

# Millionaire **INSIDERS**

A stylized black silhouette of a city skyline with three buildings of varying heights, each with a grid of white squares representing windows.

Real Millionaires - Real Action

with Jaime Tardy, The Eventual Millionaire

Ryan Moran's motto is "live life to the fullest," and he certainly lives up to the challenge.

As a freshman in college he started a small internet business from his dorm room to help pay his tuition. By the age of 20, that business, along with other online ventures, was earning him a 6-figure income - all while he continued to study full time. Needless to say, Ryan's "side business" allowed him to graduate debt free - with a nice chunk of change left over.

After college, he expanded his online business and created Freedom Publishing Group LLC, which offers life-changing products in the financial freedom, health and fitness, and self-development spaces.



## DETERMINE WHAT MAJOR CHANNELS ALREADY SERVE YOUR MARKET

Don't create a platform - find one! Where are your customers already hanging out and spending dollars?

03

## TAKE ACTION NOW:

Examples: In retail it's affiliates and JVs.  
Other channels to consider: Amazon, eBay, ClickBank.

**List 3 platforms** your potential customers can already be found and choose 1 that you will focus on.

---

---

---

---

---

---

---

---

---

---

## STUDY HOW MAJOR PLAYERS MAXIMIZE THEIR EXPOSURE

Who is already a success on this platform - can you uncover the trends?

04

### TAKE ACTION NOW:

If you are considering ClickBank - you would see who is ranking at the top.

What are those products are doing? Are they selling via a video sales letter? Are they selling as a result of driving ads from Google? Are they ranking high in the search engines? Are they doing it through having a lot of affiliates?

**Make a list of the trends you see** appearing in top performers on your platform that you have chose to focus on:

## DETERMINE WHERE YOU CAN LEVERAGE YOUR SKILL SET

Out of your list - which of the items do you feel comfortable taking one small action step and doing?

05

## TAKE ACTION NOW:

Remember - this is an action step that is already in your skill set! Not a new skill you need to develop.

Example: Ryan leveraged his network to get rockstar reviews and catapult his product to the top.

## FOCUS ONLY ON RESULTS DRIVEN ACTIVITY

Choose actions that provide you with some form of feedback such as sales, customer reviews, etc.

05

## TAKE ACTION NOW:

Ask yourself - *will there be a result that comes out of this action?*

Make a list of 3 things you can do right now that are results driven activities for your business.

# FINAL THOUGHT

## LINKS:

FreedomFastLane.com

There is a paralysis that happens when you feel you need to learn something before moving forward - but learning does not produce **results**. Results-driven activity is the fastest route to true progress. Look at the activities of the people at the top and then model one of those things - you don't need to get everything right, you just need to get started!

## CONTINUE THE CONVERSATION...

What 1 channel did you find to focus on? Post your response and takeaways for your competitor analysis in the private Facebook Insiders group.

**Answer in the private Insiders Facebook Group**