reveal techniques employed to attract media exposure on national TV (including on *Today*, *Good Morning America*, *Dr. Phil*, *The View*, and *Shark Tank*). A larger discussion of the strategic use of radio, newspapers, magazines, online publications, and trade and social media.

Chapter 18: *Networking Mania: Opportunity Behind The Screen*

Includes techniques for all traditional media, e.g., TV, radio, newspapers, magazines, trade publications, in hard copy and via online media platforms. Also: mastering over-the-top content and advertising and communication platforms through Internet-connected devices including gaming consoles (such as the PlayStation 4, WiiU, and Xbox One), set-top boxes (such as Roku), smartphones, smart TVs (such as Google TV), and tablets. Harrington discusses mobile marketing—including his recent collaboration with Sprint on StarShop, a celebrity-driven shopping platform, his first mobile marketing network.

Section 7: FORM PROFITABLE PARTNERSHIPS

Going Public requires discarding the do-it-yourself, jack of all trades model and identifying the support systems you need to make your Cash Machine grow. Here we're gathering a wide network of powerful alliances and advisors who can support any business each step of the way. We tap into the art of team building and mentorship by mining the golden Rolodex of

relationships and creating a board of advisors and strategic business partners, all of whom are as passionate about our business, product, or service, as we are, matching our drive to succeed.

Chapter 19: *Your Own Brain Trust*

How to create a board of advisors, your team of valued consultants and experts who have the knowledge, experience, and connections you need to finance and launch your business. Providing technical skill and confidence, the board can be drawn from a network of colleagues, friends, and associates, and can include bank presidents, community leaders, elected officials, fellow alumni, financial managers, and advertising, promotion, accounting, web site, and social media professionals—a TEAM that can turn a one-man band into an orchestra. The key secret: Seek Advice From The Successful. Factors that contribute to good partnerships, i.e shared passion and values, reciprocal benefits and different skills sets.

Chapter 20: *A Seat at the Big Table*

Langemeier demonstrates the power of advisors with her *Big Table* technology, a unique program that enables entrepreneurs to confer with skilled experts in the key disciplines—leadership, marketing, sales, and tax and investment strategies. Harrington reveals how his partnerships in his own companies, and in infomercials, have created billions in worldwide profits. Techniques for connecting with a peer group of leaders—corporate executives, inventors, entrepreneurs, millionaires and billionaires— who have something you want. Here you expand beyond your board of advisors and strategic partners to network with anyone and everyone you can, leading to new opportunity.

Chapter 21: *Powerful Alliances Yielding Cash*

As one way to raise capital, a network of potential investors and business partners might provide a skill you need in exchange for equity in the company. Entrepreneurs can partner with a lawyer who will do patent work; with a design or industrial engineer to adapt an invention for mass production; with a factory that will manufacture it; and with a production studio that will shoot the infomercial—all for a piece of the action. Here we learn how to find and build such alliances.

Section 8: GO GLOBAL

Note: 96% of consumers live outside the U.S. and account for nearly two-thirds of the world's purchasing power. The mission: How to take any small business, invention, or service and launch it beyond its start-up sphere to compete globally, using the combination of the Internet, expanding global markets, and a rising international middle class. The world isn't just flat—it's completely open, and small businesses can now compete in it.

Chapter 22: *Traveling Beyond Your Continent*

Getting ready for global expansion requires discipline. Be laser-focused: Pinpoint your market, create a user-friendly (language-appropriate) web site and corporate portals, project inventory demands and staffing, and avoid mistakes by leaning on local experts. Research cultural, legal, and international tax issues pertinent to leaving your local sphere and growing internationally. Example: Langemeier details the process of turning her company, LIVEOUTLOUD, from a

U.S. enterprise to one with corporate platforms in Australia, South Africa, Canada, and the United Kingdom. Harrington describes how he expanded his catalogue of products into international markets.

Chapter 23: *A Global State Of Mind*

The authors summarize how to build an international platform by enhancing the go-to-market plan, the pitch, the funding, the media exposure, and strategic partnerships beyond the borders of any local business.

Chapter 24: *Master Class: A Year In The Life*

Here we summarize a one-year period of activity in the lives of Harrington and Langemeier, the expansion of their own businesses, the creation of new technologies and products, and a review of five businesses they've transformed for others, ones that have expanded worldwide. They also answer the 20 most critical questions about how any business owner can achieve similar success.

END

