



Build A Profitable Online Business

Session 3: Not An Expert? Do This..

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Hello, everyone, Welcome along to our third part of build a profitable online business. It's brilliant. see you here, either live or on the recording. I know we're going through a very difficult time at the moment but this, like we said right from the outset is something that we're not going to deal with here. We're just going to focus on online business and hopefully it's kind of like a break from all the other noises that's happening at the moment.

Now, last time, we really focused in on choosing your profitable niche and in the Facebook group, which I'd really encourage you to join. It's completely free for all of this is. If you haven't joined it, please do. There's a link in the description below this video.

There was a great comment I thought that I wanted to share with you, and this was from yesterday, I think possibly the day before I can't remember. Let me just switch over to this and hopefully, just let me know in the in the chat there, if you can see this, that will be really good.

Somebody said my highlight from video 2, was last time that was the profitable niche video, is the roadblock just plow on bit. It's so easy to get stuck in one spot, convince yourself that you can read that, that you can research your way out. That is just so true, isn't it? I'm sure that you've been there before. I certainly have all admit to that, particularly my early days. We just all have a tendency whenever we come up against a challenge that we need to stick in learning mode, we need more knowledge, we need all the answers and I think what that is like is this hardwired sense that we all have for security and not really wanting to take many risks so we feel like we need to really double down on the learning to make everything as short as It can be.

The reality is that you can, there's only so much you can do on the drawing board, you've got to actually get out there and do it. If you remember we talked about success being 20% learning and knowledge, and 80% action.

Now the 20% of learning and knowledge is really important. I mean, I constantly spent, you know, the last decade and still now, and I will in the future learning, so whether that's from a YouTube video or from a book, or from a course, I occasionally buy in consulting and coaching for my business on something specific, maybe I want to learn about, so that's really important .

It's only one small ingredient in the overall recipe. I just replied in the group just backing that up and said you've nailed it perfectly. That's 100% right. A lot of problems are actually just perceived and sometimes the best strategies is to simply ignore them, that might sound quite reckless and if you were to do that all the time, it would be reckless.

It's amazing, the more experience you get how many challenges that you come up against that you think I really need to solve this, sometimes, often, actually, you can just ignore them, or just circumvent them in a very, very easy way. And this frees things up, you feel a lot more relaxed and once you get into the habit of this, because it feels wrong at first. Once you get into the habit, it makes your life so much easier, and you get more spurred on them by an increased momentum in your progress.

So, I just mentioned, choosing your niche is important, but like with any important decision, make your best judgment, make it rapidly and carry on. That's a key message. Maybe you'd like to write that down if you're taking notes.

Let's just say yes Okay, so everyone's still here, which is great.

So, let's crack on with today.

Now, in part three, we're going to talk about expertise, or actually, the lack of it. You might feel that you are not really an expert, or perhaps you feel you know, nothing at all. Or you've got some knowledge maybe, but you're not quite sure if it fits. You might feel a bit nervous about kind of putting yourself forward trying to sort of help other people.

This is all completely natural. We're going to get into that today and really focus on it.

Let's have a flashback to session one. First of all, if you remember, we said BAPOB which is this course build a profitable online business. working from home is about turning your knowledge, expertise and experience into consistent online income working from home.

Now, that's the phrase knowledge, expertise and experience and that can be the bit that's like the first objection. You might be thinking, well hang on I haven't got any. This is for you, if that's the case.

When you start your business, no matter how much knowledge, expertise and experience you have, you can still feel very small.

Let's look at this and explore it in a bit more detail. Here's you, right, slap bang in the middle of this screen. This is you. Now, when you first start out, you feel pretty good, excited, you've got that rush of enthusiasm, what you always get at the start of any projects. It's really good. Then you start getting into it and then you quickly sort of start to find out whichever market you're in, every market's the same for this. You start to sort of have a look around and see what else is going on and one thing you might find is that you come across, let's say, a more established person in your market. Let's call them big guru number one and it says on their website, join 27,000 other happy subscribers and sign up now.

You think, ah, they're doing what I'm trying to do, and they've got 27,000 subscribers on their email list Wow, this is, you know, I'm up against that.

Then you look a bit further and you find someone else big guru number two who has hundreds or maybe thousands of testimonials on their website. Of course, it goes on big guru number three has been on TV. Number four has said they've been in business for 10

years, or however long it is. Obviously, you could go on and see lots and lots of different things and all of these can be potential intimidation factors, okay.

You can feel very, very small from what began as an exciting project. Now you feel a bit crushed and a little bit nervous and like who are you to even get into this right, everyone else seems to have tons of experience.

Now, of course, if you're going into a profitable area, by definition, money's already been made. This is always going to be the case, you'll never find a good market where this isn't the case, because money's already been made that means there are established players and some will be small, some will be medium, some will be big, some might be huge.

If you allow yourself, you'll get intimidated by any of them, right? Because, if you're always looking for something someone else has got that you haven't, then of course, you're always going to feel small. Now we want to escape this because it's a real problem. It's mentally, it's just not a good thing to wake up to every morning, right? So, you just don't want to have any of this.

Here's the classic advice. If you go to a typical sort of expert in inverted commas, either a coaching or in a course or consulting whatever this is, more often than not, this is what you'll hear.

They will tell you, everyone starts from scratch, don't worry about it.

Now, this is absolutely true in more ways than one. Firstly, of course, it's true that everyone starts from scratch. This business is not really one that bodes well for inheritance. It's not like it was passed down from, from my dad to me or something like that. I mean, it wasn't really around in my dad's working life for a start, but also, it's things that these kinds of businesses, people get started on their own.

So, this is totally true. Everyone starts from scratch. It's also true that you shouldn't worry about it. However, it doesn't really help does that. Right? It's like telling someone he's got a real problem and he's totally stressed out. Say oh just relax. I mean that that just doesn't kind of work, right? We need a bit more a few more tools in the toolbox to solve the problem than that.

What do we do?

The classic advice doesn't really wash with us. What can we do here?

Well, here's a much better way of thinking about it so you never have to suffer status anxiety. That's what we're talking about here.

When you feel small, and you feel like everyone else is doing better than you and like, they've all got mega success and you've got all the problems. That's not reality, I can assure you, I can absolutely assure you that. Even if you feel that way, what that's called is status anxiety.

The first thing with anything that's going on in your head, is an awareness. You've got to be aware of the little tricks and games that your mind can play on you, because if you're not aware of it, then it will just manifest and cause a problem.

Your mind is a wonderful tool we say, there's so much power there, but it does have a few bugs in the operating system. The software that you're running upstairs isn't completely optimized, there are a few little leftovers from when we used to live in caves. There are things that are trying to over protect you, and all of this kind of stuff.

The first step to making progress with that is not a state of denial or trying to force it out. It's just an awareness of what's actually going on. It turns out that a lot these things are common to all of us, to me, to you, everyone here live and watching on the recording. What we're going to do is just start to try and unpick some of this. Just gently and in a totally nonaggressive way, we're just going to have a look at what they are, and then see how we can just gently create new habits which overcome them.

Here's a much better way of thinking about it so you never have to suffer status anxiety.

All right, we're going to look at a triangle.

Really, I should call it a pyramid. At the bottom of the pyramid, we have an absolute beginner. Alright, this is the case, if you feel like you know, nothing, nothing at all.

And then we've got a little knowledge, then experience, then successful and then we've got absolute experts.

In terms of hours, we could say absolute beginner zero hours experience, so you just don't know anything.

Now at the top of the apex of this pyramid, we have what I'm going to call Malcolm Gladwell's 10,000 hours. I'm not sure if you've ever read Malcolm Gladwell. He had a concept in one of his books about these 10,000 hours and the idea is, he didn't invent this idea. It came from a research paper; he was certainly one of the major people have popularized this concept. Whether it's true or not is a different debate, but it's useful as a benchmark for what we're talking about.

10,000 hours is, according to Malcolm Gladwell is basically the amount of work the amount of time that you have to spend in any field to become an absolute expert and really great at it.

For example, often cited is Bill Gates when he was a teenager, he got a computer and he worked all day on his computer was addicted to it got square eyes, just on his computer all the time, and did his 10,000 hours and became an absolute cutting edge expert.

Another example is the Beatles who went to Hamburg from London. They went to they went to Hamburg they gigged several times a day. I don't know how many but let's say three gigs a day, day after day after day had really no partying. It was just work, relentless. When they came back from him, Hamburg to England, people said they were unbelievable, like nothing they'd ever seen before.

This is the apex, right? These are the two extremes.

I want to be clear. You never ever need to get to the top of this pyramid. All right. All we're really looking at here is to make a progression.

I want to help you understand how you can make that progression very naturally, very easily, and do it by just helping people.

No underhand tactics or games or hype in the marketing just by doing it, trying to reach out and offer good value to people who are looking for solutions.

Let's start at a little knowledge. If you were in the little knowledge category, this means you've got you know, some kind of hobby or interest or you've got a bit of life experience or something in the job you did from your career, perhaps that is relevant.

You've got some knowledge about some subject, right? Along the lines along the framework of what we talked about last time in terms of profitable niches. So, what life experience or career knowledge you already have?

Let's take an example. All right let's say from your life, you have lost weight. You were overweight for a while and then you lost that weight. Not only have you lost the weight, but you've kept it off.

What you have there is the basis for a very profitable business, it might only be a tiny acorn. All right? That's not even planted yet. Not yet alone cultivated, but you've got the potential of something.

What can happen from that is that you can look at that and use that experience and share maybe your story, your experience. Not only have you personally done something which has got a good result, you've lost the weight and you kept it off, but also, you're very likely to know the problems or potential problems of other ways of losing weight. Undoubtedly, you've probably tried a diet plan before or joined one of the companies to lose weight or done something else that most people do, and it didn't work.

These are two really great assets that you are sitting on right now, in this hypothetical example. You can translate this to any market you like, including yours, of course.

What you can do then is maybe share that. All right now we'll talk about this in future sessions. How would you share things, how would you do marketing content and products and all of that, we'll get to that. but for now, just imagine you're putting this out there and you know, someone thinks, oh, that's quite good. Yeah, I'll try that. Alright. And they try and they have some success with it.

Or other people try it and it doesn't work. And they ask you questions. Now what you're doing is you're gathering experience, because you're learning about the questions that people are asking, which are often the same ones.

You you're learning what people know.

You're getting some people go, Oh, yeah, really tried this. This bit was the best. I really enjoyed that and so on. What's that doing? Well, it's building your experience. You're going up from a little knowledge now to thinking oh, yeah this is working on this bit in particular, people really like this.

You're becoming more experienced and what this is, is getting the snowball starting to roll, and you get more and more experienced, you can then develop great success from that and so on and you're, you're rising up like a hot air balloon through this pyramid up to the up through the tiers.

That's if you've got a little knowledge, but you might say, look, Rob, I'm not even got a little knowledge I have, I know nothing.

I've lived my whole life and I haven't got any life experience that's worth anything. I've got nothing from my job. I've got no hobbies or interests or anything, right?

Let's take an extreme position. If you feel like that, that's absolutely fine as well. So that means your zero hours at the bottom. Okay, so you are right down here absolute beginner so in that case, the question you might like to ask yourself is the following what research you can do to save others time and hassle.

Remember whatever content you're putting out, whether it's a live stream like this, or a paid product, like one of my 20 buck products, or a big course, that's cost \$1,000, or a five grand coaching program, or a membership site doesn't matter, or a free report, whatever you're putting out, all you're doing really is just saving people time and hassle. That's where the value comes from.

That's the only reason that people buy stuff in any market is because instead of going through the ages of trial and error, and on their own, they just want some want some input, some help, right?

You can create that value in your market yourself if you are an absolute beginner. Let's say let's pick this market this time. To buy online business and marketing and things like that.

Let's say you know nothing.

One thing you could do is you could learn how to build a website. Let's say WordPress is my favourite platform. We'll get to this later. So, if you're going to build a WordPress, you can then maybe create a video tutorial, or a PDF on how people can create their own website. Okay, maybe in a short amount of time, an easy start-up guide.

Now that it's going to save people, millions of people want to create web sites, they've got no idea how to do it. If you do already, you take that knowledge for granted and forget that other people don't know anything.

What you've done here is you've gone from absolute beginner; you've put in a few hours work and you're starting to graduate up to a little knowledge. Once you've got a little knowledge then you can help the absolute beginners who are behind you.

Once you get more experienced looking at this pyramid, then you can help the people that only have a little knowledge.

Once you become successful, then you can help all the people who are experienced, have a little knowledge or absolute beginners. All right. Can you see how this works?

Here's the idea and we can talk about loads and loads of different markets and stuff. I've just given you two that will try and bring in more markets as we go along in future sessions.

It's the principle really here that matters. This is what we're talking about is graduating yourself slowly. It's not going to happen by tomorrow. Maybe not even by next week, but constantly consistently percolating yourself up from wherever you are at the moment.

Let's assume that absolute beginner or maybe your little knowledge, maybe your experience, maybe You've already got a business and you're really successful. Well, you can still move up, you can always move up.

I can, you can. That's the idea. We're graduating ourselves up and up and up this pyramid.

The phrase that I like to use for this is just my term is called bootstrapping your success. This process that we're talking about is called bootstrapping your success.

You're literally pulling yourself up by your bootstraps, and you're leveraging your own time spent in your business. Right? Once you leverage that, you up to a high level, then you leverage that, and you move up again. And it means you never ever have to worry about what anyone else is doing. It does not matter.

I don't care, if people have got millions of email subscribers, or they've made \$30 million in a given area, it just doesn't matter. It's irrelevant. Your only job is to percolate up this by

bootstrapping yourself and just genuinely helping people, helping people save time and hassle.

That's all it is. All right. Let me know if you're on live. Does that make sense? I'm just going to check the comments here while I have a sip of water.

Before we go any further, there's a little delay, so I'll give it a few seconds. Let me know if that if that will make sense.

Terrific. Okay.

All right. Lovely. Some good comments. All right, terrific.

This is a really important lesson because remember, you don't want to feel intimidated or feel relaxed, confident and never have to worry about other people. Right? Because if they don't matter anyway, this is the only thing that you need to focus on. Let everyone else worry about all that. Status anxiety stuff, right? Most people don't know this. But they'll be worried. They might not show it. You might not realize it, but I can guarantee they are. I've talked to enough people; I've worked with enough clients and customers over the 10 years to know that that's true.

So, don't think you've got the problems. It's everyone else has got the problems. You're getting round these with little insights like this.

Getting started is the number one priority. Once you get started, you'll naturally get more experience more knowledge, more reviews or testimonials, more successes, you will also get more failures, and even more failures is good thing, right? Because you've been through the process that's a real result.

It's not the result you want, but failures are, in a way in some respects, just as valuable as successes. But if you stay in that armchair planning, along the drawing board then you'll never get anywhere, really, okay, you'll just have a lot of knowledge. As the knowledge builds up, there's too many things to hold in your mind, you'll just become more confused.

It's really about taking action and that's the point that is so important that I want to finish with.

This is this is one of the biggest insights.

We'll probably look at one every time in the sessions, but this is a really important one.

Action breeds inspiration, which leads to motivation. What does that mean? Well, here it is.

Most people are like this guy on the couch. They're sitting around on the couch or similar, and they're waiting for inspiration to strike them. It might be through a book or a TV show or watching the news an idea might pop into their head.

When they get inspiration, they get excited. That leads to motivation and that motivation allows them to take action. Of course, it's only action that gets the results. If you want results, that's what normal people do. Right?

Virtually everyone, you know, does that they wait for inspiration, because they want to be inspired. And that creates the chain reaction from inspiration to motivation to action.

Here's the big insight. This actually works the other way around as well. In other words, action can lead to inspiration, which then leads to motivation and then it goes round in a virtuous circle because you take more action, you get more results, in other words the best medicine for this person, this guy lying on the couch right now is just to take action.

Now that could building a website, or a landing page or some something else that we're going to look at in future sessions. It might be something to do with business. It could just be folding that towel up and making the room tidy or it could be cleaning your desk, could be cleaning the car, or just doing something or going out for a walk to get some fresh air so you feel better.

Any kind of action right doesn't have to be related to what your goals are or your business. Any kind of action will pretty quickly usually generate inspiration. And that's the trigger for motivation. And you start that virtuous circle.

Anytime you feel down, you get up in the morning, you think ah, I don't know. I'm just not feeling good today or you were on a you're on a high and then it dropped off and you can't explain it. The answer always is action.

If you want to take some different action, you sick of the screen that you're looking at, go for a walk do something positive going clean the bathroom or some anything right.

I don't know why I keep saying cleaning stuff because I don't do that much of that myself, but that's an example right go tidy stuff.

I think I might be the Japanese might be a complete misquote, I think the Japanese say that when you tidy, tidy your house you tidy your mind or something like that very, very true.

This idea that action can flow through to positive results via inspiration, motivation and is really important. The answer is to do something.

This is actually called the do something principle, the do something principle. If you'd like to learn more about this, there's a lot online, but there's an article by a guy called Mark Manson.

I'll put a link out to it in the Facebook group later. And you can go and check it out. Just remembering this concept is beautiful because it's so simple.

It's basically, if things aren't going well just take action on something, and that triggers all these positives. It honestly is totally true. This is not stuff. I'm not sharing anything with you here that is just off the shelf from a book or something like that. I'm regurgitating it.

Everything in this course, is from my personal experience on what works, and all the other stuff that doesn't work I'm either not including or I'm going to steer you away from but this I can't recommend enough, so don't be like the guy on the couch.

That brings us to the end of this session.

Thank you very much for everyone who's attended live. I really hope you've enjoyed it.

Hello again and goodbye.

Shortly if you're watching on the recording. We will be back very soon, next week.

On Tuesday, with another session, we're going to look at angles, which doesn't sound very exciting, but it's really, really important.

In particular, we'll be drilling down into whatever market you like, want to choose. I'm going to show you some really cool ways of getting to the absolute points of desire that people are desperate for in any market.

Okay, so we're going to look at that on Tuesday.

I really hope you can join me live. I understand not everyone can because we've got work and got different commitments, and there's different time zones.

Until then, please share this with anyone you think would benefit maybe a family member, your audience, friend. That's all we're trying to do. This is completely open access. It's totally free. There will never been any charge for this at all.

We're going to have a great weekend. I hope I wish you the best for the weekend. We'll reconvene next week.

Until then, take care stay safe and talk soon.