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THE MILLIONAIRE MESSENGER

Make a Difference and a Fortune Sharing Your Advice

BRENDON BURCHARD

BRENDON BURCHARD is founder of Experts Academy. He is a business and motivational trainer who develops information products and videos and runs a series of training events. His public television special "Experts Academy With Brendon Burchard" has inspired people to make a business out of sharing their wisdom with the world. Mr. Burchard's work has been featured on *ABC World News*, *Oprah and Friends* and elsewhere. His books, newsletters, products and appearances now reach nearly two million people a month.

The Web site for this book is at www.MillionaireMessenger.com.

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MAIN IDEA

Everyone has a million dollar message they can share with the world. All that’s required to unlock that value is you need to learn how to package and then market what you know. In particular:

1. Your knowledge and what you have picked up from first-hand experience has a greater market value than you probably realize at the present time.
2. You are on the planet to make a difference in the world – and the very best way to do that is to share what you know and help others succeed.
3. You can actually get paid well for sharing what you already know from first-hand experience.

If all of this sounds like a bit of a stretch (especially the part about getting paid for what you know) – the key is to join the “expert community.” This is a group of people worldwide who have learnt how to package their life experiences and their research on a topic into products and programs which then get sold to the public. Experts generate blogs, articles, books, audio programs, DVD home-study courses, podcasts, videos and more and earn millions doing it.

In practice, joining the expert industry is all about packaging then monetizing what you know. No formal qualifications are needed – anyone who so chooses can attain “expert” status for themselves, and using the tools of the Internet business era, quickly turn what they know into millions of dollars of revenue every year.

“Despite the fact you may not currently consider yourself an expert or ‘guru,’ the fact is that anyone can be one. Becoming an expert is simply a matter of positioning and packaging who you are and what you know so that you can help the greatest number of people in your target audience. In this new economy we can all be influencers, and we can all be paid for our knowledge without having to work for someone else. If you have a message and an Internet connection, you can have a career in the expert industry and get paid for what you know.”

– Brendon Burchard

1. Behind the Guru Curtain. Page 2

There is no such thing as a guru certification panel. To become an expert, all you have to do is find your real message and then deliver it with care, compassion and consistency. If you do that and help people get results, the world will take note.

2. Nine Steps to Building an Expert Empire. Page 3

Getting your message out there and building your own expert empire isn’t rocket science. All it takes is nine rather simple and obvious steps. It turns out that in the real world, virtually every guru and every expert you can think of got to be that way by following the same game plan – and you can too.

3. The Millionaire Messenger’s Money Map. Page 4

Pretty much every expert on the planet monetizes what they have to offer using the same money map. They package their advice and know-how into informational products and programs people purchase online or attend in person. To build your own million-dollar expert empire, follow the map.

4. The Millionaire Messenger Mindset. Page 5

So what does it take to succeed in the expert industry? In a nutshell, you’ve got to have the millionaire messenger mindset in place. You’ve got to have five dominant beliefs which guide what you do, say and how you act. Don’t leave home without them.

5. The Millionaire Messenger Mandates. Page 6

Once you get your thinking organized, you then need to get into action doing what all successful experts do. There are five essential skills experts acquire and ultimately master. Follow the five mandates and become skilled in these areas and you will succeed in the expert industry.

6. The Millionaire Messenger Manifesto. Page 7

At present, new technologies and emerging marketing strategies mean the expert industry is going through a sea change for the better. A new generation of gurus are coming to prominence. Be part of the great guru industry reset which is taking place as advances cull out what isn’t working and enshrine what will. Be actively involved in riding the changes and you’ll be well positioned to excel in the future as an expert.

7. Learning to Trust Your Voice. Page 8

You can make a difference. Your life and your experiences are more valuable than ever you imagined because other people are taking the same journey you’ve already navigated. To become a millionaire messenger, all that’s needed is for you to take the decision to join the expert community and then for you to get busy positioning, packaging, promoting what you have to offer and partnering with others to get your message out there. Trust there is something profound and something unique you can do with your voice – because there is.

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