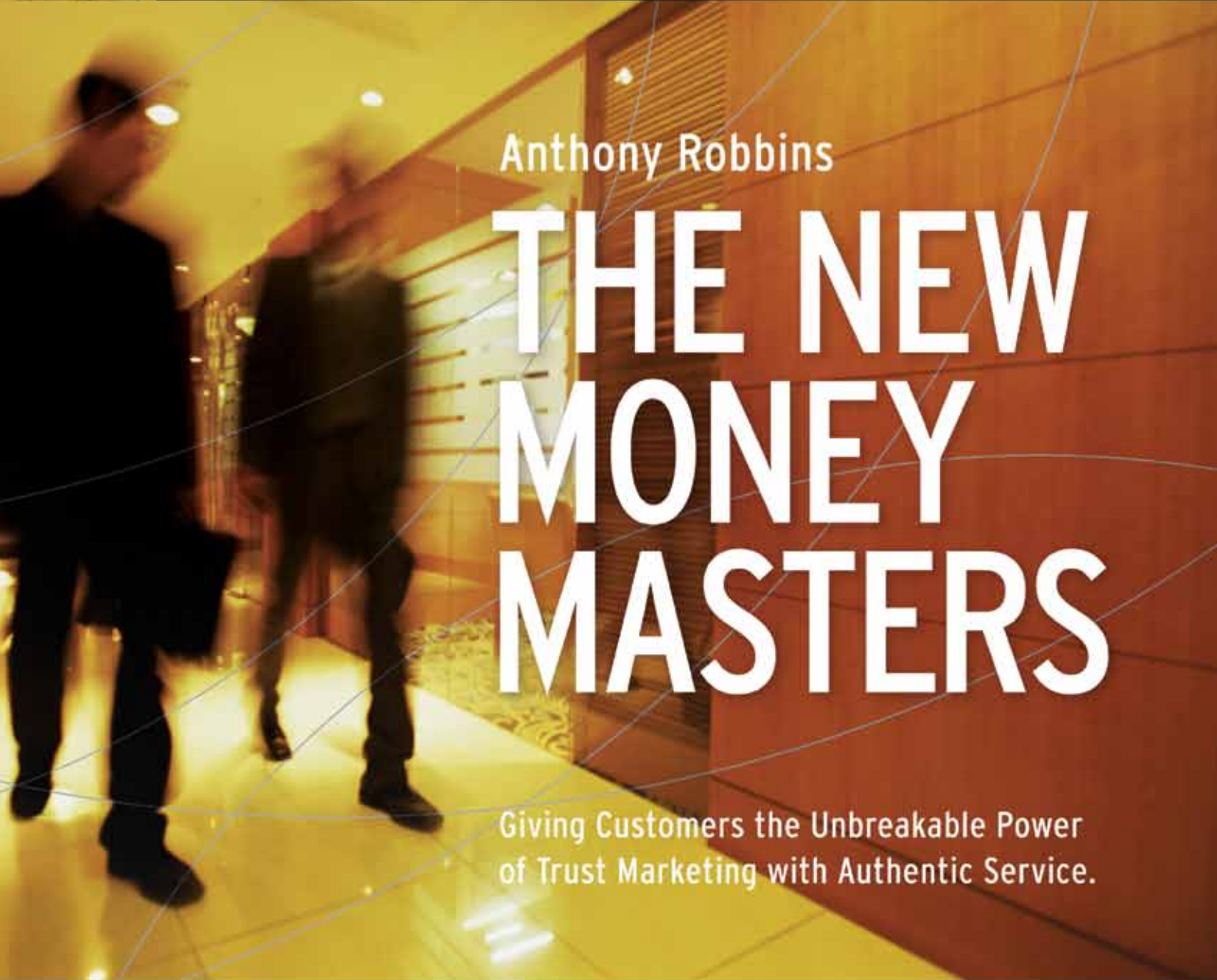




**Meetings with the Masters of Marketing.**  
An exclusive interview series by Anthony Robbins with the world's leading Internet marketing experts sharing easy-to-apply strategies for making money now.

*"The only way to become wealthy is to add more value to people's lives than anyone else is adding."*  
—Anthony Robbins



Anthony Robbins

# THE NEW MONEY MASTERS

Giving Customers the Unbreakable Power of Trust Marketing with Authentic Service.

The Rich, Happy & Hot Entrepreneur Blueprint:  
**Marie Forleo**

"How a Jersey Girl Defied Conventional Wisdom and Used Hustle, Humor and Passion to Create an Extraordinary Business and Life"

*Action Book*



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## Profile: Marie Forleo

After she graduated valedictorian of Seton Hall University in business finance, Marie Forleo's first job out of college was on Wall Street on the New York Stock Exchange. The fast-paced energy of the trading floor appealed to her; however, something about it didn't quite resonate with her. The feeling was so strong that she felt like she had to make a change or something in her was going to die. Marie was just 22 years old at that time.

Although she was a natural at business, she was also realizing that she had a strong creative force that wasn't being fed working on the floor of the New York Stock Exchange so from there, she decided to dabble in publishing and went on to work at *Gourmet* and *Mademoiselle* magazines. At this point, Marie was enjoying the creative side of working at a fashion magazine and loved the people she worked with, but she just couldn't see her future at the magazine. She knew that she didn't want to be the editor-in-chief, and she was starting to feel dissatisfied with the position she was in. She literally was starting to feel like she was broken.



### **How Marie Got Started on the Path to Becoming Rich, Happy & Hot...**

Marie's life changed when she stumbled upon an article about life coaching on the Internet. Something in her lit up, and she realized that this was a piece of her real path. She loved the fact that she could build a business helping other people have great lives, so she started taking classes at night while still working at *Mademoiselle* during the day.

Then in the late 1990's Marie was offered a job at *Vogue* magazine. Even though *Vogue* signaled having "arrived" in the fashion world, Marie looked deep within herself and decided to continue down her path of becoming a life coach. As a result, she quit her job and worked nonstop at various jobs to bring in money while she built her coaching business. It was uncomfortable and exciting all at one time! This is when Marie really modeled her own personal philosophy of *living in every moment like it matters*.

When she started living in every moment, hidden passions started arising in Marie. One passion that she immediately pursued was dancing. As it turns out, she was a complete natural and has gone on to work with legendary companies like MTV and VH1 and to partner with leading women's magazines like *Self*, *Women's Health* and *Prevention* magazine.

It was at this point that Marie finally felt that she had something solid to share. She reinvigorated her coaching practice and started living a very multi-passionate entrepreneurial life. She now has four top-selling fitness DVDs and is a Master Trainer and Elite Athlete for the Nike Rockstar Workout. She also recently helped bring dance to the Middle East by leading events in Dubai to launch Nike Women Arabia.

She's the CEO of Marie Forleo International, Inc., a company dedicated to empowering women to change the world through entrepreneurship, creativity and spiritual transformation. She believes that pro-active, entrepreneurial-minded and "spiritually awake" women are unstoppable catalysts for global change and that every woman's well-being and success have a profound and immediate impact on her family, her community and the world at large.

Through her dynamic training products and coaching programs, Marie educates and inspires with a rare mix of humor, wisdom and razor-sharp insight. She is well known for her down-to-earth, tell-it-like-it-is style. Her newest programs, under the brand Rich, Happy & Hot™, are designed to give women the tools, inspiration and kick in the pants needed to turn their passions into profit and use their creativity to change the world...all while enhancing their relationships and personal well-being.

Marie is also the best-selling author of *Make Every Man Want You: How to Be So Irresistible You'll Barely Keep From Dating Yourself!*

A born and raised Jersey girl, Marie now happily splits her time between the West Village, NYC, and her beach house in the Hamptons with her favorite actor (and fiancé), Josh, and her favorite new young actor (and stepson), Zane.

# Know Your Customer

Really knowing her customers is part of Marie's advantage. Her approach is all about being compassionate and being able to get inside her ideal customers' mind to really understand everything about them—almost better than they can articulate for themselves. Some people even write to Marie, telling her that they feel like she is in their head and wanting to know how the heck she is doing it!

In order to understand the state of mind of your clients, first you must be willing to sit down and do the work yourself. In Marie's case, her ideal clients are often people who want to do something similar to what she is doing but are at an earlier stage on the journey. Because of this, people can often identify with the struggles and pain that she went through at an earlier juncture.

## How to really connect with your ideal customer:

- 1. Jump into their shoes.** Any great marketer does this. It just takes a little bit of time and attention, and it takes digging deep.
- 2. Have real conversations.** Actually converse with people through social media, and call people on the phone.
- 3. Relationships are your job.** Your job is the relationships that you have with people and potential customers you come in contact with each day.

**“The fastest way to make great money doing what you love is to start loving everything you do.”**

**— Marie Forleo**

# The Spiritual Gangsta Formula

## Step 1: Pick Something You Freakin' Love

This is usually everyone's biggest problem and why people get stuck. However, when you are really doing what you love, that is when everything will start to work. **The people who make the most money and are the most satisfied are those who love what they do.** If you don't pick something that you love and are just trying to chase dollars, or you are doing something because it seems like an "opportunity," you are never going to have the hustle. You are never going to have that drive to get up every morning or to go get that second job to enable you to do what you love at night. It is just not going to happen.

### To help uncover your passion, consider the following:

1. What would you do if nobody paid you for it?
2. What are the things that you talk about, research and read about?
3. What sections of the bookstore do you find yourself in? What subjects could you just envelop yourself in all day long until you feel like your eyeballs will fall out?

The answers to these questions will usually point you toward what you love. Most of us are usually not willing to admit what we love because we are a little bit afraid of it. However, if you want to be truly happy and successful, you have to start doing some personal excavation, no matter how uncomfortable it is for you.

## Step 2: Create Content or Products That Deliver Value and Results

**In order to go from passion to reality, you have to create either amazing content or an amazing product that delivers incredible value and helps people get results in advance.** Start making video broadcasts, write a book or start writing an e-mail newsletter or blog post about your product or service so you can get some amazing content out to the world and deliver value to your ideal customer.

It's important to remember that in order to deliver content or a product that helps people get results in advance, you have to give people your best stuff for free. It not only will serve to enrich their lives but will get them to trust you as well.

Additionally, if you are embarking on an Internet business of any sort, you will have to build a list. When you deliver the first of your quality content, ask people to provide you with their name and e-mail address so that you can send them more amazing content. This is just one basic way to capture customers' information and begin building a list that will work for you. If you start getting strategic with social media and affiliates, your capabilities for list building are limitless.



**Find the confidence to get started.** Many of us have thoughts that run over and over again in our heads, telling us that we are not that capable or we are not that good. Your own personal voice might be telling you that you are not a very good marketer. You're not a good speaker.

Marie would say that **for something just starting, confidence is overrated.** Accomplished individuals, Marie included, still have those undermining thoughts. The difference is that they have trained themselves to not pay attention to them and to keep moving forward.

**The best way to overcome not feeling confident enough is to:**

- 1. Adopt a “live in the moment” lifestyle.** Don't pay attention to self-defeating thoughts.
- 2. Get over wanting to feel confident.** You may be feeling unconfident and terrified—just keep moving anyway. Just write the article or interview the expert.

Every time you can take an action and don't listen to the inner voice that says you can't, you'll start to naturally build confidence. Many people wait to feel confident before they start. Marie would say, “Start and the confidence will actually come.”

### **Step 3: Take Care of Your Customers**

Now that you have customers and you have a list, **the next important step is to take care of them and keep delivering that great content.**

At some point, you will want to start selling additional products or services to them. Whether it is your products, program or services, or an affiliate's material, you have to start selling them things that will serve them and will help make their lives better. If you continue to add value, pretty soon people start to ask you what else you have to offer. They will want more!

Remember, you are doing them a disservice if you don't open up to the sales opportunity and tell them what is available.

**“Your vision will become clear only when you look into your heart.  
Who looks outside, dreams. Who looks inside, awakens.”**

**— Carl Jung**

# Live Rich, Happy & Hot

Now more than ever people are on the lookout for authenticity; they don't want a façade. And if there's one thing that Marie embodies, it's authenticity—from shooting videos in her kitchen to talking about pasta sauce to embracing the Jersey girl that she is. Being authentic gives people the feeling that you are really with them, that they can trust you.

## Getting Under the Hood

“Getting under the hood” is an approach that Marie uses to really cut to the quick of a person's authenticity. It is a method to analyze the brands that she appreciates and to really pay attention to how things work.

An example of Marie's approach to looking under the hood of high-level coaching programs is to analyze:

1. What are the nuts and bolts of the program they are offering?
2. How are they selling the program? Are they selling online or offline?
3. How many times are they contacting their customers? Five times? Seven times?

It's a matter not of copying others' marketing but of really paying attention to how every aspect of the program works and learning from it.

## How to Be Rich, Happy & Hot Versus Broke and Miserable

Behind people's actions is a set of beliefs that influences their lives. Marie's belief is that **it is our birthright not only to make great money and make a difference doing what we love, but also to not sacrifice our family, happiness, sense of fun and well-being in the meantime.** With the right spiritual and mental underpinnings, you too can be rich, happy & hot.

- **Broke and miserable entrepreneurs are like arrogant experts.** They have professional credentials and usually think their stuff is so good that people should come find them and knock on their door. They're not true marketers.
- **Rich, happy & hot entrepreneurs find their market.** They take responsibility for getting it out in front of the right people, getting them into their tribe and taking care of them. That's what real responsibility is.
- **Broke and miserable entrepreneurs constantly feel like everyone's "been there and done that" already.** They can't envision why their content is any different.
- **Rich, happy & hot entrepreneurs know that each of us has our own unique voice and we are meant to express it in our own way.** There are people waiting for us to step up and deliver it in our way because they can only hear it from us.
- **Broke & miserable entrepreneurs spend all their time stuck in the comparison trap.** Online is an especially dangerous place. You can go to other people's Web sites and spend five hours comparing yourself to other people and how successful they are. Then you spend the next six hours or so feeling angry, frustrated or sorry for yourself.
- **Rich, happy & hot entrepreneurs know that there are other successful people out there, but they don't go into the comparison mode.** Instead, they spend their time staying in the game, creating content and connecting with people.

## Living in the Moment

Marie makes it her life practice to:

- 1. Live in every moment.**
- 2. Continually shift focus to what needs attention in every moment.**

It's important to really get that now is all there is—make it your life practice. Wherever you are, that's where the party's at. Be present in every client interaction and every conversation—while you're cooking dinner, spending time with a loved one or checking your e-mail. **It's about showing up and being present in every moment of every day.**

If you find yourself straying, try Marie's strategy and say "I'm back!" This will help you take a look around and reengage. There's always something screaming in your current environment that needs you, and when you reengage with that, you reengage with reality. Everything that's physical is happening in the current reality, so the sensations in your body—the lights, the feelings—those bring you back into the current moment. It's like a muscle memory that you have to keep training.

### What's the key difference between "I have" and "I'm needed":

Marie's philosophy is that **we are all here to give back and make the world a better place.** When you are not just looking at what you can get from something but are really focusing on what you are here to give, everything relaxes, your brilliance has room to show up, your relationships will work better and life just gets easier. Just remember to **pay attention to what works and keep moving toward that.**

### Fear? What fear?

Everyone has their story about why they can't do something—that gut-level fear of failing, fear of being successful, fear of not looking good. The deadly mistake many people make is giving in to the fear and becoming paralyzed by it.

Marie successfully combats fear by simply not paying attention to it. No two things can occupy the same place at the same time. You can either be engaged in what's happening right now or be talking to yourself in your head. Mind-set is critical. If you try to push fear away and pretend that it isn't there, it will likely stop you dead in your tracks.

### Instead of paying attention to the fear:

- 1. Become service oriented.** When you are engaged in the act of serving, there is no room for fear.
- 2. Continually train yourself to connect with people.** If you are focused on others, you are not concerned about yourself, so your fear will naturally dissipate.

# Inconvenient Truths

Inconvenient truths show up in most of our lives at one time or another. These are Marie's way of referencing situations that don't resonate with the truth of who we are and that are inconvenient. It could be a project you've said yes to for the money that wasn't your truth, or maybe there's a relationship that you're currently in that has run its course and is now inconvenient. Now that you've realized the error of your decision, you don't want to back out because it is awkward or uncomfortable.

You may be caught in an inconvenient truth if you

1. Agreed to a project or situation for the wrong reasons.
2. Can only see the dollar signs attached to the project.
3. Lack integrity in a situation.
4. Don't want to back out of the situation only because you gave your word and/or feel that your reputation is at stake.
5. Are caught in a situation and your heart is not in it.

**When you're lacking integrity anywhere in your life, oftentimes it is an inconvenient truth that you don't want to look at.**

Once you free yourself from whatever inconvenient truths you are living in your life, you will likely find that your passion will come back. It takes a lot of courage to pass on opportunities that may look like big money but are not aligned with your passions. However, the more you exert the courage to stay true to your own course, the more successful and happy you will be.

## Be a Pro

Marie stressed the importance of being a pro in your everyday life—from the moment that you wake up to the moment that you go to sleep. Steven Pressfield first introduced the concept in his book, *The War of Art*. What being a pro means to Marie is **bringing a higher level of engagement into everything that you do in life.**

For example, when you wake up in the morning, be a pro at making your bed. Bring engagement to making your bed and do it like you are a professional bed maker. When you go to brush your teeth, be a pro at brushing your teeth; don't throw toothpaste all over the place and make a mess. **Be conscious, instead of unconscious, in everything that you do.**

When you become fully engaged and bring excellence to everything you do, even if it has nothing to do with work, then when you invest effort in that project or your new business, how do you think you're going to operate? The simple truth is that if you've trained yourself to be professional in everything you do, when you work on the really important things, you're still in that modality. It becomes your standard; it's the way you operate.

From a business point of view, people often start a new business without business cards, a professional e-mail address or a quality Web site. If you were to look at the personal life of that same person, you would probably find that their house is a mess, that there are dishes in the sink, or they often don't give much attention to their personal appearance.

Do you really think you're going to bring a high level of engagement to your business if 90 percent of your day doesn't matter?

### **How do you get over the implementation trap?**

Any moment that you catch yourself having a conversation in your own head, saying "I am so overwhelmed that I don't know what to do," pick something and act. If you go back into your head, engage again.

The simple training of taking action rather than talking to yourself about it will save you hours upon hours of time. It's usually through action that we see the next step, not from thinking about it.

**The most successful individuals are always in action.** And the less time we spend in our heads, the more time we're engaged.

# Case Study by Marie Forleo

In 1999 at age 23, I enrolled in personal and business coach training at Coach University ([www.coachu.com](http://www.coachu.com)). It was the first time I really got that I could build an entire business around making a difference to others. SWEET!

I also realized the budding power of the Internet and that I could have an international practice with coaching clients all over the world. This was hugely inspiring to me.

I didn't want to be desperate for clients, so I bartended and did other odd jobs to bring in enough money to maintain my NYC lifestyle and invest in my own business and marketing education.

**KEY STRATEGY: Having other jobs to bring in money while you build your biz can get you further faster.**

- 1. Structure and Limited Time.** Work expands to the time allotted. When you have limited time to devote to your business, it forces you to only work on the highest-leveraged activities, meaning the really important revenue-producing stuff. When you have the structure of another job, you can't tinker around with your logo for 10 hours or spend weeks torturing yourself with being overwhelmed or feeling fearful or insecure.
- 2. Interaction with Live People.** I'm a huge people person, and starting an Internet-based business can be very lonely. My other jobs got me out of the house and interacting with real live people rather than sitting in front of a screen with my own thoughts for 12 hours a day.
- 3. Money to Invest in My Business.** Image is important. You don't want your Web site looking like a 6-year-old put it up. Unless you have prior experience, you also need to educate yourself in terms of direct response marketing. Don't get me wrong—you don't need a ton of capital to get started, but having cash coming in relieves a lot of stress and speeds your growth and success.

This next part? It's super important.

I learned that potential customers rarely buy the first time they land on your site—no matter how awesome your product or service is.

**In order to grow a profitable business online, the #1 thing you need to do is CAPTURE your prospects' names and e-mail addresses so you can build an authentic relationship with them over time.**

In other words, **you need to build your own list** of people who want to hear what YOU have to say.

**Then take REALLY good care of them by providing excellent free value (blog posts, videos, articles, teleseminars, free training, etc.).**

**Make no mistake, your list is your biggest asset.**

**Remember that each person on your list is an individual with unique hopes, dreams and aspirations. Treat them all with the utmost respect and care.**

**TOOLS: aweber.com and getresponse.com are very inexpensive yet reliable mailing list services to get started with.**

Right out of the gate I began publishing an e-mail newsletter offering weekly articles, inspiration, valuable resources and of course information on my coaching services.

I also told everyone and their sister about my newsletter (even when I was bartending) and directed them to my site to **get them on the list.**

Little by little I started gaining coaching clients, giving them my very best coaching and doing whatever I could to help them get the results they wanted.

My clients were happy, and I immediately asked for permission to share their “success stories” on my Web site and in my newsletters.

**KEY STRATEGY: Success stories are a powerful form of social proof. Proactively ask your clients for their endorsement. Use as much social proof as you can in your business and for your brand.**



Social proof simply refers to the fact that we human beings often do what we see other human beings doing.

Translation? If lots of people dig your stuff and have achieved results using your product, method or service, a prospect is more likely to trust you, get inspired and think, “Hey, if those other people are happy and achieved great results, maybe I can get those results, too!”

Social proof goes beyond traditional success stories: it’s about fans, followers, reviews, comments on your blog, video plays on YouTube, etc.

**NINJA EXPOSURE METHOD:** Don’t underestimate the power of being a strong success story for people whose work/product/service you’ve received benefit from. When you offer strong marketers an honest, accurate and heartfelt success story, it’s a powerful way to connect with leaders, get more exposure for your business and expand your visibility.

Once I had a few coaching clients, I realized that if I wanted to dramatically grow my income and my impact, I needed to expand beyond one-on-one work.

I stumbled upon a four-week teleclass offered by marketing genius Dean Jackson (thanks Dean!) about how to use e-books as a marketing tool for your coaching practice.

As a result of Dean’s class, four important things happened;

1. In 4 weeks, I wrote the first version of my book *Make Every Man Want You: How to Be So Irresistible You’ll Barely Keep From Dating Yourself!*

Dean challenged us to quickly move from idea to completion and emphasized the power of a good title (remember, good book titles are good marketing headlines).

While this first e-book version was super cheesy (full of exclamation points and hot pink colors ☺), I learned that I could produce results fast if I hustled.

2. It was my first dip into the world of online product marketing: diving into the mind-set of my prospects, researching keywords, crafting headlines and ads and converting traffic into customers.
3. It was my first taste of passive income. That little e-book sold for \$29.95. Sometimes I'd come home from bartending having made two or three sales. That taste was enough for me to get hooked on building a business that made money without me.
4. I became friends with Eben Pagan, who at that time had recently launched his Double Your Dating business. Dean Jackson made the connection since we both had a similar niche. Very quickly, I realized Eben would be not only a friend and business associate but a key marketing mentor.

In Dean's class I asked a lot of questions, made myself and my project known and was open for feedback.

Because I played full out and followed Dean's advice, he helped me out by connecting me to Eben, which in turn led to hundreds of thousands of dollars of wisdom, referrals and business connections.

**KEY STRATEGY: When you take courses, participate fully.  
You never know what kind of opportunities are waiting for you.**

## A BIG Embarrassing Problem

During this time I was living in a tiny studio apartment in the West Village, NYC, with my then-fiancé. From the outside, everything *looked* like it was coming together.

I was starting to gain traction in my business, I had just published an e-book that began to sell and I was engaged to be married.

But the truth was that *inside* I felt like something was missing.

All of the self-improvement tools I had learned and been practicing (like goal setting, affirmations, journal writing, meditation, visualization, etc.) felt inadequate and outdated.

There I was being little Mary Sunshine for my clients and giving the best life coaching I could while inside I still felt a constant nagging sense of frustration, dissatisfaction and unhappiness with my own life. Financially, I still had a load of credit card debt. And here's the kicker: After writing that e-book about women and relationships, I realized I did NOT want to marry the guy I was engaged to!

Honestly? I felt like a complete fraud, and it was embarrassing.

Deep down, I knew there *must be* information in the world about how to be truly happy and satisfied, how to make great money doing what you love, how to have relationships that really work—I just hadn't found all the pieces yet.

Here's what I did (and yes, I was terrified to do it):

I broke off my engagement, took that e-book off the market and took a break from my life coaching practice to find what I felt was the “missing link” for my own life so I could coach others from a place of full integrity.

**KEY STRATEGY: In this new economy and with the transparency of the Internet and social media, it's not cool or ethical to not have integrity in any part of your business or life.**

**If you don't have integrity (meaning you're lying to yourself or others), it WILL catch up to you and knock you on your ass.**

Let's face it. We're human, so from time to time, we may all find ourselves in a situation without integrity. The key is to handle it fast.

In 2002, a friend turned me on to the lifestyle of living in the present moment. I had one of those “OMG—I just found what I've been looking for!” experiences.

This new approach was all about training yourself to be fully engaged in the current moment, not in your thoughts.

At a deep level, I sensed the truth in what I was discovering. I *knew* I had found the missing link I was looking for. I was hooked and completely immersed myself in this new approach.

I went to seminars and studied the work of Marianne Williamson, Eckhart Tolle and Byron Katie.

I realized that 99 percent of my struggles and dissatisfaction were a result of spending waaaaay too much time in my head listening to my totally BS thoughts!

I had an old, outdated personal operating system (like a computer that's laced with bugs and viruses), and this new material was a huge system upgrade.

Once I began practicing this new "in the moment" approach, things started shifting really fast.

I began making more money, I had more clarity and more energy, my relationships improved and, most importantly, I finally began to experience that deep happiness and satisfaction I'd been looking for.

## The Multi-Passionate Entrepreneur Is Unleashed

One of my biggest struggles early on was having too many passions. I love hip-hop music and dance, health and fitness, business, marketing, writing, coaching and speaking.

But every book I read by top career and business gurus gave the same advice: “Choose a field. Become an expert in a tight niche. Be known for that ONE thing.” Sounds logical, right?

And for some people, it’s the perfect advice. Not for me. Anytime I tried to pick one thing to do, I felt like I was cutting off a limb.

I took a risk and decided to pursue all my passions, despite what the experts said.

At age 25 (which, sadly, is over the hill in the dance world), I started taking hip-hop classes and soon began teaching dance and fitness; I began coaching again (I was getting out of debt, was making more money and was truly happy) and accepting opportunities to speak in public.

Here’s the secret that most people never learn: **I realized that I could be a successful and multi-passionate entrepreneur if I committed to single-tasking with excellence in each moment.**

- When I was engaged in the dance and fitness world, I brought my dance and fitness A-game.
- When I was engaged in the coaching world, I brought my coaching A-game.
- When I was engaged in the bartending world, I brought my bartending A-game.
- When I was engaged in making my bed in the morning, I brought my bed making A-game.

I saw that the fastest way to make great money doing what you love is to start loving everything you do.

Within the next four years, I was asked to choreograph/dance/produce at MTV; I created four top-selling dance fitness DVDs in conjunction with major magazines and became a Nike Elite Dance Athlete and Master Trainer; my coaching business began to grow; and I met the man of my dreams and bought my first dream home in NYC.

**KEY STRATEGY: Conventional wisdom is often dead wrong. The world is evolving much faster than we can comprehend. True innovators in any industry often buck the system.**

If you *feel* something in your heart, follow your own intuition rather than any expert or guru.

Remember, success in every industry requires work and effort. If you're going to put in the time, it might as well be doing something you love.

### **From Old E-Book to Self-Published to Traditionally Published**

In 2005 I was still publishing my weekly e-mail newsletter.

At that point, I was not only sharing articles and resources on personal development but also starting to share stories about my multi-passionate life.

Rather than trying to be the one-dimensional professional life coach and hide my other passions (for fear of looking scattered), I invited people on my list to dance classes, workshops, speaking engagements and anything else I was up to.

**KEY STRATEGY: Be 100 percent transparent and real with your list.**

**In this new economy, people want TRUTH and REALITY and AUTHENTICITY.** I got an e-mail from a gal in Australia looking to buy my *Make Every Man Want You* e-book. She heard about it on an Eben Pagan CD on Double Your Dating.

(This was one of many e-mails I'd received over the previous four years from potential e-book buyers, and I always responded that the book was being revised.)

As an entrepreneur, it's SILLY to have people wanting to give me money and not have the product to sell!

More importantly, since that first version, I learned a ton about relationships—both mine and my clients. I knew my new material would profoundly impact women's lives.

But this time I wanted to write a "real" book, not just an e-book.

I didn't have the mental bandwidth to write a book proposal, find an agent and sell it with the amount of traveling and teaching I was doing, so I said screw it. I'll publish the darn thing myself.

I rewrote the book, hired the best editors and designers I could afford and did a traditional print run of 3,000 copies using Sheridan Books in Ann Arbor, Michigan.

Within about 14 months, I sold approximately 8,000 paperback copies via Amazon.com and through my Web site.

I also sold the e-book version for \$29.95 (more than double the profit from the paperback).

In the paperback version of the book, I invited the readers to access more free bonus material online. Of course, in order to access the bonus material, they needed to optin to my mailing list.

**KEY STRATEGY: Your main goal when producing offline for people is to get them on your list! You do this by creating amazing value in your offline content and offering even MORE value online.**

Once I saw *Make Every Man Want You* had potential (and sales history), I found an agent and started to shop it around to major publishers.

FUN FACT: Not one but two *NY Times* best-selling authors originally advised me against self-publishing. They both told me self-publishing was the “kiss of death” and that no “real publisher” would even consider my work.

But in my heart, I knew I was supposed to self-publish first. Weird but true.

Within about two months, we sold my self-published book to McGraw-Hill. They said it was the best self-published book they’d ever seen and republished the book in May 2008.

We’ve reached as high as #3 on Amazon under the dating and relationships category, and currently the book is selling in six languages.

That book is now my “big business card.” It’s a great lead generator because it brings prequalified women to [www.makeeverymanwantyou.com](http://www.makeeverymanwantyou.com) and gets them on my list.

Generally speaking, the revenue from traditional book publishing is not great, but back-end sales and opportunities are priceless.

**KEY STRATEGY: In this new business environment, YOU have the power to create in any medium you want. Whether you want to write a best-selling book or launch a radio or Internet TV show, you no longer have to wait to be “discovered.” Successful entrepreneurs now attract cult-like followings using the Internet and social media BEFORE major media even know they exist. The secret is to produce honest high-alue content and cultivate real relationships with your market.**

## Going Totally Virtual

In 2007, I began to expand my business to include virtual assistants (VAs) people who work remotely on your business but are often not full-time employees) and cut back on teaching dance and fitness to move toward a totally mobile and virtually based information and coaching business. (VA resources: Odesk.com and Hiremymom.com.)

I began offering online training programs based on combining what I was passionate about sharing and what my market wanted to learn.

We launched a follow-up audio coaching program to my book called *Make Every Man Want You More*, a personal time and self-management program called *Productivity Secrets for Creative Entrepreneurs* and two courses that train people how to live in the moment, not in their thoughts: *Live in the Moment Booty Camp* and *Live in the Moment Booty Camp Part II: Beyond the Basics*.

I delivered the content via teleseminars and added a private “social network” component so all participants could ask questions and connect with each other using a free service called Ning.com.

We record and transcribe all our content, making it available as home study courses after the live training sessions are complete.

In mid-2008, the name Rich, Happy & Hot appeared in my mental theater and I knew it was time for me to start training other women entrepreneurs in the art of having it all.

**KEY STRATEGY: When creating products and programs, it's vitally important that YOU love what you're creating and YOUR MARKET wants what you have to offer.**



## Over a Quarter Million in Three Months

In late October 2008, I released a video announcing an upcoming yearlong high-end adventure mastermind program for 2009 called the Rich, Happy & Hot Mastery Program.

The program includes three live business adventure retreats, with one-on-one coaching and group coaching throughout the year.

The retreats take place in beautiful locations (this year was California, New York and Mexico) and are full of surprises, fun and targeted business and personal masterminding.

The application process opened in December 2008, and by mid-January 2009, had filled our program.

We had more applications than we had space for. Also, many of the applicants were outside the U.S., and due to travel and other financial commitments, they could not participate in the high-end program.

In response, we launched the Rich, Happy & Hot Virtual Mastery Program in March to deliver monthly content and group masterminding online (via Webinars and teleseminars), without the live retreats and one-on-one coaching, at a much lower price point.

We also launched our Rich, Happy & Hot lending team through Kiva.org designed to help all of us strengthen our generosity muscles. Kiva.org is the world's first online micro lending site. With as little as \$25, you can lend to individual entrepreneurs of your choosing in a developing country to help them start or grow their business so they can feed their family, educate their children and help lift their community out of poverty.

Between January and March 2009, our brand-new Rich, Happy & Hot programs brought in sales of over \$287,000. With the success of the 2009 events, we're expanding our programs for 2010 and beyond and finding more ways to give back and empower women around the world.

**KEY STRATEGY: Being authentic and multi-passionate often sets you apart from others in your industry.**

On a certain level, you don't have to worry about competition or ever get stuck feeling like everything's been done already because no one else is YOU. No one has your unique perspective, your quirks, your communication style.

What makes my Rich, Happy & Hot programs different from any other coaching program out there is that they're born from my multi-passionate nature.

I have hip-hop music and dance during my live training events; I swear a lot, I talk about the importance of sex and intimacy to business success and I teach spiritual principles along with direct response marketing, social media and business development.

### **Current Marketing Mentors**

I'm a HUGE fan of lifelong learning. No matter how much I learn, there's always room for more.

While I've had many mentors throughout the years and am super grateful to all of them, some of my current marketing mentors include Joe Polish, Eben Pagan, Frank Kern and one of my new favorites, Gary Vaynerchuck.

Of course, there are countless blogs and books I get inspiration from, like Copyblogger.com (Brian Clark), Ittybiz.com (Naomi Dunford) and Seth Godin as well as people I admire like Oprah and Richard Branson.

The most important message I want to leave you with is this: Don't let anyone tell you what you can't do, and please don't let anyone lead you to believe you can't have it all. Prosperity is your birthright.

The Internet is one of the coolest, most powerful business and social innovations of modern times. It allows you to connect with the most amazing people around the world, create lifelong relationships and change lives. And for the most part, it's FREE!

When you combine hustle, creativity and marketing savvy with your hopes and dreams, the sky's the limit. You'll enjoy the heck out of life, take great care of your family and make a powerful difference in the world.

# Your Action Plan

Tony Robbins ends his programs by having you take immediate action on what you've learned. Remember, the first step to lasting momentum is taking massive and specific action in the moment. Take a minute now to think about Marie's strategies and how they can apply to your own business or life. Answer the following questions:

- 1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?**

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- 2. What are two actions (one big, one small) you can take right now? What will you immediately apply/change/do/decide today to make the biggest difference in your life?**

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# Money Masters Article: Marie Forleo

## The Secret to Finding Your Passion (Hint: It's Not What You Think)

Cool stuff really does start to happen when you follow your heart. But taking action on something you suspect to be your passion is just part of the story. There's another important and rarely talked about piece to the passion puzzle. And this is the fastest, most powerful way to start making great money doing what you love.

Ready? Start loving everything you do. Proactively bring passion to everything you touch. No matter what task is in front of you, bring as much enthusiasm and energy to it as you possibly can. Whether you're brushing your teeth, making love or cleaning the kitty litter—do it like you want to do it. You'll ignite business insights and creative ideas beyond what your thinking mind alone is capable of. And let's face it: Passion is contagious. You get passionate, and people around you take notice and want in on whatever you're doing. Want more? Another side benefit to proactive passion is kicking life-sucking habits like procrastination, resistance and complaints straight to the curb.

Now that you're armed with an understanding of passion, do the following four steps to unleash yours.

### Four Proven Steps to Find Your Passion

#### 1. Commit to love everything you do.

From this moment forward, if you don't like something, you've got two choices: stop doing it (quit, delegate it, hire it out) OR love it with all your heart. Anything else is crazy. When you commit to

love everything you do, you strengthen your "passion muscles" and open the channel for what you're meant to do to be revealed.

Remember, we human beings are creatures of habit: You can't be mediocre throughout 80 percent of your day and expect to be enthusiastic and passionate in the last 20 percent. And if you're feeling really stuck on this whole passion thing, this is the fastest way to get your motor running.

Know this: Truly successful people are never the victims of their circumstances. They realize they have ultimate power in any situation and take responsibility for their experience. Don't forget. In any given moment, if you can't change what you're doing, you can always change how you're doing it.

#### 2. Look at your book collection, magazines, DVDs, CDs and credit card statements.

Notice any themes? What subjects are you constantly gravitating toward? What are you already spending your time, money and energy on? What threads have been recurring in your life again and again?

As best you can, check in with your heart and physical body, not your head. Anything "light you up" so to speak? Do you feel excitement (or perhaps even a little fear) when you imagine a certain topic or possibility? Those are good signs. Remember, passions are often irrational and war with logic and reason. That's why it's important to shift your attention into your heart and physical responses when checking this stuff out.

### **3. What can you talk about, learn about and teach about until your eyeballs fall out?**

This is a really useful question. Don't edit yourself here. With 6.7 billion people on the planet, chances are there's a market out there hungry for information, products or resources on your topic. If you're really stuck, ask close friends and family (the honest ones) what you never shut up about. If your passion is something you can start growing a fan base online about, Gary Vaynerchuck, author of *Crush It!* suggests you should be able to think of at least 50 awesome blog posts on the topic. That's a great litmus test.

Also, don't underestimate the power of incorporating your passion into your already existing business. You may not need a total overhaul of what you're doing but rather inject more of what you LOVE into your current business model.

For example, Nathalie, a raw food expert, recently re-discovered her passion for growing trees. Now she's giving a portion of her revenue to not-for-profit tree organizations and is building this component into her existing brand. With that tiny tweak, she just gave herself a competitive advantage over other raw food experts who aren't passionate about any cause (or smart enough to share it) and is way more motivated to market and sell her products and services.

### **4. Quit talking and start doing.**

Once you've gotten this far, the only way to know for sure is to get your ass in gear and experience it. That could mean writing, making videos and audios, taking a class or somehow engaging in the activity.

And here's the COOLEST part. Taking action on your passion requires little to no cash outlay. Articles, videos and writing take no money, only time, effort and focus. And beginner classes can always be found for next to nothing. That means there's virtually no risk to gain clarity and get yourself on the road to making great money doing something you absolutely love.

Building your business around what you're passionate about is something you'll never regret. It's your love for what you do that will give you the drive, commitment and energy necessary to stay in the game, reap the rewards and have an extraordinary time while you do it.

A N T H O N Y R O B B I N S

*Love & Passion*<sup>®</sup>

# ULTIMATE RELATIONSHIP PROGRAM<sup>®</sup>

A SYSTEM TO ENHANCE YOUR LIFE WHERE IT COUNTS MOST!

## CREATE YOUR ULTIMATE RELATIONSHIP RIGHT NOW!

What creates extraordinary, passionate and loving relationships?

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Whether you are seeking to spark more passion in your intimate relationship, to find the partner of your dreams or to improve other relationships in your life, the ***Ultimate Relationship Program***<sup>®</sup> promises to give you the tools and strategies to create massive fulfillment in your relationships that can be sustained through time.

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- Practice the art of giving, balancing your partner's needs with your needs and outside pressures.
- Clarify your priorities, resolve conflicts of loyalty and rediscover your love as a couple.

Call 800-519-3510 to order the ***Ultimate Relationship Program***<sup>®</sup>  
or for more information go to [TonyRobbins.com](http://TonyRobbins.com)



9888 Carroll Centre Road, Suite 100, San Diego, CA 92126

Toll-Free: 1.800.445.8183 | International: 001.858.535.6290 | [www.TonyRobbins.com](http://www.TonyRobbins.com)

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