

**Earn1KaDay 2012 Seminar**  
**What Happened in Vegas... Changes**  
**Everything!**

**Mario Brown presentation notes**

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***From Ecuador to 6 Figures (Against All Odds)***

*I'm 6 years old, and I open my eyes. . .*

I see my mother standing in the kitchen. I'm in the hallway, and in front of her is her boyfriend. I see him raise his arm and slap her in the face. My mother goes down, and she looks at me, and she cries. She isn't crying because of the pain: She is crying because I am witnessing it, and there was nothing she could do about it.

*I open up my eyes, again. . .*

This time, I go to the bathroom door, and I turn the knob, and I see my mother leaning forward with a needle still sticking out of her arm. For as long as I can remember, my mother was addicted to drugs. I'm not talking about her smoking a little weed: She was addicted to heroine.

I grew up that way. I never met my dad. I had certain challenges I had to face on my own.

*I open up my eyes, again. . .*

I see the police taking my mother away in handcuffs. I remember crying as I watched her being walked to the squad car. Then they drove her away, and the policeman who was still there – a big, tall, German guy in a uniform – came up to me and said,

"Son, I'm going to be honest with you. I don't know when you're going to see your mother again, and I'm not exactly sure what's going to happen to you."

*I open up my eyes, again. . .*

This time, I'm standing at the front door to a foster home. This one is the place they put kids whose parents have abused them, or are addicted to drugs or alcohol. I remember I walked in, and all the kids are pointing at me and whispering, *it's the new guy. I wonder why he's here.*

Their whispers and pointing made me really uncomfortable, and I remember dropping down to my knees and beginning to cry. At that point, I decided everything that had happened must have been my fault. I blamed myself. I thought to myself I'd never be successful in this world.

*I open up my eyes, again. . .*

Now, I'm in Ecuador. It's many years later. I'm in a car with some other people, and I'm all squeezed in because it's a small car, and I'm a tall man. It's really hot. We come to a streetlight – I remember this like it was yesterday – While we're stopped at this streetlight, a six-year-old girl comes up to my window, and she has a baby in her arms. She's dirty, and she looks very tired, and she asks me for money.

I give her all the change I have, and I think to myself that perhaps the childhood I had wasn't so bad.

*I open up my eyes, again. . .*

It's 7 months later, and I'm at the Miami Airport. I've got nothing but my backpack. No family, no friends, no connections, no nothing. I've left them all behind in Ecuador. The cheapest ticket to the United States from Ecuador was to Miami. It was about the only ticket I could afford.

The first thing I did after I walked into the airport was to walk into Burger King. I had no plan. I had no idea what I was going to do, but I heard two German guys, and it sounded to me like one of them lived in Miami, so I approached them, and I told them my story, and they told me I was *crazy*. Then, they told me I should go to South Beach because that's where all the tourists were, and tourists meant hotels and job opportunities.

I got on a bus, and I headed to South Beach. When I got there, I wandered around, and I ran into a homeless guy who was making handmade grasshoppers out of coconut leaves. I struck up a conversation with him, and I told him my story, and he suggested I look across the street, so I did.

It was the Tropicana Hotel, and the homeless guy told me they had dormitories. He told me there were rooms with bunk beds – rooms I could share with other people for \$20 a night.

I went across the street, and I checked in, and I heard the manager of the hotel is a German, so the next day, I fill out a job application in German and turn it in. Two hours later, the manager calls me, says he likes my story, and then tells me he'll give me a shot if I show up to work the next morning at 8 AM.

**Two days after arriving in this country, I am standing at the front desk of the Tropicana at 8 AM in the morning, and I have a job.**

*I open up my eyes, again. . .*

Now, I am 32 years old, and I am at the Tuscany standing in front of *you* and sharing my story.

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I have 3 businesses right now. In the last 6 months, I was able to raise my income from \$0 to \$40,000.00 a *month*. My wife and I bought a nice house and a nice car. My mother has been clean now for 10 years, and I met my dad after 30 years.

**Life just completely changed for me.**

Now, I'm here, and I want to inspire you with my story.

I really want you to see that if I can do it, you can do it. I came to this country with no family and no friends. I spoke broken English.

After I met my father, I learned I had a brother and four sisters. My brother is in jail. The first time I met him was at the Durham County Jail. He'd just been sentenced to serve 14 years.

I hustle everyday: My *Why?* is my family. My relatives are all struggling, and I'm helping all of them. They are my *Why?*. If you don't have a *Why?*, you need to get a coach or an accountability partner, or something to drive you. You have to get comfortable being uncomfortable. You have to challenge yourself and be willing to do things you've never done.

Let me tell you the good news: 6 million sperm cells, and out of all of them, *I* made it, and *you* made it. Those are *incredible* odds. Before any of us took our first breath, we *fought* and we *struggled* and we were *persistent*. The very fact that each of us made it to this world means we are *winners*.

Those of us in this room are already in the top 20%, and we are ahead of the people who *want* to do things because we *are* doing things.

I hustle all the time, and as I said during yesterday's mastermind, it's all about taking *imperfect* action.

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So going back to my beginnings. . .

I'm working in the Hotel, and I'm on the night shift, and it's Spring Break. I saw everything: It was crazy. For the first three months, I wasted my time just like most of the people I saw around me, and then I remembered the reason I'd left Ecuador.

The United States is the country of opportunity, and I realized I should do something better with my time. I opened up my laptop, and I Googled "How to make money online." (I am not kidding: This is a true story!) It was a good start, but I immediately got overwhelmed.

I bought everything, and I invested a lot of money. It was horrible. I did this for three and a half months, and then my wife stopped believing in me because I was spending thousands of dollars and telling her I could do *this* and *this* and *this*, but there was nothing coming back. I had nothing to show for all the money I was spending and all the ideas I had.

I knew I had to make this online thing work, so I put forth one more effort. I bought Frank Kern's *Mass Control 2.0* for \$2,000.00. We didn't have that money, so I put it on our credit card, and I *promised* my wife I would make it work.

I went to that event, and it just *clicked* for me. It was a live event, and I saw Frank Kern on stage, and a light bulb just went on for me. I also met a group of guys – millionaires – who were *my* age. They invited me to go to lunch with them, and I saw they were regular guys, just like me.

I had that moment when I realized that if they could do it, I could do it to.

I left the event, and went back home, and the next day, I created my first WSO.

And then I took *imperfect* action.

I had no idea how to create a PayPal button or autoresponders, or how to set up anything. I went into the Warrior Forum, and I asked people how to do things. It took me asking about 35 people before one guy decided he liked my story and helped me out.

Three hours later, I had my first sale. At that time, I had a sound set up on my laptop, so when a sale came in, it made a special *ding*. My very first sale was for a \$7 WSO. It was a 3-page PDF. *I was thrilled.*

My sales page was nothing more than my story about coming to the United States from Ecuador. I also said right on that sales page that it was my first WSO ever. I admitted I didn't know what I was doing in terms of the PayPal button and the other things surrounding the set up, but I let everyone know the *tactic* was killer.

I had a few more sales, and the people who bought it agreed: It wasn't perfect, but the tactic worked well, and for my first WSO, it was a good job.

More people bought it, and I kept hearing *ding, ding, ding, ding*. Then my wife – who was working as a waitress– came home from work, and I pulled her over to my laptop, and I was jumping up and down, and I showed her I'd made \$14. We celebrated and high-fived one another, and then we went to the beach.

When we got home, I saw I'd made 15 more sales. I couldn't believe it. *I'd gone to the beach, and I'd made money.* It was crazy!

Let me tell you: All you need is that first success. From that moment on, you'll start believing.

I moved from that first \$14 to \$40,000.00 a month on pure hustle. Everyday, I took *massive, imperfect action*.

I saw that WSOs worked, so I did another one, and then I heard I needed to build my list. I tried to figure out what I could do to build my list, so I took my *Mass Control 2.0* notes, and I offered them for sale for \$1. I set the price really low, so I could build my list, and within two weeks I had my first 1,000 sales. It was an ugly PDF, and it was just my notes, but people *loved* it.

You've got to take *imperfect* action.

Then I heard I had to build a Membership Site, so I did. I charged \$1 for a 7-day trial, put it on the Warrior Forum, and I kept bumping up the price. Soon, I had 100 people paying me every month. It was *imperfect*. I didn't know how to do Webinars, or how to secure my content, or any of that stuff. I took *imperfect* action, and it was another success, and it kept me motivated to do more.

At that point, I was at the \$2,000.00 a month level. It had taken me about 6 months to get there.

My next goal was \$10,000.00 a month, and that took me a whole year. It was an up and down process. One month I'd make \$2,000.00 and another I'd make \$6,000.00: It all came down to how well my product launches went.

**The lesson here: Don't base your whole business on product launches.**

I kept hustling. I went to a Tony Robbins event, and I pumped myself up with self-improvement. I joined Mastermind groups, and finally, I hit the \$10,000.00 a month level. Once I got to \$10,000.00 a month, I wanted to make \$40,000.00 a month.

It took me another whole year to move from \$10,000.00 a month to \$40,000.00 a month. It wasn't easy. I had to create more products and build some software, and I now have a live event. You've got to build that sales funnel. Listen to your coach or your mentor, and get it done.

None of what I did was perfect. None of it. But I took action, and once again: If I can do it, you can do it, too.

**You either have a *result*, or you have a *story*.**

I am tired of stories! Stories are just excuses. I work with a lot of people, and they either show me imperfect action – some kind of result – even if it's just the first page of a Kindle book, or they give me a story. *Oh, Mario, I was too tired*, or *My family this and my family that*.

Forget that: Either you have a *result* or you have a *story*. It's a state of mind.

You have to look at the numbers: I'll use the NBA. There are millions of high school players who want to play in college. Then you have hundreds of thousands of college players want to be in the NBA, and only a fraction of them make it. Then in the NBA, you start to see the 80/20 rule in action. Overall, 80% of the NBA players are average, and 20% are really good. Within that 20% are a few players like Kobe Bryant and LeBron James who are *amazing*.

These numbers never change. Whatever industry you look at, you'll see the 80/20 split. In this room there are 20% who will take action, and within that group a few people will kill it. The numbers never lie.

You have to make a conscious choice: Do you want to be in that top 20%? Are you willing to take action to get there? I'm in the 20%, but I want to be in the 1% who crush it. I want to be where Jason Fladlien is. I want to be where Frank Kern is.

I am stuck in 40K habits. I'm happy, but I want to do more. My big goal is \$100,000.00 a month. To get there, I have to find people who have 100K habits to see what they do, and I have to join high-end Masterminds, and I have to have a coach who has 100K habits. I need to see the little tweaks they make, and I have to learn their mindsets.

If you want to get to \$5,000.00 or \$10,000.00 a month, you have to find someone who's there, and then find out what they do.

If you aren't already getting the results you want, it should dawn on you something isn't working. Get a coach. Join a Mastermind. Get an accountability partner who calls you up every day to make sure you both stay on track. Find someone you can work with.

Who's going to do it? If you're going to do it, you've got to commit.

Know the numbers, and decide you are going to be part of the 20%, and *stay away* from the other 80%. Their habits will drag you down.

I have some fun, but I hustle every day. Monday, when I get back home, I'll get up 6 AM. I'll train, and then I'll call my accountability partner and tell him what I'm going to do. Then I'll do it. I spend the three hours after I get off the phone doing whatever will have the greatest impact on my business.

I do this *every day*. I take no breaks. If you want to be a millionaire, or if you want to make 10K or 40K a month, you've got to hustle every single day. I'm tired of all the sales letters that talk about how easy it is to make money online. Working in your pajamas and pushing buttons is a bunch of BS.

In December, I spent \$40,000.00 on a coaching program to learn how to run events, and how to sell stuff from the stage, and how to present, and how to present my story. I'm in a Mastermind group to learn how to get higher conversions on my Webinars. I consult with Jason (Fladlien). The 20% are willing to do the extra work.

I am *really* passionate about this stuff. There is so much BS out there, but the simple truth is: If you want to succeed, you have to hustle every day.

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I am here to talk about Local Marketing, and I'm going to share with you exactly what I did to get my first 5-10 clients. It's really easy and really doable. I'm going to give you 3 or 4 strategies for local marketing that you can take home and use.

Why local marketing? Because it's easy, and you already know a little bit about Internet Marketing, and SEO, and Web Design, so you already know more than 90% of all the businesses out there.

Offline marketing was an open market, so I went after it. No one was claiming it, so I stepped in, and I owned it.

I decided I'd go deep. I started with a \$7 WSO, and then I added a \$500 Webinar, and a \$1,000.00 coaching, and then I created The Local Marketing Summit. That's a live event where people come, and at the live event I sell a \$35,000.00 coaching program. That's going deep in my sales funnel.

**I decided I was going to be the local marketing guy, and I claimed it.**

Now, I'm going to be the Mobile Marketing Guy: No one was claiming it, so I stepped in.

How am I going to do it? I bought 4 books on Mobile Marketing, and I loaded them on my iPad, and I read them on the plane while flying to this event. I hired a coach who is out there right now selling Mobile stuff. I'm going to set up the Mobile Marketing Summit, so I'm going to be one of the only marketers out there with a live Mobile event. I am claiming the market. I am taking *imperfect* action.

When I began my Local Marketing, I started with Craig's list. There are companies looking for Web Design help or SEO help. You can post your ads for free, and you can take a look at your competition. Look for what people want, and then build your ads around those things.

I got my first client on Craig's list. She paid me \$1,000.00 a month for Web Site SEO, and she's still my client.

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There are 6 basic rules for Direct Response Marketing that you must follow:

1. Always make an offer, and grab their attention first.
2. Give them a reason to respond immediately. Create scarcity.
3. Give clear instructions about how to respond.
4. Track and measure the campaign (how many leads, sales, responses generated, etc.)
5. Follow-up.
6. Use strong copy.

Other things you can do:

- Get your Web Site to rank.
- Don't be afraid of competition.
- Stick to the basics.
- Get leads.

In the United States we sue everyone, so I thought, among lawyers, who makes the most money: Personal injury lawyers do. So I went after them.

Here's my exact SEO strategy:

1. I set up Google+ Local.
2. I set up initial SEO: Meta tags, meta keywords, meta descriptions
3. I set Keyword density: I mention the keyword 2-3 times every 100 words.
4. I use Press Release Syndication, and I get out at least 5 press releases. (Google loves these.)
5. I create backlink packages (.EDU links, Article Directories, Blog Commenting, Social Media, Forum Links, etc.)
  - a. Much of this can be outsourced through Fivver.com.
  - b. Putting all of this together at the same time creates buzz for the new Site.

*Now You Know. . .*

1. Who I am.
2. How to find clients.
3. How to deliver the service.

How did I go from charging \$200 a month to charging \$1,000 a month? It's all about positioning.

1. Find your own unique spot, and claim it!
2. Do what your competitors miss, neglect, ignore, or do badly.
3. Research what other SEO & Social Media Consultants miss or fail to offer, and step in, and do those things better!

Be unique and stand out from the rest of the pack with your Unique Selling Proposition & Positioning (USP).

- **Unique:** This clearly sets you apart from your competition, and it positions you as the logical choice.
- **Selling:** You persuade other to exchange money for a product or a service.
- **Proposition:** A proposal or offer

In order to stand out in the market place, you have to offer a unique and distinctive benefit or advantage above and beyond your competitors.

**The best USP is the USP that addresses an obvious void: Just be sure you can fulfill it!**

**Critical Question:** Why should I choose to do business with *you* versus *any* and *all* other options available to me *including* doing nothing at all?

**You've got to have a clearly defined answer to the above Critical Question if you want to succeed!**

I decided to claim the lawyer niche, so I created a Web Site *The Law Firm Internet Marketing Specialist*.

Everything on the Site speaks to lawyers.

- I talk about how they can get new clients.
- I talk about Law Firm SEO.
- I have testimonials.
- I talk about exclusivity.

*My USP*

1. No monthly contracts: You can cancel anytime.
2. I employ a No BS approach.
3. There is no set up fee.

I came up with the above by looking at the competition when it comes to Law Firm SEO.

Then, to sweeten the deal, I came up with this Unique Guarantee: *If I Don't get you on the first page of Google within 3 months, I will work for free until I get you there.*

*Ideas for Your (or Your Clients') USP*

- Broad Service Selection
- Big Discounts
- Hand Holding
- Customer Service
- Premium
- Speed of Results.

**The better and more clearly you telegraph your USP, the more often prospects are going to choose you.**

- You are now the logical choice because you stand out!
- Once you have your USP, make it a part of *all* of your Marketing (Web Sites, Brochures, Postcards, etc.)

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*My One-on-One on Direct Marketing (A Web Site Review)*

You can apply these steps to your own Web Sites or your Clients' Web Sites.

1. Have a benefits-driven headline.
2. Have a strong call-to-action.
3. Add an auto-play video.
4. Include an Opt-in form.

All of this is *above the fold*. Whatever is most important, and whatever will grab a visitor's attention needs to be up at the top and above the fold: Do not make visitors scroll!

Creating the impact with a niche Site is the same; however, you want to tailor everything to the market you're after.

**I use this strategy on all of my Web Sites and all of my Client's Web Sites.**

I talked about the video that plays automatically to grab visitors' attention, and right after the video, I offer them something – like a free report – to capture their e-mail address. (I use PopUp Domination.)

I also like to use Social Proof to show I can get clients on the first page of Google. When you're new, you might not have a lot of results, but don't use that as an excuse. When I started, I didn't have any Social Proof, either.

I also started adding an *As Seen On* Section to my sidebars. I don't remember the first Site I saw using this, but whenever I see something that really catches my eye, I think about ways to incorporate it into the Sites that I build.

For the *As Seen On* Section, I add things like Google and MSN, and YouTube, and Yahoo, and Bing, and PRWeb – basically anyplace you have something posted or can be found when searching on those sites means *you can claim it*.

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There are two ways to be the *ultimate* authority in any niche: You can be on stage, or you can be an author. If you can get successful on Kindle, and you can create a best seller, then for the rest of your life you can say you are a *#1 Best-Selling Author*. That goes a long way towards proving your authority.

Now, every time I get introduced at an event, I can ask to be introduced as a *Best-Selling Author*.

The way I made my book *the Ultimate SEO Machine* a best seller began with picking the right category. It's a 134-page book on SEO. I made sure I was targeting a pretty empty trail of categories: Business --> Marketing --> Internet Marketing --> SEO. How many people actually publish a book on SEO? At the time, no one! So I put it up there in that category, and after selling 14 copies, it was a #1 Best Seller.

### **Doing this is half mindset and half committing to getting one project done.**

Imagine the power and impact you have if you can send a client a copy of your book or a link to it in advance of a meeting! (What I should do right now is write a book on Internet Marketing for Lawyers, so I can send it to potential clients first.)

Early on, I also used a direct mail piece to build business. I clipped out Yellow Pages ads. Why? Because they are expensive, and this told me the businesses in the ads were willing to spend money, that they understand the value of marketing, and they'd set aside a budget for marketing.

I used the list from the ads, and I sent them an information booklet marked CONFIDENTIAL, and on the front of the booklet, I attached the ads I'd clipped. I showed them where they were in Google, and what they needed in terms of SEO.

In the booklet, I have some copy that pretty much lets them know they need help with their Google page rankings if they want to be competitive.

Then, to close the deal, I add that I only work with *one* lawyer in the area, and whoever contacts me first will have the opportunity to be my client. At the bottom, I show that I've cc'd their competition.

The last page is a screen shot from Google that shows they are no where to be found on the first page, and I have my wife add a handwritten note pointing to all the competitors who are taking thousands of leads (and dollars) away from them each month.

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Everything in this business comes down to mindset. I can give you all the tools you need, but you have got to have the right mindset to make things happen. You have to be willing to take *imperfect* action.

The two major points I want you to take away from this presentation are:

#### **1. Get a Coach or an accountability partner.**

**2. Make a commitment to be part of the 20%, and stay away from the 80% people.**

*When you sit down to work you have to prioritize this way: What's the one thing I can do in the next 3 hours that will have the biggest impact on my business.*

Throughout your business day, make sure you are asking yourself what the number one thing you should be doing each moment is. In other words, you have to know what the most valuable use of your time is, and you've got to be committed to doing it.

**Questions from the Audience**

**Q: What are you doing for the lawyers for the \$1,000.00 a month fee?**

A: I give them 3 key words a month that I guarantee they are going to rank for – don't make a guarantee you aren't comfortable with. I complete their Google+ Local set up. Plus, I give them one hour of consultation time during which I help them with the Web Site structure and things like that.

**Q: When is your Seminar?**

A: *The Local Marketing Summit Seminar* is being held October 12<sup>th</sup> – 14<sup>th</sup>, 2012. It's going to be at the Luxor, and it's going to be fantastic.

**Q: Do you outsource the SEO work to someone else?**

A: Yes. I use a service called EndlessRise – They're not the cheapest, but they are really good when it comes to results. I also use LocalEdge.

I also go the Warrior Forum – to the Warriors-for-Hire Section – they have some really great guys there. Just make sure to do your homework: Make sure they have lots of positive reviews. Fiver is okay, but be careful because it's your client – only use folks who have amazing reviews if you're going to go with Fivver.

I'd suggest in the beginning, you do some of it yourself, so you learn how to do it and can make wise decisions when you do out source.

**Q: You specialize in SEO, and local SEO, and you chose to specialize in lawyer SEO. When you went into that, did you have to fashion a passion for lawyers and lawyer SEO? That's a big sticking point for me.**

A: Yes. I can't stand lawyers. Here's what I believe: You've all heard the saying *Do what you love*, right? Well, I like to turn it around a bit and say, *Love what you do*. I believe in making money, so if the money is where the lawyers are, I don't have a problem going there and making \$1,000.00 a month per lawyer. If the money is right, it's okay. I don't want to work with lawyers all the time, so I do a variety of other marketing things I enjoy. It's a good balance.

**Q: You work with Lawyers for a while, and then you're on the Warrior forum, but you get tired of those things – then what?**

A: Right now, I try to set up my all of my new businesses so I can sell them. The mobile marketing business we launched last week is called *Mobile Biz Box*. It doesn't have my name or my personality driving it. That was a conscious decision. I want to move away from products that are based on my personality because if I create a huge fan base of people who are involved because I am, that's not an asset. It's a business, and, it might make me a lot of money, but it's not an asset.

The people making \$100,000.00 a month – the place I want to be – they build assets. I now design my products and business with names that don't have my personality on them so I can eventually sell them.

As much as I love Internet Marketing, my future goal is to be an inspirational and motivational marketing speaker. I want to teach my best stuff, but at the same time I want to be a motivational speaker. People don't buy motivation, but they buy Return on Investment (ROI) items.

That's actually a really great marketing lesson.

When I create products now, I sell people what they *want*. What they need are mindset strategies, but what they will buy is what they *want*: Mobile Solutions or a Presentation Against All Odds.

Think about that when you're creating products: Sell them what they *want*, but give them what they *need*. That's an important lesson that I learned, and with that strategy, everyone wins.