

Jamie: Welcome to Eventual Millionaire. I'm Jamie Tardy and I'm here with Matthew Pollard who is amazing and we couldn't stop talking before we actually recorded this interview. We're here in Austin, Texas. You need to check out his site it's Matthewpollard.com. He is the rapid growth guy. Make sure we check that out. He also has a kick butt podcast that you must listen to. Thanks so much for inviting me to your studio so that way we can do this.

Matthew: Well, welcome. We're both in Austin so I figured we have to actually do this in person.

Jamie: And it was amazing because it was last minute on please can we do this and you've been amazing, gotten me water. I think we should do this more often just so you know.

Matthew: You also got a table which I have spoken about. I haven't had one since I started here.

Jamie: You have someone that fixes hair. I feel very special. So tell us a little bit about what the heck is Rapid Growth Guy is.

Matthew: Yeah, sure. So what I find is a lot of people get stuck in the weight of their own functional skill within their business. So they generally are really good at what they do. They're really good at a job, and then they decide to go out into business for themselves and they don't have a message. They don't have something that separates them. So they're a business coach just like everybody else, or they're a ghost writer just like everybody else. They're kind of stuck in that and it defines them because now all that they can do is negotiate on price. So what I focus on is helping them understand what a unified message is and what their personal unified message is. What I find is a lot of branding people they kind of want to go through that nice shining object.

This cool name it's gonna launch you out into the world, or this is the SEO friendly word, so if we put this in everybody's gonna be able to Google you. None of that makes any sense to me. What I focus on is I think that everybody in business got into business because have something valuable they want to provide, and it's got to come back to what's congruently them. So what I find is that the first step is really working out what a person's goals are, what they want to provide, and then secondly to that then working out what the unified message is, what separates them, differentiates them in the market but it is their natural message anyway of what

they're doing. They just haven't realized that that's the small thing that they do above and beyond that separates them.

Jamie: Okay. So that's so much easier said than done though so –

Matthew: Yeah, definitely it is.

Jamie: We've had a bunch of millionaires come on the show and they say key differentiation, the *Blue Ocean Strategy*, read that book you'll figure it out, and then they go and do it and they sit there and they're like I don't know how to pick it. So how can you do that?

Matthew: Yeah, sure. So what I find as well *Blue Ocean Strategy* great book, great for corporate, and that's the problem. We're small business owners. We are starting a business from our garage, so how do we spend \$30,000.00 on market analysis? So how do we go and have one of the sessions with all of our staff? We don't have any staff, so it doesn't work. So what I find is that I focus on best guess analysis, and I think that the small businesses is, the first thing, and you mentioned my podcast before, on Better Business Coach Podcast Session 17, I talk about creating three business goals and three personal goals on incredibly selfish T-self.

And now the reason why I suggest you do that is so many people they're not defined about their goals. They're about to create a business that talks about what's uniquely them, they don't know who they are. So the first thing I always say is get smart goals, specific, measurably, time-based, the major elements. But more importantly, summarize them in 250 words or less including why it's important to you. Now the reason why I get people to do that we're entrepreneurs, we can kill smart goals. When we've got a why it's important to us, we get stuck, because our parents instilled in us things that were important and because we're highly results focused, we go out and will achieve those.

Our drunk roommate might have said something to us and now that's instilled we're gonna go get that too. We're very good at achieving. We don't focus on whether it's important to us. So what I –

Jamie: But I like achieving. I feel like it means something.

Matthew: That's right. I did it. I achieved that goal.

Jamie: Pat me on the head.

Matthew: Exactly. Now I'm gonna go home and I'm gonna cry because I realized that that wasn't fulfilling.

Jamie: Yeah.

Matthew: So riding the wire is vital.

Jamie: Uh-huh.

Matthew: And by doing that all of a sudden you start to realize who you are. Then I get people to do – it's five steps it's simple – just write down a list of all the customers that you have, and all the customers that you get really great results out of. If you don't know those they're the ones that are recommending you to people. They're the ones writing all those great reviews, all the people that you just love working with, and then write down the names of all the people when you make ridiculous money out of. When the phone rings you're like cha-ching gonna make money today, write down all those names. Once you've got all those names down, you'll start to see similarities within the names.

So step two for me is really grabbing those names and starting to put them into what we call customer segments. Now if you were a big business you're gonna do data analysis and all that crap. It's not worth it. Just grab the names and say oh they're similar, they're similar. Now what you've got is you've got these segment names. Pick out a blue and a red pen. Now it doesn't work specifically well with these color pens it's just colors of pens that generally on my desk. So pick out a red pen and circle all the ways you make crazy good money out of, and you'll see that there are a couple of groups that you'll make great money out of.

Then circle all the ones that you get great reviews from, they sing you praised, and circle all of those in blue. What you'll notice is there's gonna be a couple that overlap. There will be a couple of circles, not a lot of them, but a couple with both a blue and a red. For some people there may be just one, but I haven't met a client yet, and I just did this at the National Freelance Convention. There were 200 people in the room, and at the end of it I said now did anyone have one that didn't have an overlapping circle? Not one hand in the room went up, so it works. You then say okay now I've got this segment and these two, which one should I pick. You've

just done your goals. You know which ones are gonna be important.

So you then grab those and you say this is the one I'm gonna focus on. Then you write down all the things you do for that person. Now if you're a ghostwriter, don't write down that you do ghostwriting, okay? It's the things that you do above and beyond for that customer that no one else does. Everybody does something. You've got different life experiences. You've had different customers. You've had horrible things that have happened to you and awesome things that have happened to you, and all of those things are different to everyone else that does this job. So you have a different set of skills. Once you have those down, you then say okay great now what is the higher level benefit of that.

For me I'm a business coach. I'm a sales specialist. I'm a branding expert and who cares it's too much stuff. It's confusing. A customer can't take that on it's taken me 30 years to get there. I can't explain it in five seconds. I'm the Rapid Growth Guy I help people obtain rapid growth. It's simple and it's the unified message of all of the things that I do. It's the top level. And that's the simple step. Looking at all of that and going what's that one thing that explains all of this pull of additional things that I do.

Jamie: So can it be story-based because you were saying this happened or this is good, this is bad, these are stories.

Matthew: Yeah.

Jamie: Can you write that down and take the essence of that to move it into your niche? People usually are like well it's not about me it's about what I can do for people.

Matthew: Exactly. So the focus is what do you do for people because of those stories, because of that experience. For instance, we talked about earlier the reason why I'm sitting on this side is because I've had 26 stitches to the side of my face. And I'll turn this way even though it makes me self-conscious because I get a slight little **bulb** just here that because of that it affected me in a substantial way. So went and learned Neuro-linguistic Programming. It's the psychology of thought and it allows me to control a lot of my emotions, but it also allows me to understand a lot around why people buy.

So because of the story, because of what happened to me, now we're attaching this extra skill set that allows me to help people rapidly grow because what I found is I can create rapid growth out of anything. And that's one of the things that I'm great about doing, but then you get these phone calls from customers going hey Matt I love the fact that I've got rapid growth. Is there any way you could make these customers go away I hate working with them. They're not your ideal customer.

Jamie: Yeah.

Matthew: By doing NLP because of this I've got to learn how to set goals, how to be focused on what you truly want, and all of a sudden I went wow that's how I created rapid growth businesses that people are excited about and passionate about to grow. That's where congruency all of a sudden came into play. So the things that I now do the elements of the additional things, they're derived from the stories, but they allow me to provide value to customers that they didn't have before. I think that's one of the major differences. I had a client out in California that had a company called the Beijing Language Academy and she taught Mandarin just like everybody else.

She was struggling to get \$50.00 to \$80.00 an hour because especially during the recession here in the U.S. there were a lot of people moving into California willing to cut their prices to the bone just to get their first clients. And when she came to me she said well how do I compete with all of these foreign entries? And I said well what I prefer to do is help you avoid the battle altogether. What I realized when I was going through what she did it was two customers, just two, but she helped them with this concept of galaxy, which is for us that means out of space. But in China it's their version of rapport.

So like let's say if we were gonna do business or if I met with you for a meeting, I would sit with you for maybe a meeting, maybe I'd call you next week, maybe a month later. And if you didn't decide to go ahead I'd assume you were dragging your wheels, wherein, China they want to meet with you five or six times, maybe see you drunk over Karaoke once or twice just to find out what person –

Jamie: That's fun.

Matthew: In Bangkok it was great to get to know people, right? Here's what she –

Jamie: Once I got in America –

Matthew: Yeah. In America they want to go out to dinner five times; they haven't even tried to talk business, they're wasting my time where in China that's just the way they do business because they're talking 50 to 100-year deals. They're not talking 12 and 24-month contracts. Anyway, she helped them with ecommerce as well and understanding the difference, and she helped them understand the difference in the importance of respect because accident reduction is vital over there. Because there if they hand you a business card you're supposed to hold it and look at it and cherish it, put it in a card case. As I said, I just met all these vice-presidents when I spoke at Electrolux, and I was handing them my card.

These are vice-presidents of multi-million dollar companies, and yet they're cherishing my card because that's respectful. And Americans don't understand and Australians don't understand it either. So she was helping them with these things and I said, "Wendy, what are you doing for these people?" And she said, "What do you mean they're just a few things above and beyond." She was stuck in that functional skill, and I said, "Wendy, is it fair to assume that because of your help you're actually helping them become successful in China?" She said, "Well, yeah, that's what I'm going for."

[Inaudible] [00:10:10] to the China Success Institute she became the China Success Coach and all the people that work for her were China Success Coaches. We launched the China Success Intensive it doesn't even teach Mandarin, by the way, it just teaches these three core ideologies and a bunch of other things. It's a five-week intensive, it's \$30,000.00, and now it gets better. She doesn't even sell. We realized the immigration agents have her ideal customers already. They're working ridiculously hard to get a client and they're getting paid like \$2,000.00 or \$3,000.00 to do all the paperwork to get somebody a visa to go to China. And now we say well at the end of that say are you prepared to go to China? Congratulations you've got your visa are you prepared to go?

They say yeah we've learned the language, we've got a house organized; I said no. There's a lot more to be successful in China than that. I think you need to speak to the China Success Coach. I

book a call. Wendy had the easiest sell on the planet. She talks to them, they do the deal, they make \$3,000.00, which is more than they got for the visa. She makes \$27,000.00 for doing something she was already doing. She didn't have to stretch what she was doing. It was something she was just doing. She just didn't realize. So for the people out there that are kind of like well everything I do is the same as everyone else. Trust me it's not.

Everything that you do is completely separate to everyone else. It's the one little thing that you spend most of your time on that's the same, but those are the things people pay for. Those are the things people chase you down to get you to work with people. I mean you look at myself I'm really just a sales and marketing coach, but yet, all of a sudden I'm booked out months and months in advance because I realized that predominantly I help people with rapid growth. I mean your message is phenomenal and you get it out to your audience, and they recognized you, but I mean you're a business coach.

Jamie: Uh-huh.

Matthew: And yet people see you as so much more, and it's because you provide so much more, and you're no different to anyone listening. It's just that you've realized that and you now share that with the world.

Jamie: So question though because with Wendy, so when she went to that – it seems like a totally different business not just – right? So it's like oh I teach Mandarin vs. I teach success principles. How did you validate that to begin with because somebody could have this idea and be like oh I teach this, this will help people. She said I should charge \$30,000.00 – no.

Matthew: Be so sure.

Jamie: I know. Way easier. Way over –

Matthew: Yeah.

Jamie: But when we don't have you, which of course everyone should hire him anyway, but if we don't have you how do we validate that separate move because it seems to different?

Matthew:

So it's funny. When I talk about my three-step process to rapid growth is unified differentiated message, niche market, and systemization. I keep getting people say shouldn't you define the market and then work out the message? For me, I'm more about making sure the people have businesses they love working in. So what I find is if people bounce out of bed in the morning to do something, and they're 100 percent focused – in your linguistic programming we're presented with two million bits of information every single second. Out soup a computer?

Process is about 136. So imagine me giving you two million matchsticks every second and saying hey here you go, take two million matchsticks, take the 130 – oh it's too late. Too late. It's too hard. So we have to create that laser focus. So what I do is I find by getting our goals we've now got that laser focus. We know what we want. We know what's important to us and we know what's gonna jump us out of bed. Then we go and look for that niche market. Now notice with Wendy she had two clients that she was already working with. What we did is we just looked at how many people are moving to China every second.

We looked at how many executives fail when they get to China. We did validate but we started in a different direction. Now it doesn't take a huge amount of time. When I look at somebody's branding it took me two to three hours to work out Wendy's and anyone of the clients that I work with and define the market and worked out what the sale system was. Then we met and I went through it. But for a lot of people the problem is – I mean when I did this for the National Freelance, we just spoke about that – I said at the end of a 45-minute workshop put your hands up if you've now got a unified message that you feel that you can go out and do.

And this is the five-step process that I give away on my website anyway. I have a rule that if you want to work with me I want you to have tried my free stuff first because if you aren't motivated enough to try my free stuff, then I have a real – I'm very results focused. And I believe that if you're not gonna try that then you're probably not gonna do the work. I make people work really hard for six weeks. So what I find is that if you all of a sudden focus on that and actually spend your time like with Freelance I said put your hand up if you've got the unified message. About 85 percent of the room put their hand up that they –

Jamie: In 45 minutes?

Matthew: 45 minutes. And I was facilitating. I wasn't actually doing it. Now of course what they had was probably not perfect but it was better than what they had.

Jamie: Heck ya.

Matthew: And then I said put your hand up – now leave your hand up or put your hand up if this is more time than you've spent on marketing since you started your business. And more people put their hand up and no one put their hand down. That's horrible.

Jamie: Yeah.

Matthew: So what it means is that when we say how do we test that market what generally happens is people say oh that's too hard and I don't do it. What you've got to do is you've got to look at what your market is and spend some time working it out. I like to say have a half day once every three months and call it a white day and just blank it out and spend that time on marketing working out your focus. I mean I'm well known for creating rapid growth businesses, but that doesn't mean that the message that I create today is just as good 12 months from now.

Jamie: Thank you so much for saying – well, let's give a little bit of credibility too because you built how many million dollar plus businesses before you were 30?

Matthew: Five.

Jamie: By the way we should probably have said that beforehand too. So it's not only that he helps other people do this it's kind of insane on what he's also done before. So what's interesting though is I think people are like this is sort of very foundational, and we assume we write the business plan, we figure out whatever this unique difference is for us, and then we go forward. But you're saying it's an evolutionary process.

Matthew: Yeah. So I think the one thing I really love about your message is you say the eventual millionaire. That starts with foundational. What I find is when people leave their job to go and start a business, they need to make a million dollars in the next 12 months. Like every time I start working with clients the first

number one goal I want to make a million dollars in the next 12 months. I'm like cool tell me what you'd do with a million dollars. No clue. Right? They've never had that sort of money.

Jamie: It has an extra comma. I just want that extra comma.

Matthew: It's so much times two plus an extra comma you know what I mean? And I just say well okay first wouldn't it be more important because a lot of people what they think they want right now is different. Like I worked with a client Derek Louis who is one of my favorite clients. I actually went out for dinner the other night. He drove in for a conference and he's now speaking, which is phenomenal.

Jamie: Really.

Matthew: And he earned \$27,000.00 in 2013, \$12,000.00 by the time he called me in August 2014. By the end of the year he'd made over \$120,000.00 and last year he made just shy of \$300,000.00, and his whole life is different. But when I asked him when he first started what he wanted to do he said I want ten ghostwriters working for me. In two weeks he made \$40,000.00. About seven weeks \$80,000.00. When he got to \$120,000.00 I said to him do you still want ten people working for you? Oh god no I don't want that kind of commitment. I want to be able to be a little more free.

I'm going to have a shop where I've got a one-stop member that works the shop and I have a shop and I feel like I've created something in a presence. When he got closer to 300 I said Derek do you still want the shop? Oh god no. No I want to spend time with my family. I want to be able to travel when I want. People don't know what they want when they first leave. So the reason why I say eventual millionaire is the goal for me is that you make goals and you work out where you want to go now. Don't set a million dollar goal because you're going to focus on where you want to go to get to that million dollars and you've got to work blindsided all the way to that focus.

For me when I start a new business I always have the same focus what is my goal for it. When I achieve that let's say I was leaving my job today, and I said what would be my focus. Well, statistically happiness does not improve over \$75,000.00. Now I like to earn a little bit more than that, but a lot of people are happy with \$75,000.00. A lot of people \$75,000.00 is a good jump, and a

lot of people would happily give up their job if they can just make 75. I'm not suggesting this is the number for you I'm just saying it's a good number. If you pick that number up, once you get to that point where it's 75 everything at that point becomes an opportunity cost. Right?

Do I want to continually work blindsided and focused on this or do I want to go and spend some more time with my family for a little bit. Or do I want to create an online product or a leverage product so that I can make much, much more money. See, the focus for me – let's say – you're a business coach so you can only charge a certain amount per hour. Now you can continually put that right up but there's still only a number of hours in a day. Now if you have a goal I'm gonna make a million dollars and you only earned revenue through business coaching that's a big thing to try to chase.

Now if you said I'm going to make a million dollars and this is the way I'm going to do it and you never look sideways, then you'd find it really hard to get there. And you would be wondering why everybody else is doing it but you can't. On the flip side if you said my goal was 120 and your got to \$120,000.00 in coaching. And then you said now what can I do I want to earn a million dollars next how would I do that? I'll create some plug-ins. I'll write a book so I cold leverage myself better. I'll do some speaking events those such things, and I'll hire a staff member that books me for things.

And all of a sudden you create a business plan for that million dollars, but when you first start you have no idea what that business looks like.

Jamie: And you won't know until you get – it's like educated guessing every single time we do it. We're like I think I'm gonna want this. Oh wait, never mind, once you get there. I mean I've worked with so many people they're like ooh let's change it to here.

Matthew: Exactly.

Jamie: You learn as you go which people hate though. People are like no but I want to know five years out, and we talk about visioning and stuff like that too.

Matthew: Yeah.

Jamie: Do you think visioning in five years and knowing what you're gonna be like then is important?

Matthew: Definitely. I think there are two things. You should definitely have a plan but you should know you have no idea what that plan really looks like.

Jamie: Yes. Right.

Matthew: Entrepreneurism is completely chaotic, and I think as long as we realize that then we should definitely have a plan. I think entrepreneurs always have to have a plan otherwise we become subject to shiny object syndrome, right? I think one of the major reasons why entrepreneurs love shiny object syndrome is because we know we're very capable people. If we didn't we would not do what we do except we're kind of worried we're gonna get caught out. Entrepreneurism is scary. So we say we're gonna focus only six ideas instead of this one, and because of that we're splitting our attention between six things, and we miss opportunities that are right there in front of us.

So yeah having a five-year plan is really, really good. What is important though is you need to understand that things will change. You need to constantly reevaluate that plan. It's not like when you're working your corporate job where you've got a five-year goal because you have a specific job in that goal that an organizational strategy can change. So you've got to constantly readdress it and again once every six months look at it and go where is my business at. I mean I've got products now that six months ago I didn't even know. I didn't know enough to be able to create them, and I didn't know that there was an application for it. I didn't even know I wanted it.

I built a product for me and one of them is an event plug-in and I'm launching it in a couple of weeks, and it actually breaks down the events that I have in a very simple way because what I found is you've got two types of speakers. You've got speakers that speak a lot and an events plug-in doesn't work for them because it's too much detail with all these events plugged into one. And you have even speakers that speak very little and they don't want to put one up because it looks embarrassing. So I created one that doesn't put the year in so it's nice and simple, but also it just requires putting

the event name, the location, and the logo, and it's really, really simple.

Now I only built it for me but then I had a meeting with someone and they said you know it's – had a speaking match here in Austin – and he's like dude this awesome you should launch it and get it out to the world. And I said you know what it never occurred to me that I would do that because it's not really inside my wheelhouse but you're right I should because it's really easy for people. Now it's part of my business plan now and I've got my rapid growth university launching soon, and it's of course the **clickbank** right? It's the first thing that they get so they get the proof of the fact of wow the stuff that he does is really great quality.

The people that buy are all speakers and a lot of those people make idea clients from a rapid growth university. If I had a singular focus that wouldn't have been okay. And then secondly if I had been too blasé I would have 17 ideas right now and then none of that would work either. So I think it's important to plan but I think it's also important to continually reevaluate when you're starting.

Jamie: I think that's so important. It's like seeing where you're going and then having a road that this big where you can sort of move through it. But it's easy to say again and harder to do. So let's say that the people that are listening actually get that. They're like okay I've been in this for a couple of years and I'm like I totally understand. Now what? Because I know let's say they have their niche at least as best they can because they've listened to your video *On Your Side*, Right?

Matthew: Yes. Definitely.

Jamie: Okay. And then they know these two things, now what? Like great now where do I get the money?

Matthew: Okay. So the focus is and what I always look at so sales systemization for me when I talk about it people think I mean go out and direct selling. I mean I was a natural introvert. I was a horrible salesperson.

Jamie: Really?

Matthew: And for me it was like – so how I ended up in sales was I started in a real estate agency, and I was really doing that to hide away because I had a reading of a sixth grader and later high school. I didn't know what I wanted to do and I'm like I need a year off to work it out let's go hide. Unfortunately the company actually closed down just before Christmas, went bankrupt, and I found myself without a job. And getting a job in Australia it's really difficult before Christmas because we do on holiday for like four weeks. Like we close down on the 20th of December and there's not a decision maker in the room until the 15th of January.

Jamie: Really, that sounds great.

Matthew: Yeah. So it's wonderful and horrible especially as an employer when you've got to pay staff during that break it's kind of horrible. But it's good though because everybody goes on holiday at the exact same time so you haven't got oh that person's off, that person's off it's a nightmare. But what I've then had to do is the only job I could get was commission on the sales, so I went and did that and I got five days of product training. And then got sent down the road and I had 93 door before my first sale and it was horrific. Ninety-three doors of rejection getting told to go get a real job. It was horrible.

And then I made a sale and I was like awesome I made \$70.00 and I had this solemn realization that I've got to do this again tomorrow and for the rest of my life and that was not okay. So went to sell via You Tube. Like I literally taught myself the steps of the sale. I taught myself everything just on You Tube, and then I became within six weeks of just learning on You Tube I became the number one salesperson in the largest sales and marketing company in the southern hemisphere. It took me six weeks and it was 100 percent because I created sales as a process that's how I look at everything. So when you look at a differentiation in niche marketing, what I do is I say step one look at your goals.

Work out what your goals are and define who you're willing to work with and what you love doing. Step two is working out what that differentiated and unified message is that thing that separates you apart. Then obviously define the niche. Work out – you can speak to everyone, speaking to everyone, speaking to no one. So you work out who specifically you're going to speak to and you define exactly what that is. I always suggest there should be two things at this time. You should write your mantra document,

which is who you are, why it's congruent with who you are, and why your customers should love working with you, and your core posts, which I always suggest.

I've got an exact example of this it's called why businesses only have price compete it's on my blog, and it breaks down three problems, three stories of people that had that problem and the solution that they used which is my solution. And that helps you really explain and break down how you help people. Then sales systemization for me is twofold. You've got to get out and speak. You've got to get out and meet people and network. I've got lots of stuff on my podcast about how to network, but on top of that you've also got to disseminate your message. Your podcast is how you disseminate the message of what you believe and how you help people.

But for me my podcast does the same thing. I launched my blog in February of last year, and in I think November it was inducted into the International Sales Blog Hall of Fame.

Jamie: How annoying.

Matthew: Well, I launched my Twitter I had 184 followers on Twitter because I never used it in May last year, and Evan Carmichael we were talking about this because we're both on the list. So I was listed as the 43rd most **re-tweeted business coach** on Twitter. That has nothing to do with the fact that I'm a great person at selling face-to-face. It was because I worked out how to disseminate the message. So what I look at is everything that you write from that point should have your unified message and should speak directly – I speak to a guy called Allen. He's a guy that I can pitch I know him well and I know he has all the problems that I write about.

So I write directly to him. He is the person in my niche. My podcast is built for Allen's coach to help him actually help himself, and everything is focused on that one group. Message dissemination how do we monetize it? Well, firstly, if you're a coach and you want to monetize yourself, you need to get your content out so that people are calling you as opposed to you hard selling because you can only charge a certain amount when you're hard selling. When they're coming to you, you charge a lot more. So it's true, right?

Jamie: Yeah.

Matthew: So what you want to do is you want to get the phone to ring, so when you write your blog posts, and when you write your podcasts it's kind of the place where all of your information goes to die unless you do something with it. So people look at things like **Hoot Suite**. They look at things like Buffer and how do get that message down. I focus on **every green postie**, right? So there are things like Rig Night or Meet Edgar and they focus on putting the content on absolute rotation because the content you have is valuable, and as long as you have enough content then you can spend a month or two months rotating. So one is gonna see that hey I saw that last month.

They're not gonna be there the exact same time, and by putting that flow instead of rushing to provide that extra blog post because now it's a crap post but you kept up with the schedule, you've got these really core pieces of information. All your social should be about drawing people to your website, and your website should be about getting their email addresses. This is basic stuff. I don't need to teach people this, but the whole goal is people focus on social media but then not the email or not the email campaign. Or they focus on email marketing but then they don't have a subscriber database or they focus on launching a podcast, but they don't give away anything free to get their email addresses.

Like **Maya** every third he gives away a free worksheet that business coaches can use with their clients because why? Because every time they opt into that all of a sudden they get a whole email sequence about how to be a better business coach, which sales rapid growth coaching. Right? So the whole goal for me is if you know what your unified message is – I mean my podcast very similar to yours in less than 24 hours a video and audio in three continents. It was better business coaching only spoke to business coaching had no right being on that list. But because it had a unified message and a straightforward and that I knew who it was and everything was focused there, that's how you monetize.

And then all the products I create for the niches that I speak to and they're all congruent with my message. So when somebody says hey I've got this great idea we should launch this product I'm like not along rapid growth. Like I love the idea and I'd love to help but unfortunately I can't, so I can either coach you to help, but if it was a aligned with rapid grow then yeah sure let's talk about it,

and let's talk about how we're gonna help people. Because the core of where I guess where I come from is I grew up in a really poor area, and I hate the fact that small businesses close down.

Jamie: I know me too.

Matthew: 95 percent of small businesses close in five years. Robert Kawasaki talks about this. It's like a burial ground of small business and I hate that. And it's generally because these people have wonderful things they can provide people and they think that that's enough. And it's just the unified message of the niche and the dissemination plan or the sale system that lets them down. And while yeah there's a lot of people who say this is foundational, this works. I mean I've worked with people that have – I mean we spoke about John McIntyre just before. John has a Top 30 iTunes podcast, and yet he was making less than a six-figure income.

And just by focusing on these fundamental things all of a sudden he went from what he did in a year to earning that every two months and it was like two weeks. It doesn't take long it's just focusing on those core skills and really just making sure that you've done your groundwork. Most people start here and if they started here and even if they're here now, they should still look back here and they can make that happen.

Jamie: Okay. So tell me about this though because I think what's really interesting is when you look at – you've got the foundational or we should call it maybe the core piece – okay, we've got the core piece. Right?

Matthew: Yeah.

Jamie: And then you're like oh but then I'm amazing on You Tube, I'm amazing on Twitter, but is it just the message, or did you go out and market the heck out of yourself in order to make that happen?

Matthew: That's interesting. So I came to America in February before last, and then I launched my website and my podcast in February of last year. And I didn't really have a big social network at that stage, but because I had such a strong message, and because I leveraged the connections that I did have, then I became successful. But see what happens is if I say Jamie I'm a business coach just like you and I'd really like you to help me get a podcast out. Yeah, sure, just like everyone else.

Jamie: I know.

Matthew: Thanks for your time.

Jamie: That's a lot.

Matthew: But if I say look I really hate the fact that small businesses die, and I'm trying to build something to help them understand the important milestones to helping create rapid growth. And I was hoping that you could help me share that message. Now you may say yes or no, but you're gonna be more likely to say yes. And when I say to a business coach look business coaching is hard, and you spend all this time trying to understand the content because you want to provide great sessions. Then sometimes you have off days, so you kind need a template because when you're having an off day somebody is paying you a lot of money you can't afford to give them a bad session.

So then you have that as a problem, and then you've got to go out and sell. So what I did is I put together a podcast that did all that homework for them. It provided a specific name that wasn't being delivered. When I started my first business I went from nothing to a million dollar business within less than 12 months. It came from providing a need. I always say this and John talks about it all the time now unmet need. Right? If you can deliver on an unmet need, the market will find you.

If you can get your message out in front of that unmet need, i.e., get your message out through targeting them through social media, through following them on Twitter, through launching a podcast that speaks directly to them. Markets change, sales of the old doesn't exist anymore like – well it does exist – but they haven't realized reality yet, which is that direct sales is hard work and it's getting harder and harder. The market has changed. Today people are actively looking for the messages that speak to them. They can research. They can find their own content. I mean as a direct sales guy we now know that they're going to research you and our products well before you even show up.

When they want to contact you, they're willing to pay a lot more money. So the goal is to define who your market is, what your unified message is, who your niche is, and then figure out what your pricing and packaging should be to fit to them. And then

Speak directly to them through your online, through your podcast, through your social media to draw them in. Today rapid growth sales if you like is all about using technology, psychology and strategy to create a large enough megaphone and pointing it exactly in that right direction so your customers come to you. And if you can do that, then you don't really have to work that hard.

Jamie: That's exactly what I was thinking. I was picturing like a leader rallying the troops. As long as you got that core message we're just rallying people around us. I'm from the middle of nowhere in Maine too and it's amazing how many people you can attract. It takes time don't get me wrong even though he's rapid so he goes faster than everyone else. We have to start wrapping up though. I'm sure we can chat forever. So I'm sure we'll do this again especially if we're both in Austin. And my last question is always the same. I didn't give you a heads up beforehand which I usually do.

Matthew: It's okay you're supposed to catch me up, so I'm happy for this.

Jamie: What's one-thing listeners can do this week to help move them forward towards their goal of a million?

Matthew: Sure. So the first thing I would do is I would block out that time. I would absolutely put out six hours of your time. Block out six hours and say I'm gonna focus on marketing. You can go on my website and get that five-step process that I talked about or just rewatch this. It's the same process just go through and define that. Go to podcast 17 Better Business Coach, define your goals, then read *Why Businesses Only Got Price to Compete On*, which will break down exactly what you do, and then do that five-step process. Robert Kawasaki talks about this.

So many entrepreneurs we stop ourselves because we see red lights along the way, and with marketing there's a thousand red lights because we have no idea what we're doing. What I just want people to do is block out six hours and start doing it. I don't care if you jump up and scream at yourself because you're struggling and you find it difficult. All things are difficult. When you learn to play a sport for the first time it's difficult. Just start and be in the room and do the job and you'll find your business just going a completely different direction. You'll find all of a sudden the things you did made no sense whatsoever. You're like why was I

wasting my time on all of this it's so much clearer now. It takes about six hours, so block it out and make sure you do it.

Jamie: Make sure you go it is the thing, right? So he just gave you 17 steps from a guy who created five million dollar plus businesses so please listen to him. All right. Where can we find out more about you and get your podcasts and everything?

Matthew: Yeah, definitely. So I've mentioned *Better Business Coach Podcast*. If you find Jamie's you'll find mine. Also check out MatthewPollard.com. There's a huge amount of content there on my blog, and also check out my Twitter profile. I'm always posting new stuff obviously @MatthewPollard_.

Jamie: Awesome. And we will definitely link up as much as we possibly can all the steps that you suggested, so all you guys have to do is mark six hours and then click on links. Can you do that? All right. Thank you so much for having me today.

Matthew: You're more than welcome.

Jamie: I really appreciate it and hopefully we'll chat again really soon.

Matthew: Sounds great, thanks, Jamie.

Jamie: I hope you enjoyed that interview, and if you want more like it, go to eventualmillionaire.com. If you click on the millionaire case studies, you will see over 200 millionaire interviews. I don't want you to get overwhelmed of course, but I do want you pick the one that might make the biggest difference in your business today. So what's something you're struggling with, and take a look and see if one of those could specifically help you? Don't just take information for information sake. I want you to be able to take the information, have it applicable to you right now, you use it, you take action, you see results, you come back and go Jamie that was amazing.

That's what I want. So go check out eventualmillionaire.com and click on the millionaire case studies. Thanks.

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Duration: 36 minutes