



## TRANSCRIPT OF FREE FULL LENGTH INTERVIEW:

# "The Multi-Million Dollar Coaching Practice"

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*(Dr. Glenn Livingston and Ryan Levesque.)*

DISCLAIMER: It would be unreasonable to assume just getting trained and certified with us would produce a multi-million dollar income for you as Ryan has a unique background, skills, and a particularly strong tendency to persevere until he succeeds. Then again, it can and does happen and we wanted you to have an example of what's really possible in this exciting field! *(Full Testimonial and Typical Results Disclosure Statement | Disclaimer)*

**Dr. Glenn:** Hey, this is the very good Dr. Glenn Livingston and I'm here with one of my favorite coaching students, I should really say former coaching students because it's been a couple of years since we've worked together, but definitely a guy who got my attention and I was right, he was a shining star and is definitely proving it now. This is Ryan Levesque. How are you, Ryan?

**Ryan:** Glenn, I'm awesome man. I'm pumped to be talking with you as always.

**Dr. Glenn:** Me too. I was actually wanting to get you on to just kind of talk through what it was like for you to come out and seek a business coach, what were things like at the time when you first kind of got exposed to, I guess it was me, the idea of coaching with me, and maybe even before that maybe how you came to be looking for someone that you could study, and hear what it's done for you and what were some of the trials and tribulations along the way, and looking back from the vantage point you have now, what would you tell other people who are considering becoming business coaches, about working with the clients and what would you tell people who are considering getting a business coach

about working with someone like us or someone who uses my methods?

**Ryan:** Absolutely. I'm more than happy to talk about all of that. There are probably seven or eight questions in there, so tell me where would you like to start? Do you want me to start with the story of how I stumbled on you for the first time?

**Dr. Glenn:** Really, I'd like you to start by telling me what the square root of three to the reciprocal log of pi is. But yes, let's start there.

**Ryan:** It's funny that you mention that, it's like with every passing year away from school and I notice this when I watch Jeopardy, occasionally I watch Jeopardy, I TiVo it and watch it in the evenings, I say, I know I know that but with each passing year it's like I forget more and more stuff from school. So if you ask me any sort of differentiation or any sort of calculus, forget about it. That ship has sailed.

**Dr. Glenn:** Well which is actually kind of interesting because you came to me to start with wanting to work on a project about memory, right?

**Ryan:** That might have been the first project, yeah. But before we actually started working together and before I actually approached you to coach me, what was interesting is I owe a lot of my success to you and I am not afraid to say this. I tell this to people all the time. People ask me, well how did you get into what you're doing now and I always bring up your name.

See before I became a coach, before I became a consultant, before I really went into business for myself, I was working in a corporate job. I was actually working and living in China at the time. I was working in the insurance industry and I had reached a point where I was just burnt out. I had a job where I was opening up sales offices around the country, I was tethered to the Blackberry, living out of hotels, my wife was in a foreign country, she was getting her PhD at Hong Kong University, I was based in Shanghai, we were three hours away by plane from one another and I said, enough. I don't want to do this anymore. I started hearing about people, friends of mine, who were making money on the internet, quote unquote selling things like e-book. I went down the path of studying internet marketing.

This, by the way, is in about 2006-2007. I have an academic background in neuroscience and Chinese. I studied at the Ivy League level and I consider myself, I kind of know what's going on. What I found that was most frustrating to me was that everybody online who was teaching people how to make money, everyone felt like a scam artist. I just didn't believe anybody. I knew that someone had figured it out, right? But everybody out there was just – didn't feel right, felt slimy. I invested in programs, and I don't want to name any names, but I invested in programs and I remember thinking to myself, I paid money for this?

I was in China so I would buy these physical products that had to get shipped to China, and let me tell you this, you live in China, you're not shipping something back. The return shipping is \$200, \$300, \$400 to ship a big box of stuff from China post back to the United States. I remember you did an interview with another marketer and it was about

how to choose your market.

**Dr. Glenn:** Terry Dean, my partner on this project.

**Ryan:** Perfect. You and Terry did an interview on how to choose your market. I literally remember this, in my living room, in my apartment in China, my finger was hovering over the mouse button on my computer. You had done an interview with Terry and you were selling a PDF transcript for \$17. My finger was hovering over the mouse, do I buy it? Do I not buy it? Do I buy it Do I not buy it? I just said, you know what? Screw it. Seventeen bucks, I'll watch my credit card, make sure this guy doesn't charge me unauthorized charges, and I bought it and my head exploded. I remember going through that PDF and I don't – do you remember how many pages it was? Like 30 pages? Forty pages or something?

**Dr. Glenn:** I remember the MP3, that eventually became a whole product which is now out of date and obsolete, but yeah.

**Ryan:** I remember reading that and I don't think I slept that night. I was so excited by what you were teaching and for the first time I felt this guy has a quantitative methodology, it's proven, he's done it in all these different markets, and if I just follow what he does, if I just follow in his footsteps, I can make this a success. That caused me to invest in a course that you sold years ago, I think you called it, How To Double Your Business.

**Dr. Glenn:** Yep.

**Ryan:** It was a physical product. I forget, you were selling it between \$1,000 and \$2,000, it was the most amount of money I'd ever spent on anything online ever. I had it shipped to my apartment in Shanghai. When it arrived, the thing was beat to hell, it looked like the customs office had rifled through the whole thing, the cases were totally destroyed but thankfully all the DVD's and books were still there. I remember, I spent an entire weekend, I don't think I slept, I went through the whole thing beginning to end. Then I took copious notes, I was like, this is it, this is the guy. I said, I've just got to follow one guy from start to finish and at least give myself a chance. Instead of worrying about making it successful, I said, I've just got to do it. If I do it, I'm going to learn something, whether it's successful or it fails, who cares.

The way I convinced myself was I said, instead of going to graduate school, instead of spending \$200,000 to go to a business school, spend a fraction of that and put myself through the school of hard knocks and Glenn's method is going to be the method I'm going to use to get there. If nothing else, I'm going to learn something. I just treated the money I invested in this first project as tuition.

Long story short, I launched what became a mid-six figure business using your methodology, so successful I reached out to you the following year and I said, I want to work with you directly, I want to coach under you.

**Dr. Glenn:** I think my program was closed and you Fed Ex'd me a Gary Halbert dollar bill letter with a \$100 check or a \$100 bill on top of it or something like that.

**Ryan:** Oh it was more than that. I had been plotting this forever because your coaching program, like you said, was closed for like months and I remembered every single week I would check on your website to see if the spots were open and still it was closed and this is the time where you and

I didn't know each other at all and I was just a lonely little customer and I had no idea where I fit in the scheme of everything.

I mean for all I do there, 50,000 other students who had studied your methodology who were much more successful than me and I was just a speck of dust on a crumb on the floor and so I said, I've got to do something to get your attention and so I said, who mails a package on Christmas day? You remember this. What I did was I wrote this letter and took me months to write this letter and I basically told you my whole story, exact methodology and exactly what I called it and I wrote like a 10 page letter and I fixed not a dollar bill but a \$100 bill for top, a real live \$100 bill, fresh, crisp, I got it from the bank, plus a \$500 cashier's check to cover at the time was an initial coaching session with you.

I know you're charging, I think more than that now for a single session. At the time I think you might have been charging \$500 for a half hour session or a 60 minute session and basically the letter, I Fed Ex'd – I think I paid like \$175 to overnight a Fed Ex'd letter on Christmas day, send it to you...

**Dr. Glenn:** I forgot some of this, you're right.

**Ryan:** It's vivid in my mind. My wife thought I was crazy, she was mad at me because I kind of kept it from her. I kind did it and I was like, oh yeah – she was like what are you doing, you know at the bank. I'm like, oh yeah I'm getting a cashier's check to send to this guy Glenn, you know – blah, blah, blah and she was like what? You're crazy! And so gosh between postage and the cashier's check and I shipped it to you and then nothing.

I didn't hear back. A day went by, two days went by, three days went by, and the Glenn being – I know this about you now but I didn't know you personally as well as I know you now like I knew you back then very courteously you returned the whole letter to me, returned my \$100 to me, returned the \$500 cashier check to me, didn't cash it. I mean you could have taken \$600, deposited it in your bank account, and I could have never heard from you ever again, but you send it back to me with a nice note from your assistant and you said, Glenn really appreciates the gesture but in fairness to everybody he doesn't think it is right to accept this when it's publically closed, and this is just the way you are because you are so fair and honest about everything like this, but he may be opening up spots in the coming week. Keep your eyes peeled.

When I got that, better believe me I kept my freaking eyes peeled. I remember watching my e-mail every single day and eventually you sent out an e-mail saying, Hey, heads up. In 48 hours I'm going to open up coaching spots, it's going to be this date, this time, and I remember I set like seven alarms so I could be there. I was refreshing the page, refreshing the page, I mean you don't understand how crazy I was.

I had my credit card information all typed up in a little text document so I could just copy

and paste it real quick in case it was one of those Ticket Master scenarios where everyone is trying to get the tickets at the same time. So to speed up the process I had three browsers on, I had a secondary computer, and I just – boom! The second that, that page went live I signed up for coaching. Long-story short, you and I worked together for a year, launch a second six figure business using your methodology and not this is years later, I have a mid-seven figure business, I coach people under your methodology for a period of time, develop my own coaching and consulting practice which is a seven figure practice in it of itself, have information product businesses in three different niches.

There is a lot of detail in there that we can go into but those early days, I mean you were the one that gave me the confidence to quit my job, to leave what I was doing, leave it all behind, go through what our good friend Perry Marshall likes to call Roman Noodle and Baloney Sandwich Days. I left a good six figure job to move into a 400 square foot apartment with my wife who was getting her PhD I think she was paid like a \$500 a month PhD stipend to cover our living expenses. I had a \$400 laptop that my parents bought from BestBuy in the United States. They brought it to me in China on one of their trips to come visit us and I built a multi-million dollar business on that \$400 dollar laptop and internet connection and I owe a tremendous debt of gratitude to you for helping me make that transition from corporate wage slave to entrepreneurial success.

**Dr. Glenn:** I really appreciate all of the gratitude and telling the stories so that other people can be inspired. Just to make it kind of more real and realistic, we don't want to give people the impression this happened right away. It wasn't that you worked with me for a month and then you had a multi-million dollar business. Could you just talk me through a little bit about the trials and tribulations and what we had to do to get you from here to there?

**Ryan:** The first business, before you and I started working together, I went through your methodology – one part of this story that is important is I went through it and I said alright, all fired up, let's freaking do it! Let's do it, let's pick a market, let's go for it. Well I remember looking at different markets and at this time I was like my biggest obstacle to success. I'd look at the different markets and every market I looked at I would come up with a reason why it wasn't going to work.

Oh this market is not going to work because of X and I was struggling to a market that was both a good market to get into from a business stand point as well as something that I personally was passionate and interested in. The problem is the things that I am passionate and interested in involve sitting on the couch watching football, eating chicken wings and playing video games. So unless you're really good at that you're not going to get paid to do it.

**Dr. Glenn:** Even if you're really good at that.

**Ryan:** Even if you're really good at it. I'm half joking about that but the problem is I couldn't find anything that I was super passionate about. What people don't realize is I actually put

your methodology aside for six months. I just said, you know maybe I am not cut out for this, maybe this isn't for me.

**Dr. Glenn:** You know what is really interesting about that point right there is that you didn't say, maybe this is not the guy for me, maybe this method doesn't work, right? The reason I'm highlighting that is I want people to understand what their business coaching clients are likely to be going through if you have put forth enough proof and carrying and content about what you do and what your method is, then the danger really is that they are going to think that they are not cut out for it, not necessarily that you don't know what you are doing.

I have to tell you that during that period I started wondering if there was something inadequate about the way that I was coaching you. I was equally as concerned about, gee, is there something wrong with me and maybe the systems aren't as good as I think they are and maybe I haven't taught them him the way that I thought I did and I want people to understand what goes on in the client set at that time. Anyway, go ahead.

**Ryan:** What I am referring to now is even before you and I started privately working together, this was when I was going through the course that taught your methodology. I set it aside for six months and the thing that convinced me was when I decided, you know what this is important, this is what I teach my own clients. Instead of worrying about making what you're doing successful because that can just be a thing that keeps you up at night and I went through this.

I had affirmations where you say, I'm going to make \$100,000 in the next six months, blah, blah, blah or \$20,000 a month. Whatever our numbers that we kind of are aiming for and I spun my wheels. Instead when I shifted my mindset and said, I did that whole thing that I started mentioning I said, just treat I like tuition. This is a learning experience. Everything that I do is an experiment. If you treat what you do as an experiment, there are only right answers, right, because when you do an experiment you're always going to what?

You're always going to learn something and if that's your goal, is to learn something which you always do just by nature of running an experiment, everything that you do is going to be successful and I know this sounds subtle but when I shifted my mindset to that and then one other thing, which I'll mention in a second – I shifted my mindset to that, I went through what I described as the five most profitable words I've ever said to myself, which is screw it, just do it.

Screw it, just do it and that's what I did and instead of setting my sights on these huge, massive objectives, these goals of making a million dollars a year or whatever, instead – and I have written about this as you know on your blog, I shifted my mindset to, what can I do that's going to help increase my income by \$500 this month? That was the question I repeatedly asked myself. What can I do to grow my business by \$500 a month?

When I shifted that mindset in those two different ways, I went from nothing to \$25,000 a

month in my first business within 18 months using your exact methodology. Your methodology works. When I shifted my mind to just trusting the methodology and not letting myself get too caught up in the results, that was the key for me. After I did that and I saw that initial success, that's what inspired me to reach out to you and work with you, beg you to work with me privately to coach me because I said, if I can do this on my own just using what methodology you teach, imagine what I could do if I was working with you directly? If I was working with the man himself who came up with this methodology and got private guidance from him every single week.

**Dr. Glenn:** Then Ryan, if I remember correctly, the business that I helped you start that your second business, you had already used the method and developed a six figure business because the second business, it really didn't take off right away. It wasn't losing money, we were making a few thousand dollars a month but you were kind of stuck for a while.

**Ryan:** Yeah and so after going through the first one I had a realistic expectations and every time I work with coaching clients myself I think this is really important to give people realistic expectations because there are so many people out there whose expectations are they are going to make a million dollars if we're talking about it in business context, make a million dollars in the next 30 days or some equivalent they are of and I think people have unrealistic expectations in other areas of their life as well.

Fortunately I had that tempered experience to know what it really takes to make something successful. When you and I started working together, we were looking at a whole bunch of different niches and eventually the market that we settled on was the memory improvement market and we did it for a number of reasons. It had the right metrics but at the same time it also kind of leveraged a little bit more of my academic background in Neuroscience.

We went into the market, we did all of the research, we launched and initially you're right. It wasn't success out of the gate. I think we spent probably between four and five months just doing the initial research and getting the business off of the ground, meaning like making our first sale. I think it took us four months before we even made a dollar in sales, not even in profit in that business and then again, like I have this expectations for some reason that, hey Ryan, you're so much better the second time around, you're going to be able to speed up your path of success, but no it was the same thing all over again.

It was, what can we do to grow the business by \$500 a month this month and it was really getting back into that same kind of methodical step by step mindset, which is what took us from nothing to making that business into a six figure success. I remember working with you privately, some of the things very specific to get into specifics that were most helpful. One, we always go through these times where days will go by and we'll start doubting ourselves, right? You go through periods of self-doubt and you say, what if it doesn't succeed? What if I just wasted 10 months of my life, not to mention all of the money that I spent, what happens then and to have someone like you to act as a sounding board and to throw those ideas, that's invaluable because as entrepreneurs, as coaches, as consultants, sometimes we get inside our own heads.

We think about our own inadequacies and we forget and I think you're the one that taught me this phrase and it's something that I pass onto my clients Glenn, it basically goes like this, whenever you feel like you don't know what you should be doing and this is especially relevant if you're advising people, you all have to remember that to the fourth grader, the fifth grader is a genius, right? You don't need to be PhD level, world class level at what it is that you are doing because for every fourth grader out there, for every fifth grader out there, there is a fourth grader who thinks what you know and what you are doing is absolutely genius.

I always remember that, that has always stuck with me and that has helped me a lot when I coach people because there are a few things that I consider myself to be world class in but by in large, I know people who are much smarter, who are much more successful, who are much better

versed in a whole bunch of different things and so I'm always even doubting myself and saying, really what can I offer someone, but then I have to remind myself to the fourth grader the fifth grader is a genius and I have you to thank for that mindset.

**Dr. Glenn:** I didn't make that up, but thank you very much because I was the retailer of the idea, wasn't the inventor of that idea, one of my favorite Abraham Lincoln quotes. Ryan, did you find the same thing when you started doing coaching and consulting, did you initially have some grandiose expectations and then need to say, well how can I make another \$500 this month?

**Ryan:** The context is as followed, so I had launched three successful businesses in three different niches. Jewelry making, gardening, and memory improvement. Essentially using initially your methodology which then sort of evolved into my methodology which is an outgrowth of really what you teach and you invited me to start coaching people through your process as a successful student who had implemented things and that is how I got into coaching, was working sort of under you as a sub-coach and when I did it, I wasn't relying on that income to put food on the table.

It was more of sort of a supplementary income but I will say this, when I first went into that I had never done that before, right? The first couple of coaching clients that I work with probably spending 10 times more amount of time then I certainly do now because I was just deathly afraid that I was going to misadvise or not give people what they were paying for. Almost every single week I was waiting for someone to say, I'm paying you this money and at the time it really wasn't that much money compared to what I charge now, but at the time I still felt like I had to just really give it my all and again it was that whole fourth grader, fifth grader genius thing that helped me get through that.

As far as expectations and being unrealistic, I would say it wasn't a flood of people who wanted to work with me immediately. I think you and I, we said, hey let's make this offer available to your audience, you coaching, working with you directly might have been closed for a long period of time. It was out of some peoples price point, out of their budget, so we offered me as sort of like a cheaper less expensive alternative and I think we thought, hey maybe we'll get about 10 people to jump on the opportunity and maybe



we got three or four originally.

**Dr. Glenn:** Right. The art of selling when you're positioned as a really most desirable object is a kind of high improver. The art of selling other people underneath you is something that I have learned over time, it's a little bit of a difficult lead to make.

**Ryan:** You have to tip toe on the tight-rope because if you position it too much of the down sell, nobody wants it and if you position it as just as good as you, then it devalues your positioning. It truly is a tight-rope that I think you need to walk and I think we did a pretty good job of it. At the time I was a complete unknown, right? I wasn't someone that anybody knew outside the context of successfully implemented your methodology and I can show you how to do it too.

**Dr. Glenn:** Well and in a lot of ways it was better that you just got three or four people. I don't if I ever told you but when I first this is about business coaching but when I first became a psychologist and figured out the marketing, marketing is weird thing because you're building a pipeline and if there is a leak anywhere in the pipeline, the water doesn't come out at all at the other end but then all of a sudden when the pipeline fits, you can just be like drinking from a fire hose at the other end and when I first started in psychology, I had like 50 new patients all of a sudden because I figured out the marketing and man, I just couldn't sleep and I couldn't eat and I had all of these stories running around in my head and I just couldn't keep it all straight and so I think in a lot of ways it's better to start slow. Just have a couple of clients and really get your chops and I think that might have worked out better for you even if it was a little more painful.

**Ryan:** In retrospect I think you are absolutely right and I even see that now where I have the opposite dynamic. I have a wait list of over 200 people right now who want to work with me privately and I have to very carefully open up spots to work with me and I know this six years ago sounds like, how did that happen? How do you make that transition but now it's the opposite problem.

If I just opened up the flood gates we would crush under our own growth. It's exactly what you described. I make it a point only open up spots just as a sort of a drift at the time because you do have to be very careful about that.

**Dr. Glenn:** Exactly. How did you transition in your coaching and consulting business? Now at some point I remember, I've forgotten why we ended our formal coaching relationship. I know you came out and asked to go for a hike with me and there is a few business coaching clients that I would say yes to and I have said yes to that about, but normally I try to kind of keep my boundaries because if people need all of my time but I really want to meet this guy and then we went for a hike and you asked if we could do a master mind.

I thought that was kind of ballsy because you're asking me to jump up a level and I said, you know what I think I would because I actually thought that I learned at that point I was learning a lot of things from you. I remember the five percent a month deal, I remember you have a way of getting work done where you think of Captain Ryan who puts together the whole strategy and...

**Ryan:** And “worker bee” Ryan, yeah!

**Dr. Glenn:** Yeah and then work could be Ryan and I actually use that when I have a large only project, I think of Captain Glenn and then I think of Private Glenn who actually executes the orders and Private Glenn doesn’t know what to do it Captain Glenn doesn’t take the time to really clarify the orders. There were a bunch of things that I learned so I said yes and then I think that’s how we ended our formal coaching relationship.

**Ryan:** Again this is years ago so I might be a little bit foggy on the details as well but what had happened is I think at some point you proposed the idea, you’ve really mastered the methodology. I have an overwhelming number of coaching clients that I can’t get to and would you be open Ryan, to doing this and could set up some sort of deal and it was mutually beneficial because I was working underneath you in the same way that a consultant at like a McKenzie might bill at say, \$150 an hour while McKenzie might charge the client \$300 an hour.

A portion of what the consultant is billing, just like an attorney at a law firm is going to the company. It was a mutually beneficial arrangement where I was able to cut my teeth on the coaching and consulting and you were still able to financially benefit from it as well and as I started doing more and more of that I think what we realized is that I was requiring less and less help in the memory business, like I wasn’t taking advantage of what I was paying for and you actually reached out to me and you said, Ryan, I kind of feel guilty about charging you what I am charging you because you’re really not using the coaching board the coaching service and we came up with some sort of arrangement which was like a much lower price point with a much lower interaction.

Maybe if we’re doing a weekly communication, we downsize it to like monthly communication at a lower price point. We did that and then I think eventually that was the intermediate step. My family lives just coincidentally like 25 minutes away from where you live, so I go to New Hampshire a couple of times a year with my wife and our kids visit New Hampshire and when we do that we try to make an appointment to get together when we can.

That was the reason for the hike. I said, hey I know this is crazy and please don’t feel obligated to say yes and I won’t be offended for a second if you say Ryan, no I want to maintain our boundaries but here is the deal, I’m going to New Hampshire, my family lives here, blah, blah, blah. Do you want to get together? The first time we did get together I think it was brief. We met for maybe 20 minutes or 25 minutes at your house and then we did an interview. That was the idea.

You interviewed me and we were going to use it as an interview on your blog and that was the first time you and I had ever met face to face and then the next time I went up to New Hampshire, we did a hike...

**Dr. Glenn:** The longest hike I have ever done.

**Ryan:** Yeah. I'm glad I maintain that record on the Glenn trophy wall. Longest hike ever done.

**Dr. Glenn:** I think it was 21 miles or something like that and I got a really bad rash after that. I couldn't walk for like a week.

**Ryan:** We were in pain the next day, but anyways, I think the important lesson here is that Rome isn't built in a day, right? Rome isn't built in a day, it's just like a hike. That 21 mile hike which I think is a perfect analogy to building your career as a coach or consultant, it truly is. How do you hike, how many miles was it? 18 miles, 19 miles, and it was elevation and it was cold and do you remember how many miles the hike was?

**Dr. Glenn:** I think it was 21. I'm not sure.

**Ryan:** Twenty-one miles, yeah I'm sorry, but it was like maybe 16 hours or something like that.

**Dr. Glenn:** But it was like we were on crack because we were talking internet marketing the whole time.

**Ryan:** Yeah, exactly, but the point is how do you hike a 21 mile hike especially for someone like me who just dove in and doesn't do this every single week. How do you do it? One step at a time. That's how you hike 21 miles. Right, the journey of a thousand miles begins with a single step.

**Dr. Glenn:** With that, would you mind sharing some of the insights that took your coaching and consulting business from six figures to seven figures or multi-seven figures?

**Ryan:** Yeah. I think it was knowing who your ideal client is. This only comes with getting your reps in and getting your experience. When you just start out, you don't know who you are best equipped to help, okay. Just by nature of never helping someone before. You've got to get your reps in and reps, I mean repetition. You've got to get your reps in. You've got to get on the phone if you're doing phone coaching, you've got to start just helping people and then periodically you need to take inventory of who you are working with. Who your favorite clients, who are your least favorite clients? Who are the clients that you are making the biggest impact for?

Who are the clients that just not a good fit? Actually write that down. Take time to take inventory of that and over time you start to see trends and you start to see, hey businesses or clients if you are doing business coaching like I do, businesses who are in this situation at this size with these existing circumstances looking to achieve X, these are the ones that I am uniquely gifted and qualified to really help and once you have identified who your best possible prospects are life becomes easy.

**Dr. Glenn:** Could you give us a specific example of how that would work?

**Ryan:** Yeah. For example, in my world, so I do particularly well coaching people who are already at seven figures, who sell information products – so they sell information products as part of their offering. Who sell in scale, so they sell a lower ticket item. Something under \$100, that can scale in very large markets. For example, markets that I am in are golf instructions, tennis instruction, golf training, fitness weight-loss markets

that scale significantly high, I do extremely, extremely well at and there are a number of different reasons for that.

The situations that I have not done particularly well at solo entrepreneurs who are starting at ground zero and don't have a base line understanding on how to build a business. There are too many things that I do well, and you and I use the same phrase, swimming in the deep end of the pool. I do well at taking something from good to great. Not necessarily taking something from ground zero to moving.

**Dr. Glenn:** Terry and I are advising our coaches to work with existing profitable businesses or existing near profitable businesses. I have a lot of heart for taking people from scratch to making a living but it's really, really hard.

**Ryan:** I'll tell you, people say the first million is the hardest to make and the second million comes that much easier and when you're not there, you kind of say, yeah whatever, but once you're there which I've been there, it's the truest statement that I think I have ever heard in business. One of the truest statements. It really is.

Making that first dollar online – I mean I remember, in my apartment, in Hong Kong, the first eBook that we sold, I couldn't believe it. My wife and I looked at each other, we did it literally did the happy dance around the room. I know you joke literally did the happy dance. We looked at it and you want to know my immediate reaction was?

I stood by that computer screen waiting for the person to refund. I knew that it was the first one that we sold but now I appreciate it. For all they knew, we had sold a thousand and now we have sold almost 100,000 copies of this particular product over the course of seven years. The point is that first sale is so hard. The first thousand dollars is the hardest, right? Then the next thousand comes that much easier. It's that same thing happened.

Going back to sort of lessons learned, you're absolutely right and I think when you extend that same theme or that message to the clients that you work with, you use this analogy right, it requires the most amount of energy to get a rocket off of the ground into to the air but to go from like the first thousand miles to the second hundred thousand miles requires like a tiny fraction of the amount of energy and in business like in physics it sort of operates the same way.

**Dr. Glenn:** You're not doing seven figures in coaching and consulting strictly on an hourly basis are you? Or are you just charging dollar per hours for that coaching and consulting?

**Ryan:** No, I have leverage. My rate is \$5,000 a month per weekly calls now. It doesn't take too many clients to make a meaningful income on that dollar per hour rate.

**Dr. Glenn:** You charge me well.

**Ryan:** I'm stopping there either and again, it's predicated on a couple of things. The other big thing that I did that I haven't talked about is positioning yourself as the expert in a micro-specialization. So for example, I'm known as the survey funnel expert. Specifically

building marketing funnels that involve a very specific type of survey segmentation process that I use, which is an outgrowth of what I learned from you.

It's just sort takes it to a different place and I'm the best in the world and I will go toe to toe with any human being on the planet to say, I am better than anybody in the world at that very specific thing. It is a tiny, tiny inch-wide mildly specialization but I own that space. That thing, a survey funnel, is synonymous with my name.

If you want that built, I am the person you go to. The only reason you don't go to me is because you can't afford me, but if you want the best results I am that person and nobody can compete with me on that. That helps tremendously with your positioning but it's predicated on owning a very specific space. So that's a key lesson. The second thing is in my particular type of consulting that I do, I get paid on the results that I generate. So I get paid that fee plus anywhere from generally five to 10% growth sales revenue on a royalty basis based on the results that I achieve.

**Dr. Glenn:** How do you collect that? I know a lot of people that try to set that up and they can't collect it.

**Ryan:** The way you collect it is it varies from client to client. I do a couple of different things. So number one, I have a very well spelled out agreement that makes sure that there is no misunderstanding before we engage on an engagement. It's something that I have invested tens of thousands of dollars of my own money with attorney's to build that agreement.

**Dr. Glenn:** The agreement actually says that you will castrate them if they fail to pay?

**Ryan:** Basically. It's not as aggressive as the language you used to describe it. It's spells out very clearly how the payment mechanism works and the repercussions for not paying. That's very clear. I also do things like I have an exclusivity agreement, so what that means is I will only work with one company and a pre-defined space.

For example, one of the things that is an extremely powerful motivator is if something does become successful, right, and which everything that I touch and decide to get involved with eventually does become very successful. Clients know this. If something becomes very successful and they know that they are the only company that you're working with in that space, they are highly motivated to continue paying you because they know based on the terms of the agreement that if they don't do that, that you will take that influential property that your licensing to them to their direct competitor and crush them in the ground.

People do not want that to happen, so to pay a nickel on every dollar that they make based on the work that you have put together is a tiny fraction...

**Dr. Glenn:** You're essentially installing a hyper research segmented follow up marketing system for these clients.

**Ryan:** The front end funnel plus follow up but yes.

**Dr. Glenn:** Okay, which just crushes the conversion rate and they don't want anybody else to have it.

**Ryan:** Exactly. They would rather just throw you a few nickels off of their change desk for every dollar that they make rather than run the risk of their competitor getting ahold of it and running it directly against them.

**Dr. Glenn:** That is brilliant.

**Ryan:** It's predicated on you being able to deliver the goods, obviously but there are a number of other factors that play, but those are a few key things. At the end of the day it's all about delivering the goods, so being really good at what it is that you do and in order to be really good you really need to narrow and define your focus and narrow that more than what I'd say if comfortable for most people.

Definitely more than what I consider to be comfortable because I went from a marketing consultant to a sales funnel expert to the survey funnel guy and that is an infinitely smaller universe than marketing consultant.

**Dr. Glenn:** You're taking niching to the ultimate level but you thought very, very carefully all along the way and you figured out where the money was.

**Ryan:** Well yeah because niching doesn't happen by default, so where people make the mistake in niching themselves down is doing it arbitrarily, right? And I advise my clients to do the same thing. I've got a client right now, he is in the real-estate space and we're about to set him up as the number one real-estate company in the city of Oklahoma City.

How are we doing that? Well what we have done is we have taken inventory of all of his clients, any of the real-estate investors, all of the properties that they have invested in, all of the buyers that they have connected with these investment properties, and we have said, which are the most profitable?

Which are the easiest fields to get done? Which are the ones that your competitors just can't get done because they don't have the skills, the team, the system in place to do it? Where is that? Now let's just focus on that. Then you become that guy and then instead of being just another real-estate investor in Oklahoma City, you become the number one at XYZ.

It's predicated on having a little bit of history to be able to make that decision based on past results rather than again, just arbitrarily deciding you know what, I'm going to wake up one day and I'm going to be the expert at blank and I have made that mistake. I went into the pest control niche as you know and I thought, you know what, everything I touched turns to gold and I am going to dominate an offline market and I went into the pest control niche and I was filling out a marketing agency specifically for the pest control niche and this is a great illustration of hubris taking over and being over confident

in yourself.

I went into that market, didn't go through my normal researched process that I went into. I basically said, I'm going to do it, I'm going to put a whole bunch of money into, and I'm going to make it work no matter what. Well guess what? I have no network in the pest control market. I have no prior experience, I have no unfair advantage in that market. I looked at it as an opportunity with a whole in the market and I just arbitrarily decided, I'm going to get into this space and I am going to dominate it.

While I think 50, 60, 70,000 dollars in the whole later I decided to kill the project and it was a stupid decision. Retrospect, you'd look at me and say, Ryan what the hell were you thinking but it's the curse of success where you think that everything that you do be successful. That is a perfect example of where...

**Dr. Glenn:** It's called megalomania, right? Kind of what happened to Napoleon and Alexander?

**Ryan:** Yeah, on a much smaller scale and it happens to all of us.

**Dr. Glenn:** That's my \$2 million, I can build a facility without doing research and getting my ass kicked.

**Ryan:** We've all done it, we've all been there. So don't depart from what has made you successful in the past, right? That's a lesson there. Follow why you have been successful, pay very close attention to it, take media-analysis of your own success, your failures and then use that to help shape the direction that you take.

**Dr. Glenn:** Makes a lot of sense. Ryan is there anything else that I should've asked you about your journey or what it was like to be coached, become a coach?

**Ryan:** What I would say is this, I was reluctant. I spent the first maybe two or three years – part of it was confidence in myself and confidence in just the past, but now I have mentors in virtually every single area of my life and this, I credit this to you. I have business mentors, I have a systemization consultant that I am working with right now, I am just helping system ties our business, not just the business mentor but specific in that skill set.

I have a personal trainer that I work with, I also have a virtual trainer who helps set my meal plans on my workouts because I think he is better than my local trainer who is really good at whipping my back and making sure I do the exercise. He is not as great at the design. I am a huge believer in finding mentor who accelerate your growth in every area of your life.

You were the first one. So I really credit my success in that area of life and business to you, to inspire me to do that. You past that lesson to me. I know you were coaching me and you were being coached by other people at the same time, so I think as a coach yourself, it's absolutely critical to have a mentor, to have a coach and the last thing that I would say before we wrap is there are a million approaches online, offline, whatever to make a fortune, to build a successful business, to build a successful coaching practice.

All you need is one.

Three is too many. Two is too many. You pick one, pick one approach and I'm living proof of this. Pick one approach, one mentor that you believe in, someone that you trust – if you just execute in his methodology or her methodology they are going to get you to where you want to go. Then put the blinders on everything else for a period of time, focus on that one methodology and execute and for me that person when I was first getting started was Glenn and for anybody who is considering working with Glenn, I mean obviously he gets my highest endorsement.

I wouldn't be where I am today without him, but that is my one piece of advice. Pick one, stick with it, and execute.

**Dr. Glenn:** Thanks man. This has been just terrific. If people want to hire you as a coach or hire you to build a funnel for them, how would they get in touch with you?

**Ryan:** I'd say at this point the best way to get into my world would be to go to [thefunnelspecialist.com](http://thefunnelspecialist.com) and sign up for our free marketing daily tip that I send out, send out in e-mail every single day, telling you a little bit about what I am doing, what I'm doing for clients, what's working so you can apply it in your business and then from there that's the perfect free on report into our world to learn a little bit more about the various ways that you might be able to work with us, whether it's through a coaching program, through one on one consulting, through one of our training programs or what have you.

**Dr. Glenn:** Excellent. Well Ryan thank you so much, I really appreciate this.

To Get in Touch with Ryan and  
See What He Has to Offer Please Visit:

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