THE GOING PRO MANIFESTO

The Secret To Scaling To 7+ Figures Online

BRIAN MORAN

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The Difference Between Going Big and Going Home Comes Down to One Thing

I've been running my own online business (and helping other people scale theirs) since June of 2009.

It's been almost 10 years, which is hard to believe, and the lessons I've learned along the way are, in my opinion, critical to your success as an entrepreneur.

And that's the reason I'm writing this manifesto. Because I believe, that if you're properly equipped, you can achieve the goals you've set for yourself and for your business...regardless of what you're actually trying to sell.

Over the past decade, I've had the chance to sit back and watch thousands of entrepreneurs. The sad truth is most of them are not, and will not even get close to where they want to be... unless they decide to "go pro".

The truth is, the few entrepreneurs that succeed do so because they approach their business entirely different from the rest. Their daily routines are different. Their to-do lists are different. The books they read, events they attend, and groups they associate with...are all entirely different from what you might be doing now.

And that's what this manifesto is all about: giving you the behind-the-scenes look of what it really takes to get your business, your income, and your life to the next level.

And just to be clear, I'm speaking from real experience, not from the sidelines.

Who Is Brian Moran?

Since 2009, I've personally launched 4 different online brands of my own, totaling over $21,000,000 in sales. I've also coached over 200,000 other entrepreneurs through courses, coaching, and consulting. Those entrepreneurs have generated countless millions because of the strategies I've helped them discover and implement. And I've also created a sales platform, SamCart, that is now used by thousands of businesses, who have now generated a combined $500,000,000 using that platform. I've worked with people like Jay Abraham, Jeff Walker, Amy Porterfield, James Wedmore, Stu McLaren, Yanik Silver and the list goes on.

And I don't say any of this to brag. I just want to make perfectly clear that nothing you're about to read is hypothetical or theory.

Why Am I Sharing This Now?

Like I said before, I'm sharing all of this now because I believe, that if you're properly equipped, you can achieve the goals you've set for yourself and for your business...regardless of what you're actually trying to sell.

I'm sharing this because the common theme that I see in every single "underachiever" is this: they aren't taking their business seriously.

That might sound harsh, probably because it is. But it's the truth.

Most people don't realize what they really

have. Most people are too stuck doubting themselves, their product, and their ability to market that product to actually sit back and realize what they have can (and should) be a real, legitimate business that can deliver them the wealth and freedom they're after.

If you really believed those things, you would act differently. You would approach your business differently. You would do whatever it takes to pull that unlocked potential out of your business. Right?

That's what "pros" do. They refuse to quit. They refuse to take no for an answer. They refuse to be defeated.

When things don't go their way, they learn and adjust. They surround themselves with people smarter and more experienced than they are. They are always learning, always adjusting, always trying new things until something hits.

That's what separates the underachievers from the pros.

When underachievers hit roadblocks, they doubt themselves. When pros hit roadblocks, they find a way around them.

When a pro launches a new product and sales don't come flooding in, they look for a new marketing angle. They don't go looking for another product. When a traffic course dries up or doesn't work, they try another one.

A pro moves in and out of "learning mode" quickly. We go into "learning mode" to discover a new platform to attract an audience from, a new selling technique to jump-start conversion, or a new back-end approach to boost profits. Once the technique is learned, we quickly switch out of "learning mode" and into "doing mode". We implement, every…single…day.

Underachievers find themselves forever stuck in "learning mode" because of two reasons:

1. They don't believe they're ready to show the world what they have.
2. They are scared that "doing mode" will cause them to fail.

Pros think differently. They're not afraid of taking action because they believe they have what it takes, and they're not scared of failure. They've experienced failure before, and they know that every failure is another lesson learned, another step toward eventual success.

That's the mindset I want for you.

I want you to look at your business as a business. I want you to take it seriously because buried inside of you is a Pro waiting to get out. The business you're working on has the potential to become everything you want it to be. No, it might not be the next billion dollar success story; but almost every idea is a real business… it's just waiting for someone to bring it to life.

If you're ready to step up your game, to get out of "learning mode" and step into "doing mode"…I've laid out the critical steps that you need to take next below.

Are you ready? Lets do this.

Attracting A Massive Audience

The first thing every entrepreneur that has "turned pro" has mastered is attracting a massive audience.
If you want to take your business to the 7-figure

level, you need to attract an audience of raving fans that fall in love with your message, as well as you - the messenger.

Without traffic, without an audience, your message... your product... and your business, dies. The good news is, getting traffic is simple. I didn't say easy, I said simple.

When you boil it down, there's only 2 ways to generate traffic and build a massive audience online, paying for it, and hustling for it.

Option #1 - Paying To Build Your Audience

Like I said, one way to build a massive audience is to pay for it. This is usually in the form of paid advertising on networks like Google, Facebook, Youtube, Instagram, Pinterest, Twitter, and LinkedIn.

Most "underachievers" are terrified of this option. I don't blame them, because I used to be too.

I remember sitting in my basement apartment with my wife, just a few weeks after we got married. I had been studying how to use Facebook ads to drive traffic to my website, and the idea made total sense.

"If I can spend $10 and get someone to buy my $27 baseball training manual (my site at the time was http://trainbaseball.com), I'll make $17 profit. Then I can put that $17 back into Facebook ads and make even more money."

The math made sense, but there were no guarantees. I was going to have to risk real money, at a time when I had none, in order to see if this was too good to be true.
A few days later, I had spent $50 on ads, got 200+ people to visit my website, and no one bought. I had just lost $200. And it didn't feel good.

But I didn't give up. The upside was too big to just give up and say, "Well, I guess my product doesn't work for Facebook ads" or "I guess my market just isn't on Facebook" or "I guess people aren't looking to buy things on Facebook."

I'm sorry, but statements (and attitudes) like that are horse-shit. And they don't come from someone with a Pro's mindset.

A Pro surveys the landscape, and sees hundreds of other businesses doing what he or she is trying to do, successfully. A Pro knows deep down...if all of those other people have figured out how to make it work, I sure as hell can. And I will.

That is the mindset you need. You need it because it's true. There isn't a single thing (outside of physical abilities) that another human being has accomplished that you can't.
If I can figure out how to sell millions of dollars worth of products and services online, you sure as

hell can too. Stop thinking that I'm something special. That I got lucky. That I have a better circumstance. None of it is true. I just decided I'm not going to stop working at something until I figure it out. I decided there is always an answer, no matter how hard it might be to find.

Ok, I'm jumping off the soap box...

After I lost that $50, I had to go back into "learning mode." I studied anything I could find about monetizing traffic from ads...increasing conversions...lowering ad costs...persuasion and copywriting...and the list goes on.

I was able to get a ton traffic to my site...but no one was buying. So the problem was clear: my site was not build to maximize sales conversions.

I knew I needed to change something on my website if I wanted more people to buy my stuff. So down the rabbit hole I went.

I got introduced to a whole new world I never knew existed. The world of direct response marketing.

I started reading blog posts, watching YouTube videos, and going through courses that would teach me the fundamentals of sales and persuasion. I learned what a sales letter or sales video was. I learned the messaging structure I needed to follow if I wanted to get people to actually buy.

I realized that sales, whether it's offline or online, is a formula that can be learned. It is a science, not an art. And that was good news for me... an 3.0 GPA introvert who was terrified to sell anything to anyone.

This new skill would give me the ability to craft amazing persuasive sales messages online,

using just text on a page, that would convince people that they had to have what I was selling them.

I paused all my ads, re-worked my entire website, and wrote my first sales letter. After about a week, I knew I was ready to give it another shot. So I turned the ads back on.

It was 7am, and I jumped into the car and headed to work...hoping that I wouldn't come home to yet another $50 down the drain.

When I got to work, I grabbed my usual cup of coffee and wasted and hour and a half on email and Facebook. Around 12:30pm when I went to grab lunch, I checked my email again. What I didn't realize was everything was about to change in that moment.

I had an email that I had never seen before. It was from PayPal and the subject line read, "You've Made A Sale!" I instantly opened it up and realized that someone had just come to my website and bought my $27 baseball hitting manual. I had never been so excited before in my life. I just made money, while sitting at work, not working on my business. I couldn't believe it.

At 5pm I ran out to my car and headed home, excited to dive back into my site and digest what happened that day. I got home, fired up my laptop, and saw another email from PayPal. Again, the subject line read, "You've Made A Sale!"

I thought it was an error, maybe they sent the same email twice on accident. But when I opened it I saw a different person's name on the order.

I had just sold 2 copies of my ebook in the same day, after spending months not making a single

sale. Even better, was when I logged into my Facebook Ads account, I had only spent $30 so far that day. So my $30 investment generated $54 in sales...a $24 profit.

I knew I was onto something...and that was the day I fell in love with sales and marketing.

I realized this stuff can be learned. And it can be learned by someone who has no skills or experience to lean on.

My experience during that week showed me how powerful paid traffic and advertising really are. If you can figure out how to use ads to drive people to your product, and generate more dollars from sales than you spend on the ads, you have just cracked the code to nearly unlimited revenue.

And the best part about figuring out paid advertising is this: Google, Facebook, Youtube, Instagram, Pinterest, Twitter, and LinkedIn will never tell you they can promote your stuff today.

Instead of dealing with a flaky influencer, Google, Facebook, Youtube, Instagram, Pinterest, Twitter, and LinkedIn are happy to send you traffic day in and day out. [and their audience is much bigger than your influencer's]

I'm not going to lie to you and suggest that mastering paid ads is a simple as throwing up a landing pages and a sales message and then throwing money at it. If only it were that easy.

The truth is, it's hard work. And it gets harder every day as more and more people start to advertise on these platforms. But here's the good news: you've decided to become a Pro.

A Pro knows they'll do whatever it takes to figure it out. Because it's doable. Because other people who are far less qualified than you are making it work every single day.

All it's going to take it hard work, a relentless passion to learn and discover answers, and patience.

A Pro sees the upside. A Pro envisions what figuring this out will mean. A Pro visualizes the end result of impacting millions of lives, and generating wealth that most people will only dream of.

And that's makes it all worth it.

Option #2 - Attracting A Massive Audience With Pure Hustle

The second way to build an audience is doing it the free way.

With the platforms available today, this opportunity is bigger than ever. Platforms like Facebook, Instagram, iTunes and YouTube are giving massive first-mover advantages to entrepreneurs who create content that people love and interact with.

Just by sharing your message with the world, and consistently sharing it on social media, you can build massive audiences of ravings fans in a matter of months, sometimes even weeks, for free.

Thought leaders like Gary Vaynerchuk [https://www.facebook.com/gary/] are proving this concept every day.

Gary shares quick thoughts, meditations, and insights in 30-90 second video clips across a dozen social networks...and he's used that strategy to create a tribe of over 2,463,993 aspiring entrepreneurs!

And this approach doesn't just work for business thought leaders. Roc Ullah, the creator of ILoveBasketballTV [https://www.youtube.com/user/ILoveBasketballTV] has consistently released videos sharing basketball tips on YouTube over the last 4 years [#commitment] and because of that dedication, they've built an audience of over 1,197,223 subscribers!

The process of creating great content and using it to attract a massive audience is typically referred to as "content marketing." But that term sells the strategy short. You can't just publish content and magically attract thousands of people begging for more. You have to approach "content marketing" like a Pro.

You have to go all-in. Your content has to be the best. It has to be something people will want more of. You have to interact with 5 years ago, the primary approach was learning how to use your blog as the primary platform for releasing content, but social media has completely changed the game, for the better.

Today, you don't even need a blog. You don't have to figure out how to setup a website. You can start a simple Instagram channel where you share pictures of your favorite outfits, and in a matter on months, build an audience of over 10,000 raving fans. [that's exactly what Kelly Johnson did here https://www.instagram.com/kellyhjohnson1/?hl=en]

Now that Kelly has an audience, brands are lining up at her front door begging her to recommend their products to her fan-base, and they're willing to pay Kelly a pretty penny if she agrees. That's the power of building an audience.

What Platform Should I Publish On?

This one's pretty simple. Go where your people are.

If your audience is primarily female, Pinterest and Instagram will most likely be best. If they are older corporate types, LinkedIn is your best bet.

Eventually, you will want to be everywhere…but that's not a good idea at first, unless you have a massive team behind you to implement 100 things at once.

Since you don't have that, let's start with just one or two.

Start off by looking at the demographic breakdown of all the major social platforms online today by clicking here https://sproutsocial.com/insights/new-social-media-demographics/

Here's a few examples.

- 88% of 18–29 year olds use Facebook.
- 84% of 30–49 year olds use Facebook.
- 72% of 50–64 year old use Facebook.
- 62% of 65+ year old use Facebook.

- 59% of 18–29 year olds use Instagram.
- 33% of 30–49 year olds use Instagram.
- 18% of 50–64 year olds use Instagram.
- 8% of people 65+ use Instagram.

If I was starting a baseball hitting instruction business where I sold instructional ebooks to dads who have sons that play baseball, I would start off with a podcast and a fan page.

Most dad's spend a decent amount of time on Facebook each day, and they all commute to work where many of them listen to podcasts.

If I was starting a wedding planning business, I would heavily invest into Pinterest, Instagram and possibly SnapChat.

That market is primarily 18-26 year old females, who are on those 3 platforms all day long.

Make sense?

What Kind Of Content Should I Create?

You might also be wondering what type of content you should be creating. Videos? Text? Audio?

Again, the answer is pretty simple.

Go with what works for you.

If you're a great writer, write a book or start a

Wordpress or Medium blog. If you like being on camera, get in-front of a camera and post your videos to YouTube, Facebook, Instagram or Snapchat. If you like to talk, start a podcast.

Like picking a platform, the best answer is you want to get good at creating all 3 types of content, eventually. But don't worry about that yet. Pick the one that works best for you, and go all in.

And don't start rattling off lame excuses like "I hate being on camera" or "I hate the sound of my voice" or "I'm not a good writer."

Pro's don't make excuses. Underachievers do.

Pro's look at the upside of becoming comfortable on camera or getting over the hearing their voice through the speakers.

They focus on the end result, not the pain of getting there.

How Do I Get My Content In-Front Of Millions of People?

This is the magic question. Anyone can create half-decent content to share with the world, but only a select few have dedicated the time and energy to learning how to get that content in front of millions of people.

That is a skill you need to dedicate yourself to mastering. Or you need to hire someone else you can master it.

In the end, there are only 4 ways to get your content in front of millions of people.

1. Get Google, Facebook, YouTube, Instagram, or Pinterest To Promote It For You for Free

2. Pay Google, Facebook, YouTube, Instagram, or Pinterest To Promote It For You

3. Convince Influencers To Promote It For You

4. Viral Growth - Get Your Fans To Promote It For You

Let me explain each one so you know exactly what you need to do, immediately.

Option #1 - Get Google, Facebook, YouTube, Instagram, or Pinterest To Promote It For You for Free

If you were around the internet in the early 2000's, you remember that all you needed to do was throw up a website, add a few keywords to the meta tags, and BOOM. You'd get traffic.

You could get listed on the front page of Google in about 30 seconds.

Well, it's not that easy anymore, but luckily, the major social platforms online will reward you just for posting content.

So the solution is, just keep posting great content, and eventually the snowball effect will happen.

"How many times should I be posting each week?" Good question.

I don't have the exact answer, but here are the guidelines I follow. I think you should treat each platform differently. I ask myself how often would someone have to post for me to get annoyed with them on each platform? And the answer is different if we're talking about Facebook versus Instagram.

You could post 5 times per day on Instagram and I probably would only see 1 or 2 of those posts. And because there is no much activity on Instagram, it would get mixed into what everyone else is posting about.

Facebook is different though. If you were posting 5 times per day there, I would unfollow you in about 7 seconds. Which is why I don't recommend posting to Facebook 5 times per day.

That being said, I think you need to figure out your own rhythm, but here is a good starting point.

f	Facebook -	3X/day
⎘	Instagram -	5X/day
▶	YouTube -	1-7X/week
🐦	Twitter -	5X/day
B	Blog -	1-5X/week
♫	iTunes -	1-7X/week

The main key I want you to take away is this: the more you post, the bigger your audience will be...unless you post so much that you scare them all away.

Option #2 - Pay Google, Facebook, YouTube, Instagram, or Pinterest To Promote It For You

If you need a shortcut, you can always pay to amplify the content you're sharing.

If you're on Facebook, you can use their "Boosted Post" feature to spend $5 and usually double the amount of people that see your posts at first.

And the same goes for almost every major platform.

I wouldn't suggest dumping a ton of money into getting your content out there unless:

1. You have a ton of money laying around and you're strategically trying to reach a massive audience quickly so that you can monetize it shortly after

2. You have something to sell and a high-converting strategy for selling it already setup

When starting off, here's what I would do.

I would only spend money to promote the content that really hit home with my audience. For example, if my average post on Facebook was getting 2 comments, 1 share, and 150 views...but then I shared something one afternoon and 4 hours later it had 12 comments, 11 shares, and 950 views...I would use Facebook's Boosted Post feature and spend $5 or $10 to promote that content even harder.

Then, after picking a platform to focus on, and sharing content on said platform for 2-3 weeks, I would take a look at my numbers. [every major platform has a way for you to see which posts are getting the most action]

I'd look for commonalities between my most popular posts, and then I'd make more posts on those topics. Make sense?

Option #3 - Convince Influencers To Promote It For You

One of the more popular ways to build an audience is to partner with other people who have large audiences, and get them to recommend you and/or your product.

Some of these people will want to be paid in order to share your content or product will their audience, and some people won't.

The main objective for you is simple: if you can give them value, you greatly increase the likelihood that they'll want to share your stuff with their audience.

If you sell a physical product, send that product with a hand-written note (or personal direct message on Facebook/Instagram) to 25 top influencers in your space.

If you're offering a service, offer to perform that service for free in a hand-written note (or personal direct message on Facebook/Instagram) to 25 top influencers in your space.

If you've created a piece of software, offer to give them that software for free in a hand-written note (or personal direct message on Facebook/Instagram) to 25 top influencers in your space.

You get the idea.

Tip - You can find the top influencers by just searching hashtags on Instagram or Facebook. This technique is an amazing shortcut because you don't have to do any of the work, except building a relationship with that influencer.

But there's a huge problem with this method. Influencers are humans, which means they're unreliable.

It sounds like a magic bullet to think about rallying up dozens of powerful influencers who all promote your product, instantly putting you on the map. And yes, that can happen. But it takes hard work. You cannot shortcut this. You have to build real relationships and nurture them.

Underachievers will just mass-email 1,000 top influencers and ask them straight up to promote their product...before ever offering any value. That's the quickest way to annoy every important person in your niche.

Plus, influencers have their own business and/or brand to worry about. No matter what you do, you will never be their top priority...so you have to keep that in mind.

Traffic from influencers is going to come in waves. It's usually not constant, unless you invest heavily into it. And you cannot build a real business without a consistent, dependable, reliable sources of traffic and leads.

Friends of mine have built massive 7-figure businesses solely on the back of great joint venture partners...but a year later, those partner dry up.

Why? A couple reasons.

1. The entrepreneur didn't continue to nurture the relationship. He stopped bringing value

2. The entrepreneur didn't continue to look for more influencers to partner with

3. The entrepreneur didn't made the assumption that a handful of partners would just continue promoting the same product year after year

They either move on to the next new thing to promote to their audience, or they get bored of recommending the same thing over and over. And what happens to the guy that built his entire business off of someone else promoting it for him? His business disappears.

Influencer marketing can be an absolute game-changer for you...but ONLY if you treat it like a Pro. It needs to become your sole focus. You need to spend real time building real relationships. If you do that, it could be the only audience-building channel you ever need.

Option #4 - Get Your Fans To Promote It For You

Most people forget, that your best chance at getting someone else to share your content comes from you own audience.

Nearly every piece of content you share should instruct people to share it if they found it valuable. You'd be surprised, but just asking people to do something usually means some will do it.

The 2 Keys to Attracting a Massive Audience

I just dumped a ton of information on you, and I'm sure you still have a ton of questions about the specifics.

So let me boil this down to the 2 most important things you need to remember if you want to Attract a Massive Audience.

Key #1 - You Have To ENGAGE With People

The biggest mistake you can make is not engaging with your community.

Anyone that comments, comment back. Direct message fans that are highly engaged. Show people you're a real human being, not just a face behind the camera.

The more engaging you are, the more engaged your audience will be.

The more engaged your audience is, the more they will like, comment, and share.

The more they like, comment, and share your stuff, the bigger your audience gets.

Need proof? Go look at the biggest fan pages or instagram accounts...and compare the engagement of each one by looking at how many likes, comments, and shares each post is getting. I guarantee you the pages with the most engagement have the most engaged business, brand or influencer behind them.

In the end, it's easy to attract a big audience.

What isn't easy is to keep them coming back for more. And an audience that doesn't keep coming back for more isn't worth much.

Key #2 - You Have To Act Like A Pro

The second key is treating audience building like a Pro.

This is not a silver bullet that's going to magically work the first time you try it. Know that before you start.

You have to go all in with this. You have to dedicate yourself to constantly learning the tricks of the trade because they change so often.

You have to commit to consistently creating great content, consistently sharing it on your preferred platform, and consistently engaging with your fans.

If you don't, you're wasting your time.

If you do, the upside is limitless.

Remember, We're talking about the lifeblood of your business here. You CANNOT take shortcuts. You CANNOT afford to outsource this. You need to control it. You need to own it. You need to master it. Period.

Mastering the Science of Conversion

The second thing you need to master if you want to "go pro" is The Science of Conversion.

You can attract a massive audience, but if you

can't convince any of them to actually buy from you, it's game over.

Most underachievers think sales, persuasion and conversion are something you're born knowing how to do. Hopefully, by now, you realize that's definitely not the case.

It took me over a year before I convinced someone to buy from me. I had no background in sales and no desire to get good at it...until I figured out it's a science, not an art.

It's something ANYONE can learn. It's step by step blueprint that you just need to follow. There's no guessing, there's no improv. Just follow the framework, and watch people buy.

The good news is, getting people to buy is easy, once you know the formula.

If you pay attention to any sales pitch, whether it's in person at a car dealership, on TV in an infomercial, or online through a webinar or sales video...they all follow essentially the same process.

And here it is...

Step #1: Grab Your Ideal Prospect's Attention

This is copywriting. Going pro on this is doable (and fun!) — but it is going to take study and practice.

The thing about grabbing attention is that you just can't flat out say "Hey, I know you want your kid to get a baseball scholarship and I can help you do it."

That's totally ignorable.

You need to say something surprising. Something intriguing. Something that teases them with the prospect of be able to FINALLY get to their holy grail — but holds it just out of reach.

Here are a few examples.

"From 46 to 10,263 Fans in 60 Days? - The True Story of a Unemployed College Baseball Player Who Went From Failure to Famous in under 8 Weeks"

"How a 5'8" 150 pound kid became a Rawlings 1st Team All-American, even though nobody else though he stood a chance."

It's got to be something that will draw them in to come along on a journey will reveal...

Step #2 - Identify The Big Problem and The Even Bigger Solution

This is where the money is made: letting your prospects discover WHY they should buy.

Notice I didn't say you need to TELL your prospects WHY they should buy. That's a big mistake.

Telling people usually results in massive pushback, because people like to discover things for themselves. If they feel like they're making the decision on their own, their 10X more likely to act on it.

And one of the best ways to allow your reader/viewer to discover why they should buy, is by using a story.

This is where I typically just tell my own story behind why I created the product I'm about to sell. (If you didn't create the product you're selling, you can always tell the story of the person who did)

It might sound something like this:

> "It was the summer of 2010, early July to be exact.
>
> It had been nearly a year since I started my first site, TrainBaseball.com, where I was trying to sell information products (ebooks, videos, etc) that would teach baseball players how to improve their game.
>
> Even more impressive, I had just graduated, landed a soul-sucking desk job, and was still living in my parent's basement (trying to save up for my upcoming wedding in October).
>
> I had almost decided to stop working on

> my site, stop wasting time on tactics that were obviously not getting me any results. I had no traffic coming to my site, no email list or subscribers reading my blog posts, and certainly no one had decided to buy any of my products.
>
> And then it happened.
>
> I decided as a last-ditch effort I would start trying to use my fan page in an entirely different way from what I saw most people doing at the time...and that's when the magic happened.
>
> And just under 8 weeks later, I had over 10,000 fans."

You're using a story to show your reader that you have felt their pain. That you know what they're going through.

After you build that connection, you pivot to showing them that you have found the solution, and that you've turned that into a solution that they can also buy for themselves.

It might sound something like this:

> "The good news is, I got all of those results following a simple little 7-step process, which I now call the 'fan page funnel.' And I've taught this process to over 45,000 people just like you. I'll share some of their stories with you later on.
>
> And If you think attracting 10,000 raving fans could make a difference in your online business, this could be the most important letter you've read all year long."

The other key to Step #2 is not cutting your message short.

In the words of legendary copywriter John Carlton, **"The More You Tell, The More You Sell."**

Most underachievers think, "I need to get my message across in as few words as possible." That couldn't be further from the truth.

Yes, I will agree that people have less time today than ever before, more distractions than ever before...but if you have something they're interested in, they will spend as much time as you need to explain to them how awesome it is.

For example, I've had hundreds of people on a live webinar for over 3 hours, and less than 10% of them left before it was over. At the end of the webinar we offered a $1,000 training package, and over 15% of them bought it.

The point is, if you don't tell them, they won't know. And if they don't know all the reasons why they should buy, they won't.

Step #3: Present ALL the Benefits.

Lay out every last one of them in a way that sparks the selfish desires of your customer.

Eliminate every objection they might have to buying with clear, honest and believable answers that put your prospects worries at ease.

Of course its just about this time that they pull up, and say hey, wait....

Step #4: Why Should I Believe You?

Sure you've laid out all the benefits and made them start believing that what you're offering is indeed the solution to their problem.

But they know this is going to cost money and maybe require an investment of time and effort. How can they be sure — or at least feel more confident -- that your solution will work?

This is where you recognize that they've come to this obstacle. You understand their skepticism — because you've faced the EXACT same problem they're facing now. You have first hand experience in overcoming it.

You might even have some professional credentials or certifications that you can flash that will build a level of trust that will move them along in the journey you're taking them on.

Step #5: Don't Take My Word For It.

This is where social proof comes in. Hopefully you've had the chance to have people try out your product or service and LOVE it.

Testimonials from satisfied customers are incredibly powerful — especially if that satisfied customer is famous in your field. But don't underestimate the heartfelt shout outs that the average Joe might give you on your Facebook page, twitter feed or via email.

Getting this social proof isn't easy. Going pro means you might have to go out and badger your customers to get it — or offer it a free to influencers in exchange for a candid review.

Step #6 - Make An Offer.

So you've sold them on the benefits. Convinced them that you're legit with your credentials and backed it up with a ton of social proof. What now?

An underachiever would just say, "Here, let's do this thing. Give me your money and we're done."

And boom, just like that, your fish would be off the hook.

What a pro does is present them with an offer — a compelling reason to let your product meet their need. It might be a great pricing deal. It could be a free trial or a bonus that they get when they order. Something really attractive to make them get off the dime and buy your product today.

Step #7 - Then Make a Threat.

Making an offer is good. But why settle for good when you could make your chances of closing the sale a whole lot better by injecting what marketers call "scarcity"?

This is where you tell your possibly wavering buyer that that awesome deal you're willing to give them on the product that they are already imagining using to solve their problem.....is only available for a very limited time.

How limited? How about 100% limited to right now.

It might because you tell them you only have so many to sell. Or that you're going out of town next week and you don't have the time to provide more than 20 hours of services. Or you need to get this deal done before your stingy business partner finds out you're giving away the store.

An underachiever might laugh and say "limited time offer? Nobody falls for that."
A pro has done their homework and knows that because of human nature, almost EVERYBODY "falls" for that — and leaving that powerful closing tool unused would be downright stupid.

Step #8 - Give a Guarantee.

This is not a big secret. People have a hard time parting with their money.

What if everything they want to believe about you and what your product can do is wrong? What if your product breaks the minute they get it? What if they do everything you tell them and still can't master an overhead slam, find spiritual fulfillment or lose weight?   What if they have buyers remorse — or just don't like it?

What you do is promise to make it right — and give them the most generous, ironclad guarantee you can stomach.

The amateur might hedge and offer to put the money they spent today toward a future purchase. Or make the guarantee period so short it would be next to impossible to take advantage of it.
It might be because they're not confident in their product or they're afraid they'll go broke if they

offer something like a 30 day, 100% money back guarantee.

And you know what? If you wimp out on your guarantee, all the trust and confidence you've built up to this point will vanish along with your sale.

Go pro by promising they'll get their money back — or even gutsier — get TWICE their money back if your product doesn't do what you say it will. You'll be rewarded far beyond any refunds you have to make — and have a chance of winning an unhappy customer back.

Step #9 - "Here's How To Get It..."

If your prospect understands what you have, and understands how it will help them, your only job is to ask for the sale.

This part is what separates the best salespeople from the rest...and it's also why I could never do face to face selling. This part even makes me uncomfortable.

But that's the beauty of selling online. You can pull off Step #10 in a structured, formulaic way.

The formula I use sounds like this. "So here's all you need to do now. See that button right under this video? Just go ahead and click that button. After clicking, you'll be taken to our 100% secure orderform where all you need to do is enter in your contact and credit card information. After that, you'll be taken to the thank you page where you'll see all the details of your order. Then you'll be all set!"

It's as simple as that. A call to action might not seem that important, but trust me, leaving that little piece out will destroy your sales. Don't learn that the hard way.

Step #10 - Warn them about what they risk if they don't act.

The end of your pitch needs to be as strong as the start. Maybe even stronger. You need to confirm that they are making the right decision by buying your product or service.

Even more important, you need put the fear of what might happen if they DON'T purchase your product and solve their problem....

Their kid might never be good enough to get an athletic scholarship...

They may never find the soul mate they're aching for...

Their business might fail because they didn't have the guts to try the lead generating system that's been proven to work like gangbusters. Bringing back the demon that originally brought them to you at the end of the journey is one of the most powerful tactics you can use. Don't leave it on the table.

Step #11 - Close with a reminder and a final call to action.

You might be surprised to learn that the P.S. is the third most read element of a sales letter. It's so important that some copywriters add a P.P.S. (or two!). So here's where you want to sum everything up. Your main benefit. Your offer. And what they need to do to get it NOW.

Again, here's all 11 steps, in order.

1. Step #1: Grab Your Ideal Prospect's Attention
2. Step #2: Identify The Big Problem and The Even Bigger Solution
3. Step #3: Present ALL the Benefits.
4. Step #4: Why Should I Believe You?

5. Step #5: Don't Take My Word For It.
6. Step #6: Make An Offer.
7. Step #7: Then Make a Threat.
8. Step #8: Give a Guarantee.
9. Step #9: "Here's How To Get It..."
10. Step #10: Warn them about what they risk if
11. they don't act.
12. Step #11: Close with a reminder and a final call to action.

After You Master The Basics, Step Up Your Game

Once you start to see how using simple sales formulas actually leads to more sales, you'll get addicted to studying it.

Again, that's what separates the Pros from the underachievers.

A Pro realized that the more she studies communication, persuasion, sales, copywriting, offer creation, or story-telling...the more money she's going to make.

You HAVE to become a student of sales. There is no other way.

The good news is, there is more information readily available today than ever before. You can get your hands on the best sales letters, sales videos, or recorded live sales pitches anywhere on the internet. And there are countless sales and marketing experts teaching these concepts for free on YouTube.

Just give me 10 hours. 10 hours of focussed, dedicated time of you searching the web for sales and copywriting strategies...and I promise you, you'll discover dozens of simple tactics that will show you how to sell like a Pro.

After that, you'll be hooked.

Scaling for Maximum Profits

If you treat Step 1 (audience building) and Step 2 (the science of conversion) like a Pro... there's no reason you can't build a million dollar business.

But getting past a 7-figure business, and moving toward the 8-figure level, takes an entirely different set of skills. Well, really just 2 skills, which I'll breakdown for you now.

Skill #1 - Maximize Your Back-End Sales

If you're already making sales, this might be the most important material you've ever read.

Underachievers fail to see the hidden profits buried deep inside their business, and they're leaving an enormous amount of money on the table because of it.

Usually, the reason they fail to see this massive opportunity to scale their business is because they don't see the value in creating a suite of products for their customers to buy after they make the initial purchase...or they're nervous about asking someone to buy a second, third, or fourth product after they just convinced them to buy the first one.

If that's you, I know how you feel.
It took me forever to realize that getting to the 7 or 8 figure level was going to be nearly impossible if I only had one product. For example, if you're selling a $27 eBook, you're going to need to sell 37,037 each year eBooks

at $27 to make $1,000,000. That's a lot of eBooks.

If you approach attracting an audience like a Pro, it can happen. But it's not going to be easy.

But, lets say you create a second eBook for $27, and 30% of your customers buy that one too. Now you only need 28,490 customers because each customer is going to be worth $35.10. You just made your job a whole lot easier.

Now lets say you create a video course, and you sell it for $200. And lets say you only get 10% of your customers to buy it. Now you only need 18,148 customers because each customer is going to be worth $55.10.

Is spending the time to create 2 additional products worth it? Think about how much easier it's going to be to get 18,148 customers instead of 37,037.

Every time you create an additional product, increasing your sales becomes easier and easier.

This obviously only works if your products are great, and people love them. If your initial [or "front-end"] product is crap, no one is going to buy your second or third product. But if you blow people away with value, if you over-deliver, they'll buy your second...third...or fourth product without you even explaining what it is.

Don't believe me? Look at the lines outside the Apple Store when Apple releases a new product. When Apple released the iPad, most people didn't even know what is was or why they needed it.
They only knew one thing: they loved their iPod or iPhone, so they'll probably love the iPad.

That's the secret.

When are you done creating products? Never.

Has Apple stopped creating new products for their customers? No.

You should always be on the lookout for what your customers will want next. What new problem can you help them solve? What pain or frustration can you help them remove?

When are you done raising your prices? Never.

You should have products at every price. And there's a few reasons why.

Number one, you should always have an inexpensive front-end product that anyone can afford, in order to get the most customers into the front door. Remember, if we over-deliver, we'll create life-long customers.

Once you start attracting these life-long customers, you want to offer them ways to spend even more money with you, because you're solving bigger and bigger problems for them.

There's a rule in sales that I want you to remember. Write this down.

"20% of a given customer group will spend 4X more than they just did on something else, if the perceived [and actual] value is in line with the price."

Which means, if you get 10,000 people to buy a $10 eBook, 2,000 of them will spend $40 with you on something else. 400 of those people will spend $160 on something else. 80 of those people will spend $640 on something else. 16 of those people will spend $640 on something else. And 3 of those people will spend $2,560 on something else.

This is true in any market, selling to any group of people.

When you do the math, you realize how much money you're leaving on the table if you only offer that $10 eBook.

- 10,000 $10 eBooks - $100,000 in sales
- 2,000 of them will spend $40 - $80,000 in sales
- 400 of those people will spend $160 - $64,000 in sales
- 80 of those people will spend $640 - $51,200 in sales
- 16 of those people will spend $640 - $10,240 in sales
- 3 of those people will spend $2,560 - $7,680 in sales

If you stop at one product, you're losing out on over $213,120. That's almost 70% of your sales, out the window.

Underachievers fail to realize this...and the one's that do, find an excuse to stick with one product, and then complain why they can't get the profits they're after.

Skill #2 - Building A Team

If you're doing everything I talked about above, there's really only 1 final step. Building a team.

I've seen hundreds of people reach the $1,000,000/yr level by "Going Pro" at attracting a massive audience, mastering the science of conversion, and maximizing back-end sales...but then things stall.

And it's because you can't do the rest on your own.

If you're a solopreneur or you have a small team of 2-5, you're probably doing most of the work on your own. You're creating the content, driving the traffic, and converting prospects into customers.

But there are only 24 hours in a day, and you need to sleep... probably way more than you're sleeping now. Which means you need to build a team. But only if you want to continue to grow.

Let me make this point perfectly clear, because a lot of entrepreneurs get this part wrong. So many people want to keep growing, but they're not really aware of what it's going to take.

Here are a few lessons I've learned, and am still learning on a daily basis as I try to build on our 20-person team trying to blow past 8 figures in sales.

1. Leading the Company Is Not "Running" the Company

Entrepreneurs are hardly ever good at managing teams. That's not our unique ability. In fact, most of us hate it, but we think we need to become great at it to succeed. We're the leader, right? So

we assume leading means managing, and it doesn't.

I tried to run things for a long time, until it finally got through my thick skull that it isn't my job.

My job, as the entrepreneur, is to bring the vision and the creativity. I'm the one who can see where we're going, and it's my job to remind the team of that.

It's also my job to make it rain. My best skill set is marketing and sales. Which means the company literally cannot afford to have me trying to be a manager. If I'm managing, who is bringing in revenue?

2. The "Creator" vs The "Controller"

My disdain for managers, systems, processes, and meetings comes from the 3 years of hell I spent working for a huge corporation right out of college. Most entrepreneurs probably have similar experiences.
We're wired differently, which helps us tremendously at the start-up stage...but it will kill us and our business if we don't correct it.

The crappy, start-up approach (where there are no systems, no procedures, no meetings, no schedules, no clear lines of communication, and no chain of command) will help you get a ton of work done when it's just you and maybe a couple of employees.

But when your team starts approach 7-12 and beyond, everything will break down, if the "creator" is also trying to be the "controller".

The good news is, there are "controllers" out there that love systems, procedures, meetings, schedules, lines of communication, and chains of command as much as you love marketing, sales, and creating products.

I honestly didn't believe that for a long time because of how much I hated those things. But it's true. **And your first priority should be to find that person.**

And before you start thi nking that you need to convince the COO of a major corporation to make all of this work, let me stop you.

One of my best "controllers" was hired as my personal assistant on an extremely low hourly wage. The reason she made such an amazing assistant was because she was organized, she communicated extremely well, she didn't forget things, and she held me accountable. (all things that are not strong suits of mine) I didn't plan on her becoming one of the top "controllers" within the company, but she did. And this business would be chaos without her.

Even crazier is that she had no prior experience with another online or software company. No experience in the entrepreneurial world. But that didn't matter. What she brought to the table was infinitely more valuable than someone with just a ton of experience.

If you're anything like me, and you start building a team, you will quickly start to feel like no one is on the same page. Your team will be chaotic and confused, which will just mean more stress and less sales. Do yourself a favor, find a "controller" who can help you bring order to the chaos you create as the entrepreneur.

A Quick Recap

What I've attempted to do in this manifesto is to get you thinking about your business differently than you have before. Here's a quick recap:

1. The opportunity today for launching and

scaling an online business is greater than ever but only if you're ready to step up your game.

2. "Going Pro" means going all in when it comes to your business. Get out of "learning mode" and step into "doing mode" as often as possible.

3. Focus 95% of your time on the "Big 3" - attracting a massive audience, mastering the science of conversion, and scaling for maximum profit.

And remember, the business you're working on has the potential to become everything you want it to be. Believe in your idea and believe in yourself to bring it to life. Even if there's only one other person who has built a 7 or 8 figure business in your niche, see that as proof that it can be done, and than do whatever it takes to figure out how they did it.

If you're properly equipped, you can achieve the goals you've set for yourself and for your business, but only if you're ready to approach it like a pro.

How To Take Make This Manifesto Your Own

If you've been nodding your head in agreement, you're most likely picturing how successful you'd be if you could snap your fingers and implement all of this in an instant.

Sadly, the world doesn't work that way. [even though a lot of people think it does]

I talk about "Going Pro" because this takes hard

work. It's not easy.

But, I want to try to make it as achievable as I possibly can, so I've created a few extra resources that will help you take this system to the next level.

Are You Ready to Go Pro?

A manifesto is defined as a written statement declaring publicly the intentions, motives, or views of its issuer.

And basically, even if you agree with it 100% but take no action, The Going Pro Manifesto is just words on your computer screen. If you don't actually follow it, it's just a bunch of rah rah words that won't get you anywhere.

BRIAN MORAN

GOING PRO

GET THE GOING PRO MANIFESTO ACTION PLAN