THE FOUNDATION

Starting from Nothing – The Foundation Podcast

Guest Name Interview – Mario Matassa

Introduction: Welcome to Starting from Nothing – The Foundation Podcast, the place where incredible entrepreneur show you how they built their businesses entirely from scratch before they knew what the heck they were doing.

Dane: In this Friday Small Wins Episode, Starting from Nothing, you will hear from one of our students and upcoming graduates, Mario Matassa. There's a giant page of notes we have and you can see on the video screen. If you're listening on mp3, you're going to be learning about his three approach email sequence to stack his pipeline full of idea extraction calls. How he makes idea extraction calls completely effortless by going into very specific pains right away and the trick he does to do that.

You also see the tiny decisions that he's made along the way that have very drastic changes including how he has gotten a PhD level professor to write blog posts to end up promoting a software product and a ton of other remarkable things like how he found his deep why, how he connected to his heart, and how he's just at this unstoppable energy about his entire business today. He is currently at two pre-sales and counting.

Welcome to another edition of Starting from Nothing, and we are on our Friday series where we feature our students who are in our program. We're going to do three things in these Friday calls. One, we're going to dissect everything that this student did to have the small win, generally. In most cases, it's a pre-sale. Two, we'll dissect any challenges that came along the way and how they overcame them. Three, we'll give any advice or coaching to amplify their success moving forward.

Thank you for joining today. We love to do these Friday series because we love to slow down the conversation of what it's truly like to start something. We think it's best when you can focus on one small win and dissect all the little things that happen. We believe that once you see everything that goes into getting a small win and you actually see all the dirty details of it that it becomes more possible for you to do in yourself.

Today, we have another amazing student on the line, Mario Matassa. Mario, what's up, man?

Mario:	Cool. Great. Dane, thanks for having me on. This is really exciting. Thank you very much.
Dane:	Yeah. I like the shirt you have on so I decided to wear my own Foundation.
Mario:	Fly the colors.
Dane:	Can you tell me what it's been like for you to belong in this family and community of entrepreneurs so far?
Mario:	It's been fantastic. I've been looking at online business for many years. One of the things that really frustrated me talking with my friends and family was they just didn't get where I was coming from. To be amongst people who got it and understood was quite relieving and quite impairing. I really loved that sort of connection there with the group. Especially with our small mastermind groups that we have weekly to get really down into the nitty-gritty was excellent.
Dane:	Every week right now you're meeting with this group of people, is that correct?
Mario:	Yes. Every Monday night we'll have a session for an hour, an hour and a half.
Dane:	Nice. What sort of things do you get out of this Monday session?
Mario:	A whole range of stuff. In the early days, it was more about mindset stuff. Everyone is coming at this from a different angle. The ability to just offload some of your frustrations, even in the day or the week just gone by, just that whole process in itself was good to know that the people listening to you actually understood.
	We, of course, dealt with specific issues with our emails that we're sending out, what the scripting should be, what worked, what didn't work; new things that we were trying and comparing notes. Just gleaning from our coaches that we're part of that group also to sort of give us a guide as to what to change or other tools that we can look at to help the process. That was really good to get straight to the harder things and get it sorted so you can get on with it.
Dane:	Can you tell me where you're currently at? How many pre-sales do you have right now?
Mario:	I have two pre-sales. They came relatively recently, about two, three, four weeks ago, I think. I landed one about a week and a half ago.
Dane:	Did you have the – So you had one about four weeks ago and another one about a week and a half ago?
Mario:	Yes. They came from different sort of angles. One was I had on an IE call way before Christmas, did a follow up call. Christmas for my market really killed

the momentum that I had. They basically went on holidays and I just couldn't get them, and a lot of momentum was lost. I managed to reconnect with this one particular prospect who was very eager to move forward. I did my presentation with my info pack and landed the pre-sale on the day.

Dane: Oh, baby. Before we get into the way that you did that, what market are you in right now?

Mario: The mental health industry, but specifically psychotherapists which includes psychologists, psychiatrists, social workers, and the like; anyone practicing the therapy of psychotherapy – psychoanalysis essentially.

Dane: Amazing. What pain did you find?

Mario: The pain specifically has got to do with one of the core activities which is the use of questionnaires to claim feedback from their patients. There's a whole range of clinical questionnaires but also general surveys and questionnaires. Therapists who use these tools to get an idea of where you're at mind wise – There's a whole bunch of questionnaires that deal with particular conditions but then there's general questionnaires which just more assess the process of what's going on.

Currently, although there's like hundreds of these out there, most of them are in paper form. Their systems are very archaic. The pain was to be able to use these tools efficiently and effectively to get better results from their therapy. My system sort of comes in and streamlines all that and allows – The process of that actually opens up a whole other opportunities for not only the therapist but also the client.

Dane: I love that you said it already exists but it's already archaic and it's already in paper form. One of my favorite criteria when I'm starting a software product or any product in that matter, but in this case software, is when they're already currently doing the activity and it's frustrating. That's a sure fire bet that you got a – If you had to pick one distinction, if they're already doing it and it's frustrating, that's a real good way to choose a product idea.

Mario: I'll add to that also that if that activity is one of their main activities, it's even better. Because if you can solve that pain in that main activity that really is the engine to what they're doing, I think that adds a lot of payout to it as well.

Dane: What I'm just making, I'm just taking some notes while I'm interviewing you here, or having a discussion however you look at it. One of the notes that I'm writing down is I think a good nugget for people to remember is to look for existing pains that – or no, look for existing activities that businesses hate doing. How would you say it? Does that sound accurate to you?

Mario: Yeah. What I did find when I sort of posed the height sort of angle is I always got the reaction that, "Well, that comes with a job so I'll get on with it."

There's this sort of beside to the fact that this is just the only way it can be done. It's not until you start suggesting things to them that they start to think outside the box.

Nearly all of my calls, they've stopped and said, "You know what, thanks for calling me. This was really good conversation. You made me think about a few things which I didn't even know were quite possible. I'm quite excited that I spoke to you." When you get that sort of reaction, you know you're sort of opening – stretching their boundaries so to speak, and you know that you got a good opportunity to come back to them with showing them a solution.

Dane: You said it wasn't until you started suggesting things?

Mario: Yeah. I felt – how am I going to put it. They're so busy. Psychologists specifically who I've been talking to, they're just so busy. It's just – they're crazy busy, pardon upon. I always say to them, "I'm not too sure whether I should be happy about that for you or not because it's sort of sad that there's so many people needing help, but yet it's good that you've got a thriving business." They're so busy that they can't think about other things. They go, "Look, if this is as good as it gets, then so be it. Let's get on with it."

It's not until you start suggesting, "Look, if I could do this or if we could do that, what will that mean to you? Would that save you time? Would it do this?" And then they start thinking about that and they go, "Heck, if you could do that, that would be fantastic. If you really could do something like this, I'd love to be able to do that because that will then give me this, this, this, and that." Essentially, that's also giving your copy for your website because it's telling you what the benefits are of your solution. I found that process quite invigorating.

Dane: What process exactly?

Mario: Just that added questioning. I didn't know I was going into that. If the call was falling apart and I wasn't really getting any new pains that I hadn't already known, I'll wait until the end of the call and then bring in my top two pains that I thought were possible [unclear 00:10:42] and start talking specifically about them. That's when it started to roll a bit more. To the point where I'd get a call, someone would say, "Look, I'm only going to give you ten minutes. I'm so busy. I've got an appointment in the next 15." I've had a couple actually cancel appointments because they wanted to keep talking.

Dane: Really. They canceled appointments for people that pay them for their time?

Mario: They just shifted the appointment. They said, "Look, let me talk to my receptionist, see what I can do about this appointment. I think they might be canceling but let's have a look just down the line." I only had a couple like that, but it was good to know that you were touching on something which was real. That only came about because I was driving a little bit more and

digging a bit deeper, and sort of guiding the conversation a little bit to just help them to open their mind a little bit.

Dane: How many idea extraction calls have you done?

Mario: I started with freight forwarders right from the beginning of the calls. I did about five calls with that group. I found that they're very difficult to get on the phone because it was just for Christmas and they're ultra, ultra busy. Nearly every response was like, "I'd love to, too busy, can't do it. Talk to you next year."

I sat back and I said to myself I've got to get on with this, and it was sort of at the same time that I was looking at my why and really assessing what my why was because I felt I needed something very strong in terms of the why to be able to pull me out of any negative spirals that I would find myself in. It needed to be something fairly strong.

Although I went into freight forwarders because I thought, well, these guys are making a crap load of money, they've got a lot of moving parts, there's a whole heap of them. I can easily contact them. Let's do that. Let's go to the green lights. Let's do it, money, money, money.

More of that into the mindset and discovering what my why was, I actually realize that my why needed to be something that was based not on money, it had to be something that had nothing to do with dollars and cents. It had to come from the heart.

I sat back and I thought, "Well, I've got this long-term goal that I want to achieve for when I finally change my income to such a way that I've got flexibility and time. I want to do a lot of volunteering work in the mental health industry."

The reason why I want to do that is I have a brother who has suffered from schizophrenia since the age of 14, he's 45 now. There's been many years and frustrations with our family, not only to cope with the condition but just to keep him alive. About 12 months ago – almost to the day – a very close friend of mine committed suicide. I sat back and I said Mario, this is it. Things are aligning here. That's a pretty strong why.

I picked the mental health industry and I thought, you know what, these skills I'm about to learn at The Foundation, I can marry them up with my goal of wanting to help people with mental health and I can help the people in the front lines dealing with these people with mental challenges by creating a software tool which will make their job easier. When I went.

I focused on psychologists, put them through the green light criteria. They were easy to contact and all the numbers matched up. I went with them and went through the process of getting emails, created my spreadsheet to track all that, and started making calls. Today, I've got 32 calls with psychologists.

I'm continually doing IE calls. I've got another one booked today, I've got another one on Tuesday. In amongst that I've got pre-sale presentations as well.

Dane: Wow! Let's just pause for a second. Take a deep breath in with me if you would. Would you be curious to hear the impact of that share on my end?

Mario: Sure.

Dane: I sense a little hesitation.

Mario: Go for it.

Dane: One, I feel my body just become totally warm and teary eyed when I think about the depth and the far reaching depth of your why. To experience what you've experienced with your 14 – your brother – and then your friend, and then to say, "All right Mario, things are aligning." Then to have the realization that, "Hey, the skills I'm learning in The Foundation can help me realize my why." You couldn't be in a better place right now, Mario.

Mario: Absolutely. It's a strong one. I suffer from a little bit of depression from now and then, and that's probably stress related because I work far too hard. You find yourself in negative spirals and we all do for whatever reason. That's the why that really pulls me out of that and it says to me, "Mario, get off your ass. Get over yourself and just get on with this. Do the next thing that you need to do."

Dane: If you find yourself going into what feels like a depression, your why can pull you back out and save you.

Mario: Absolutely. And not necessarily depression, just negative thoughts. We all sit there and we go, "Oh, I'm not good enough." and "Why me?" and "Who do you think I am?" We all have that little self talk all the time. For most of us it's daily. There's nothing wrong with it. I think it's good in a way that it sort of keeps you in check because it's important to recognize the difference, I think. To have that strong why that pulls you out of that, for me at least it's very important.

Whereas a monetary based why, "I want $10,000 a month, and I want to be this," blah, blah, blah, you can be quite dismissive with that I think, especially with myself because money isn't really what it's about. All money is doing is buying you the time. Once you have that time, well, you need to spend it wisely.

Dane: I relate to you on the doubting thoughts, they occur for me to this day. My why of making entrepreneurship possible for people just fires me up. The fire of that why burns out fear; transmutes it almost.

You've got another IE call today, you've done around 30, you've picked a market that's aligned with your why, what are you doing right now to get these people on the phone?

Mario: For IE, I've got a three email sequence, three approach email sequence. My first one is the strange question one which seems to work quite well, especially with psychologists, to call one of the first calls. He responded because he said, "I love strange questions. What's the question?" Then I went in and had a discussion with him and did the magic wand questioning with him with the IE and said, "Gee. That sounds like a question I should be asking you." It was quite, quite fun. The response rate was quite good with that.

Because they're busy, busy people, the second email approach was a different subject hitting and it was [unclear 00:18:59] the appropriate person. The actual script was only one or two paragraphs, pretty much as taught in the course. That evoked any egos that were out there. Basically saying, "I need to speak to the head honcho and I think you're the head honcho." The egotistical guy is going to go, "Well, no, I'm the bloody guy you're going to need to talk to," so they pick up the phone. I find that usually gets those people.

The third one is usually for the others that, "I've seen your emails, I want to speak to you," but they're just too bloody busy. I always get them coming back saying, "Look, I'm so sorry I didn't respond to you earlier, I've been so easy. Can we set up a time? I can give you ten minutes on this day." Then I can get a conversation going, get a bit of a rapport, and then we book the call and go from there.

Dane: Sorry, what was the third? The first is strange question, the second is are you an appropriate person, and the third?

Mario: The third, the subject line is Thanks, Maybe Next Time. I always use their first name. So it will be, "Dane, maybe next time. Thanks."

Dane: Thanks, name, maybe next time.

Mario: Yeah. That's sort of evoking, well, this opportunity is slipping you by.

Dane: These are three emails, and so you send the third email. If you send out strange question, how many days do you wait to send the second one? Then if they don't reply, how many days do you wait to send the third?

Mario: When I first started, I had a four-day delay between each email. I brought that down to three just so I can go through the list a bit quicker. I'm sending out about 20 emails a day. I'm actually a practicing architect. What you see here is my office. I work from my home office. I'm working a full-time architectural practice as well while I'm doing this. I'll get up at 5:00. I will

start work at 6:00. I'll do strictly two hours on The Foundation. At 8:00, I stop no matter what I've done.

My goal is to get 20 emails out, to get a few more names on my list, and to work through the second approach, approach emails have got to go out at that particular time. I've set up a spreadsheet which allows me to track all that.

I'll strictly work two hours a day and my goal is to get a routine engrained in my system which I call my mojo. Finding that rhythm was important for me because come 9 o'clock where I start work on my architectural practice, the [unclear 00:21:46] is going crazy. I don't know if you are familiar with the construction industry but it can get quite hectic. It's very stressful. I'm busy sort of running that.

During the day, I've got my Gmail open and my LinkedIn open. I'm just tracking the responses as they're coming in. So I may need to respond to an email to come in to book a time, so it might take five minutes to do that during the email. That's how I run my work day.

Dane: You start early in the morning before the phone rings and then you keep that stuff open to reply quickly if you get messages?

Mario: That's correct.

Dane: That's phenomenal. That's a great tip. I remember doing that myself.

Mario: Yeah. What readies for you, that's okay. I think what's important is that you find that rhythm for you. If you can do three hours, that's great. If you can do four, that's great. If it's only two – even if it's only one, it doesn't matter. You need to be regular and routine about it, and it needs to be part of your habits for your work day. Ultimately, what we're building here is a business. It's not some hobby or toy that we're playing with. What you're about to create is going to change lives.

Dane: What do you mean?

Mario: The SaaS that you end up creating is going to be solving a problem which in turn is affecting people's lives directly because it's affecting their business. If you look at the ramifications of that, it's huge. Obviously, in what I'm looking at, it's got more of a direct effect but it can be anything, really. If you're making someone's life easier, I would suspect that just the stress levels would be affected because they suddenly now solve this problem where yesterday they were doing it this way and today, they've got this beautiful streamline way of handling things. I can't imagine what that would do for people's stress levels.

Dane: Wait, what do you mean?

Mario: If you were running any type of business, let's just say it's some retail shop in town. Just say it's marketing that you're dealing with. Your process of doing your marketing was taking you four hours, five hours a day. It was just crazy and all over the place. I came to you with a SaaS which allowed you to streamline all that and I brought it down to one hour a day, and it was also saving you dollars.

As a business person running a business, yesterday I was so overwhelmed with this whole thing but could realize the importance of it. Today now has this new SaaS which is allowing him to bring it down to one hour. The relief that I would feel as a business person would be enormous because you think, "Wow, I've got that thing under control now. I'm getting so excited about my business."

That positive attitude that you've instilled in someone can only be a good thing, and that's just one little example. I can't imagine all the other sort of veins that all these students will find theirselves working in, some of the solutions that we're going to be creating in, and the ramifications of their solution is quite exciting.

Dane: It sounds like because you're picturing this you're able to derive a lot of meaning and purpose from the activities that you're doing.

Mario: Yeah. Absolutely. You can look at it that way too. The reason why I'm getting up at 5 o'clock in the morning and starting work at 6:00 and spending two hours is because I'm going to affect the world in a positive way with this idea that I have where I'm about to find. That's your purpose. That's why this opportunity is with you and it's your responsibility to actually act on it.

Dane: It seems like a really unending, hard to extinguish power source as well.

Mario: Yes. I'm a follower of people like Bob Proctor with his success pattern and his discussions that we are born with the creative power. We can create anything that we want, and we have a responsibility to do that. We just need to make a decisive action and act on that creative power. Find out what that issue is for you and then act on it. Put a plan in place and keep moving forward. Everything's there around ready for you to use, you just need to sort out your mindset and move yourself out of the way. Just move.

Dane: What did you have to do to sort out your mindset?

Mario: It's a work in progress. I'm not saying it's easy. You do it. It's like working your muscles. You need to work on your mindset every day. I think having that focus on our purpose, a reason why you are doing this, is a strong one. It not only brings you back into alignment with what you're doing – that's your why essentially – it also forces you to assess any limiting beliefs that you may have. You're going to need people around you to help you through that. You can't do it on your own. That's why The Foundation's good with the group and community aspect of it all.

Ultimately, you don't actually know what your limiting belief is. You sort of sense it but you don't actually know what it is. That's why you need to speak to people to sort of tease it out.

Dane: Wait, what did you just say at the end there? Why do you have to do what?

Mario: It's why you need to speak to people, in this case the community of The Foundation easy to do. To actually tease out what that limiting belief is because you can't – you sort of know that you have it but you don't actually know what it is until you talk it through with people. Some people would just turn around and go, "Oh yeah, because you're that type of person. That's clear as day," but you can't see it from within yourself. But you know there's sort of a limiting belief there because you're finding yourself stopping for whatever crazy reason.

Talking that through with your mastermind group or anyone in the community that sort of understands where you're coming form, it can help you tease that out. Then you can deal with it whether it's through the information in the calls, or other forms of information. The important thing is you've recognized what that is and you have the opportunity to do something about it.

Dane: Just making some notes here. You said people started enjoying the conversations when you started making suggestions. You said that the conversations would go, okay, but then as soon as you suggested a pain of an existing conversation that you had, that's when conversation started going more smoothly?

Mario: Yeah. I found that I was able to get rapport quite quickly on the phone. Psychologists, for obvious reasons, are easy to talk to. Having said that, there are some psychologists which I don't think should be practicing. You'll be amazed.

Generally, the calls went pretty well. I was mindful of the fact that I only had a short period of time because I was sort of being slipped in between appointments. I wanted to get to the meatier things quite quickly. If I found that the call was sort of not really being productive, I'd actually bring in a couple of what I thought were really good pain points and talk about them specifically.

I would actually directly ask, "What are you doing with your questionnaires? How are you managing those in terms of tracking your therapeutic goals? Seeing what your practice is doing in terms of the quality of therapy, how are you handling all that?" And then they go, "It's funny you should say that because I just finished doing blah, blah," and then the conversation would go on.

They would talk about the pain points of that specific within that pain, like accountability issues and the fact that you've got to fill out a paper form,

getting the client to actually fill it out, half of them wouldn't fill it out, things like that. We'll talk specifics about that pain, and we'll do a bit of price anchoring there as well if time permits.

Always at the end of that, they'll say, "Look, I really would love to talk more," because … the sense I got was I felt that I understood where they were coming from. No one really ask them about that but they're still like, "I got to go." I say, "No problem. Fantastic." I'll always end off the call with, "Look, can I call you back to talk about this a bit more? I might have a few ideas or solutions to what we just talked about. Would you be interested?" All of them said, "Absolutely. Drop me a line anytime and we'll set up a time, and we'll talk more," and then ended the call there.

I'll then follow them up a couple of weeks, three weeks later to see where they're placed, if they wanted to talk more. Not all of them reconnected, but most of them did.

Dane: Phenomenal. I have not heard a single thing to offer any improvement yet. This is incredible. People started enjoying the conversations when you went directly with a very specific question about, for example, questionnaires.

Mario: Yeah. A lot of people would end the call with, "Thanks, Mario, for calling me. I had a really good time. You made me think about a whole bunch of stuff that I didn't really think about before about the business and about the way that we're doing things." They were eager to talk more about it because they could see the sense of where I was coming from. Virtually, all of them – I don't think I had one call which was negative.

If I was going to get a negative response, it will be either from sending out emails. People basically saying, "Get me off the list," and "don't contact me anymore," and ranging to people. These are the psychologists I don't believe should be practicing, and I won't repeat what they said in the response.

Dane: If you would entertain us, for those of us that have been in the trenches and seen responses such as these, what kind of responses have you seen? Please include the person's full name, social security, date of birth.

Mario: No, I won't do that.

I approach them at executive director of one of the associations recently and I thought to myself, well, I should really connect with these guys on behalf of the members that I've been talking to that are telling me that they want this product. So I'm going to approach this association and say, "Look, your members are telling me to do this. I want to get your perspective on it." That was the email that I sent. I didn't give them the standard email sequence. I just approached them directly and said, "Look, your members are telling me this. I'd like to talk to you a bit about what you think of what they're saying to me because I need to make a decision on what my steps are to move forward."

I got a response from one saying, "Mario, don't waste your time. It will never succeed. I don't appreciate your sales technique. Don't call me again." I was shocked. I thought, "Wow!" I re-read my email and I thought … to make sure that I wasn't being too abusive or too direct because I can be direct when I want to. I thought I was being reasonable there. I told him that I spoke into many of their members and they're asking me to do this. It's not like I'm forcing this. I just wanted to get your professional opinion as a representative of the group. I couldn't believe it.

I tried to get some – Whenever I get a reaction like that, I don't stop. I'll reply and go, "Thanks for your reply. I'm sorry you feel that way. The reason why I'm contacting you is because I'm trying to do this and I really thought that you would be someone that would actually help achieve that. Can you tell me why you feel about blah, blah, blah," whatever they talked about. Some of them will get a conversation going. I actually landed an IE call with one back in – this is before Christmas. It started off very, very negatively, and I actually ended up doing an IE call. She actually ended up thanking me for the call.

It's a lot more work but it can be done. You need to make a decision whether you want to chase that one prospect or not. If they're a good quality lead, then sure do it. If they're not, then I wouldn't really waste too much time. I wanted to see if I could actually do it just to upscale myself and I've proven that I can do it if I really want to.

Dane: Did that guy reply?

Mario: No. What you usually find after the second or third response, I'll just look at you and I'll just either delete your email and just don't reply. What I do though when I reply, I change the subject line. I won't –

Dane: Where did you learn that?

Mario: I didn't learn any of it, I just thought that made sense.

Dane: How did that thought occur to you?

Mario: If I was getting an email from someone who I didn't appreciate was sending an email and I saw the same subject line hit my inbox, I wouldn't even open it. I'd just delete it. So I would change the subject line. I wouldn't change the message, I would actually keep all the correspondence there that we've had, I would just change the subject line. I found that worked.

Dane: I want to dive into that idea. How did you learn to think that way?

Mario: I thought, "Okay, Mario, with your architectural business," because I get hammered with emails left and right [unclear 00:35:51] of people trying to sell me stuff. Each morning I'll open up my inbox and if the same subject line comes up, I'll know exactly what it's about before I even open the email so I delete it. I'm not interested.

I'm not negative towards it, I'm just not ready to deal with that particular thing that they're trying to make me aware of. It's not to say that I wouldn't go into looking at this latest 3D software, I'm just not ready to talk about that right now, and I've got more important things to deal with. So I'll just delete it and unclog my inbox.

If the subject line was different – You got to remember, the subject line is like the headline on any copywriting. You've got seconds to land someone's attention. It works exactly the same way. That's your in, that's past the gatekeeper type of thing.

Once they open it up, and then the next opportunity is your first line that you place in your message is your first ability to hook them. Then you begin the story, and then you land your call to action in the email as quickly as you can.

Dane: Where did you learn the copywriting skill like that?

Mario: I've been around online stuff for many, many years, Ryan Lee, Dan Kennedy, Bill Myers. I've been around this stuff for a long time and it's just sort of in the system. I've done a few courses and played around with a few websites. Websites is a bit of a hobby of mine but because of The Foundation, it's becoming a real business now.

Dane: You had all these skills that you built up. I actually – Reflecting back, what you did, how you learned to think that way is you learned how to put yourself in the other person's shoes.

Mario: Yeah, I guess you could say that way, yeah. I said, "Mario, as an architect running that business, this is how I'd react." I would suspect that they would react the same way. I just took that onboard and said, "Right, I need to change the subject line because that's what gets them to open the email."

Dane: You've been studying Dan Kennedy which I studied for years. You've been around copywriting but because of The Foundation, the business side is becoming real, is that what you said?

Mario: Yeah. I played around with websites for many years as a hobby. I was familiar with SaaS about ten years ago through Bill Myers but he called it Apps on Tap. I always thought that the business model of SaaS was an excellent one. That's the other reason why I entertained joining The Foundation because the business model of my architectural practice as much, as there's money to be made there, it's a very volatile income stream. I need to balance that with another type of income stream which is complete different.

The paid by the month type of subscription model is not so volatile. There's a whole range of types of subscription models out there from content based websites, membership access type sites. Of course, there's the Apps on Tap or SaaS.

Bill Myers talked about this many years ago, I thought that is just brilliant. That is the business model I need to follow here, but I couldn't find any more information on it, no one was really doing it but I could see they're pairing it. And it remove me as the authority in the site which I really struggled with when I looked at content based websites. I really didn't handle being the authority in that quite well.

This sort of removed me from it, and I was selling the service but still the subscription model in place, but not being the authority per se. For example, with Session Feed, I've just – minor agents be they professor of psychology in United States.

Dane: What's Session Feed?

Mario: Session Feed is my SaaS that I'm about to launch.

Dane: Okay.

Mario: He'll be coming on board as an authority, he'll be writing articles for the blog on that website on the public face of it. I'm able to bring in and out sort of authority to the app, and still work as a membership site per se, but not have myself directly involved but benefit from the beauty of what SaaS is as business model. When The Foundation plus my – I actually heard your interview on Pat Flynn's podcast, I think it's episode 46. I listen to it all the time. As soon as I heard that, I was in.

I usually go for a walk every afternoon about 4:00 down the beach here. I live quite close to the beach. I was listening to that episode. I almost ran home to book my spot into The Foundation, that was in August last year. You knocked me back and I thought what? And then I stopped and I went, "I see what they're doing, they're testing my [unclear 00:40:42]. They want to see if I really got the stuff to factually do this." I responded back and I said something along the lines, "You don't understand, this course is for me. You need to let me in." I got accepted in and the rest is history.

Dane: We rejected your application initially?

Mario: You rejected my application originally, but I saw that as a test. You're doing that on purpose, aren't you?

Dane: Funny. Well, I don't know. We have a very wise application acceptor and she has her own rule. We have some criteria, but that's pretty funny. That was not a test, your application probably just sucked.

Mario: Oh, okay.

So I got in at the end which I was quite excited about, and I've loved every second of it. It's just great. It's good that you actually explained – One of the challenges, and what I really like, is mentoring with people and getting one-

on-one with people and really understanding what this business model is about. The nitty-gritty of it. I guess that's just my architectural side coming out because we get into the millimeter detail of stuff which can be a curse at times. The opportunity to actually delve directly with someone about specifics of the business model has been fantastic to really sort all those issues out.

Dane: I'm just taking notes like crazy over here. Did you learn copywriting at all in The Foundation? Did you find it valuable at all or was it mostly learned outside?

Mario: Mostly learned outside, but the content in The Foundation is excellent as well. I have learned a couple of things off that. A lot of it I was already familiar with. I'm actually involved with email marketing, I have an iWeber account which I'm using with my architectural practice which, by the way, I'm starting to use The Foundation techniques to generate architectural leads to.

Dane: Can you say how in a secon and then we'll get back to your – what do you call it? What's the software product called? It's two words.

Mario: Session Feed.

Dane: Session Feed. Can you just briefly talk about how you're applying Foundation principles on your architectural business?

Mario: Well, just basically the email approach. I sat back and looked at the client base that I'd like to move into. One of them are obviously wealthy individuals, for example, who would be dentists, or orthodontists, or something like that. You'd approach them exactly the same way as you would for IE extraction except you're not looking to get SaaS ideas, you're looking to ultimately sell a package, or service package, that the practice is offering to this client. It maybe a strategic planning package, for example, to a dentist who owns a crazy amount of land – not most of them do. But I don't know how to realize the profit in that.

The strategic planning package that I sell gives them the opportunity to realize what the … the call that I'll set up is to explore that pain point which is how do I realize profit potential of this property that I've got. Then you lead that into the sales call, the info pack of the strategic planning package, and you basically land a project from there.

Dane: Cool. One of the things that you mentioned that I really liked that you talked about is – Well, you didn't really say it but what I've noticed with students like Carl Mattiola, and now Mario Matassa, is the tiny decisions that you guys make.

You've mentioned on this interview probably anywhere between three to as many as eight different times you are encountered with a scenario and you talked about the tiny decision you made and how it's made a very dramatic

difference. Whether it's – most of our students may send an email, they're not going to get a reply like "Oh, this process isn't working."

You have a process where you wait three days, you send another one, stroke the ego, then you wait three days, and you send another one. Now, you've got a number of idea extraction calls. You got one today later. The tiny decisions you made there were follow-up which are phenomenal, which we teach. I think, actually, I'd like to make sure that all of our students are doing this because it blows me away that they wouldn't.

The other thing that you do with tiny decisions is when that guy rejected you in a very annoying way. "I don't appreciate your sales tactics," that guy and the way you responded to him.

It seems like what you're able to do, Mario, and this is one of my favorite things that I've learned about really, really successful entrepreneurs that separates really successful entrepreneurs versus the guys that struggle as entrepreneurs are – It's not about the first action that you take. It's about how you respond to the first result based on the first action you take.

It's like that first action. Most everybody can take that first action. Then when they encounter that first obstacle, that first result, that first win, that first block, whatever it , —the decision that that entrepreneur makes at that moment, that's where I see a lot of the fall off, a lot of the mistakes, a lot of the struggle. You know you're making a mistake if it's not working and you know you're doing it right. If it is working and –

I hesitate to say that across the board because you got this one guy who said, "I don't appreciate your sales tactics." Well, he sent a reply back and there wasn't there so that didn't necessarily work. It's more of a spectrum than an absolute. I think what I'm actually trying to do is kind of stretch and reach to simplify this to be a one straight forward answer. I think it's really much of a spectrum.

What I want you guys to understand, and what I want you guys to notice about Mario here, is notice all the tiny decisions that he is making. I don't know if you know this, Mario, but Carl made a tiny decision that drastically changed the rest of his life.

He sent an idea extraction email out and the guy replied back, he said, "I don't want to talk to you. I don't have any problems. I'm awesome." Most students ignore that email. He replied back and said, "Oh, that's amazing, you don't have any problems. I'd love to learn what you're doing really well. Maybe we can elevate the industry together." That guy is now his business partner.

Mario: I had almost an exact response to an email just the other day and I made the very same approach but unfortunately he's not responding. I think his ego is getting in his way but it certainly has happened to me.

Dane:	It could be his ego, he could also be busy.
Mario:	That's true.
Dane:	Could be a number of things.
Mario:	But what I've done … just on that point. What I've done, I haven't given up. What I've done in my spreadsheet, I've got a follow-up date column and I just put him up to follow-up in other week's time. So I'll send another email. My attitude is I will not stop emailing to you until you tell me to bugger off.
Dane:	Wonderful. Sounds like you're a walking, talking Dan Kennedy vessel.
Mario:	This is the other mindset, too, that I'm trying to have when I'm on the call is I'm here to clear the fog from your eyes, to show you that what you're doing is not the most efficient way to do that thing. What I'm about to propose to you is going to solve that. My goal right now is to clear that blurriness from your eyes, that fog from your face, so you can see the opportunity that I'm giving you. It doesn't always work with everybody, but that's my mindset when I'm doing it. I'm not forcing that person, I'm just helping them understand what I'm trying to say to them. Most of them can see it and it goes from there, some don't.
Dane:	The other thing that you said you mentioned that you did which is a tiny decision is that you started asking really specific questions about pains and calls and as soon as you did that, the calls went better. I can't stress this enough. I'm wondering if you actually even did that in your strange question email. In your first initial emails, would you go further a specific pain?
Mario:	No, the first email doesn't do that. The second one doesn't. The third one does. At the end of that email I would do a P.S. and I would say "A lot of your colleagues that I've been speaking to have told me that these are the top three pains," and I just bullet point them. I said, "I really want to understand or hear what you've got to say about those particular pains."
	That email usually gets them, especially if they're sort of busy, it usually gets them. If they're not interested, it just sort of [unclear 00:49:45] out. I'll just end up putting that email back in what I call the sausage machine. In the frontend of the sausage machine six months later they'll end up getting that sequence again.
Dane:	You said for the three pains and the third email, I'd actually be curious if you ever wanted to do instead of strange question, you could have question about your questionnaires, question mark.
Mario:	Well, that's what I'm doing now.
Dane:	Oh, good.

Mario:	In the early days, I didn't know what I was doing so I couldn't really talk the lingo or bring any specificity to the conversation. I just wanted to practice IE. I just wanted to get the rhythm happening, finding the mojo. That's all my focus was in the first couple of months. I just wanted to get the system going, getting emails out, working at my spreadsheet. I'm using [unclear 00:50:35] which is fantastic. I'm not impressed with LinkedIn, but it does get quick responses and that's where the VA comes in, of course. I just wanted to get that rhythm happening.
	Once I had a few IE calls underneath my belt, I could sense what the SaaS ideas were. It was only then that I started mentioning specific points that were quite direct towards what they were doing as a practice. Not necessarily the questionnaires, it was more about them as a practice. Now what I'm doing now that I've got a pre-sale on board, I'm sort of shortchanging that. I'm going straight to the pain. I'm saying, "Is this a pain for you? I have a solution. We need to talk." Top of response or email. Then, you're going straight to the issue. The IE call then is more about that particular task.
Dane:	Yeah. And you could pivot the call anywhere once you're on the phone with them.
Mario:	Absolutely.
Dane:	You said you have a spreadsheet.
Mario:	Yes.
Dane:	What's that mean?
Mario:	Well, I've got a Google sheet and just set up a simple spreadsheet. It's sort of a work in progress. It's evolved as I've gone along where I've got all of my email addresses, the particular contact details, and a bit of a pipeline that I have to track when I sent out the first approach email, the second approach email, the third, whether they responded or not.
	I've got a few sequences I'm using to sort of track which one has a bit of strike rate. I've sort of settled on one sequence now. And then pushing it through – I booked the interview, it was closed on this date, then there was the follow-up email to try and get the pre-sale, and then just track it all the way through to the sale. It's just a simple spreadsheet that I've created just over the months that I was in with The Fountain.
	It seems to work. It's getting to a point now where it's quite big and I think Google sheet [unclear 00:52:36] a little bit so I'll be looking at something like Pipedrive to sort of transpose that onto that system to go forward.
Dane:	Awesome. I'm wondering just off the cuff if you would like to possibly teach that approach or methodology to our next class of students.

Mario: Sure. I'm here to help in any way I can.

Dane: That would be awesome. For those of you guys thinking of considering in the next Foundation as we always iterate, we want our students and our graduates to become the teachers. If you'd like to learn from Mario, you can do so if you apply for The Foundation at thefoundation.com/apply.

I want to go back to something I wrote down here. I love starting idea extraction emails and phone conversations at the very specific point in pains. Love it. I'll go in and if I don't know anything about the industry, I'll just kind of guess. If I'm talking about property management I'd be like, "So, I want to talk about all your bounced checks. How many bounced checks do you get a month on all your properties that you're renting?" I might make that up as a first call. Just going right away instead of, "Hey, tell me about your big pains" which is kind of a burden some question to answer. As soon as you give someone something specific to wrap their mind around, their brain seems to speed up.

What I want to talk about though also is the intention and feeling that you're approaching your calls with. Because it sounds like you become a trusted advisor on these calls, and they cancel or push back meetings to talk to you. I want to talk about the way that you're being on those calls. Before I do though, how are you getting the emails for your psychotherapists? Is that what you call them or psychologists?

Mario: Psychologists who practice the technique of psychotherapy. The emails I'm getting I just went to an association basically.

Dane: That's all I need to hear. You went to an association's site, very simple. Whatever niche market you guys pick, there's usually an association about it. There are plenty of ways to get emails but I just wanted to touch on that really quick [unclear 00:54:46].

Tell me about the intention and feeling that you approached the call with, because this is where I think your magic is. Actually here, let me try this. If you wouldn't mind closing your eyes for me for a sec, take a deep breath in. You're going to have a call later today you said, right?

Mario: Yes.

Dane: Take another breath in. What's the first name of the person on this call?

Mario: Danielle.

Dane: Danielle. Picture yourself as you're in this more hypnotic breathing state. How do you feel as you think about calling Danielle?

Mario: I feel excited that I'm going to let her see that there is a solution to a problem that's causing her issues.

Dane: What's the context of the conversation? Have you talked to her before?

Mario: No, it's – I've just sent her an email sequence, she's responded to it and said, "Yes, sure. I'd love to talk." Coordinated and set the time up. I'll call her up today and I will thank her for taking the time. I'd say, "Look, as I said in the email, I'm just talking to a whole bunch of psychologists around the world about the way that they're running their practices, particularly some of the challenges they're facing from day to day. The reason why I'm doing that is that I'm looking to create a solution for that pain probably in software. Not too sure how just yet but I just need to speak to as many psychologists as possible to find out where they need me to help them. I want to get your perspective on how you're running your practice." Then I'll just keep my mouth shut.

Dane: Great. You're feeling excited and you've got your context setting opening statement. If you're listening to this, you can rewind and repeat that over and over again. We have examples on how to start calls in The Foundation as well, of course. What kind of intention are you setting for yourself before the call, if any at all?

Mario: I just want to listen to you is my mindset. I will interject with the conversation they're having with me only if I need to keep the momentum going to dig it out a little bit more. But in the very first instance, I just need them to talk to me. I just want them tell me what they think are the pains in their business, to get an idea. This is in the early days. Obviously now, I've got a specific but this is when I was trying to find a SaaS. I get them to just talk to me.

           I'll listen to that and I might pick up on a particular point that sort of interested me, and I might ask a question specifically about that, tell me more about that, and then you start sort of digging deeper. The more calls you do, you'll start to hear the common pains, and you'll begin to realize that this is a common pain and you list that as a potential idea to dig further with.

           I certainly, if the call starts to die and I feel I've got a bit of time, I will bring up those to talk a little bit more about that. Just so I can understand what they're actually telling me. I'll do the process of repeating it back to them, "If I'm understanding you correctly, you're telling me this." They go "Yes, yes, yes, yes." They're feeling good because you're understanding them.

           It's very true, and you teach this in The Foundation. It's very, very true. They connect with you when they feel that you're understanding where they're coming from. Let it roll from there.

           If the pull is very, very good, and now that I've got a strong idea of what my SaaS is, and it leads to discussion in that, I'll take it to that point and I'll even take it to the point where my goal is to book an information pack presentation.

There's someone else I'll be talking to on Tuesday that started with a call pull. The end of that call pull landed with a booking to show them the information pack. I didn't do it straight away. I didn't want to be too eager. I just said, "Look, I think I've got a solution that I've been working on something on that. Because a lot of your other colleagues have been telling me about that. Do you mind if I get back to you in about a week's time with some sketches of what I think the solution would be?" They say, "Fantastic. Yeah, that's great."

Book the time. So on Tuesday I'll call her up and I'll take her through the info pack with the aim of selling her on the day. She's going to be an early adopter when I finish that call. That's my eye game. If she doesn't, I'll send it on and it becomes a big aim that's hard to sell which is fewer sort of sales process. That's sort of where my mindset is at any point in time in the position of the call.

Dane: Is you just want to listen.

Mario: Yeah, in the first instance. And then I gauge depending how the holes going. I'd like to take it to the ultimate end and get a pre-sale on that first IE call. I'd love to do that. I always strive for that. The reality of that is obviously quite remote because you need to build rapport. The more rapport you build, the easier it is going to be for you to reconnect with that person, do the follow ups, do the presentation. That was the only reason why I got my first pre-sale.

The rapport that I built with this guy over a few weeks before Christmas and just after allowed me to do the presentation with him. He's a very, very busy guy, running a very large government funded project. But he was willing and smart enough to be open-minded and listen to what I have to say. He gave the opportunity because we had the rapport. I did the pre-sale presentation and he bought on the day.

Dane: Man, we're at the end of the hour here and I'm so curious about the process of pre-selling. We spent so much time in the how you're approaching IE, how you're sending the emails, how you're conducting it, your intentions, your feelings, the tiny decisions that you're making, how you start with the pain, how you sort out your mindset, you work on it every day, you focus on your purpose and your reason why. You've found a pain around existing activities that businesses hate doing.

You also mentioned how Christmas killed momentum, and it's really cool to see that you're back up on that after your Christmas had killed the momentum. You also have the support of the mastermind group in The Foundation where you meet every Monday. That's phenomenal. You're amongst people who just get it, they're with you, they're along in your journey. I also appreciate hearing you say that you said the skills you're learning in The Foundation are helping you realize your why.

You started with freight forwarders and after about five calls you're like peace out, and you switch to the heart. You dropped into your heart with everything's going on with your son and that other unfortunate incident with your friend.

In these last few minutes, I'd love to hear about – You got this idea validated, and you've got this product, you sketch a – How did you sketch a solution, how did you build the UI, how did you build the info pack, and how did you find the developer if you could do that quickly.

Mario: I'm not at the point where I've got a developer at this stage. Where I'm at is I'm getting as many pre-sales as I can. I want to get to about five so I can talk about the MVP. And the purpose of that conversation with the pre-sale early adopters is to make sure the MVP is real before I start talking with developers. Essentially, that will be a design brief for them.

I will, however, touch base with developers very, very soon with the UI that I created in my info pack which is really coming from what I thought my interpretation was of what they were telling me. Just so I can get a feel for what the cost is going to be, just as a sort of a pre-cursor. Over the next few weeks, my focus is to get as many pre-sales on board and have the conversations of what the MVP actually is, and then I'll go to the developer with a design brief. This is what we want, we need to do this, we need to do that, how long is it going to take, how much is it going to cost.

Dane: Awesome, that's great.

I also encourage you while you're building this SaaS out, if you find – while the SaaS is building, if you keep doing IE, if you find more immediate pains that you could create really quick fix products to solve, I highly recommend that you do not just isolate your idea extraction calls to software only because there are often very big money opportunities that are very quick to solve. I would not be surprised if you found some sort of pain that you could charge four figures, a few thousand dollars for, to solve for them within a week of talking to them.

Mario: Absolutely, yeah.

Dane: Great ways to make fast cash. How was the process of making the info pack for you?

Mario: I found it really, really enlightening just the process of …

Dane: Just so everyone's listening, the info pack is what we use to sell the software before it exists. That's what the quote will be with the info pack. Go ahead.

Mario: I think it's a very, very important process to go through because it consolidates all of the conversations that you've had to that date and it organizes your thoughts and mind on what you're actually talking about. It

forces you to cut it down to very strong and clear fundamental issues of what the pain is, of why it's a pain, and the solution and how that solution solves it. I reckon that creating an info pack is one of the most critical processes to go through for yourself more than anything else.

Dane: Yeah, why do you think that is, other than what you just said?

Mario: Well, it's important because ultimately that will become the public face of your website as well because you're starting to focus on those bullet points, those hot buttons of the market for that particular issue which will transpose into what the website will ultimately look like, and what the message it will be conveying.

Dane: Let me pause you for a second. I want to interrupt. Can you tell me the – I'm going to not switch gears but I want to get into the pre-sale as time is eating down. Do you have a few more minutes?

Mario: Sure, go for it.

Dane: Wonderful. Thank you. Tell me about your first pre-sale and everything that happened for you to get it.

Mario: The first one was quite a strange one. It came from leftfield. I actually posted – I joined a LinkedIn group so I could start connecting with members in that LinkedIn group. I joined a fairly large one. I posted a question on how important do you feel collecting feedback from your session is during the session and in between the sessions. That was all I wrote. The discussion went ballistic. It's currently at 195 comments with 30+ likes. It evoked such passionate argument and discussion within the group. It was just amazing to watch. What I did is I just sat back and just let it roll.

Whenever someone commented with a positive comment to the question that I had, I would mention them. I would mention them through and I'd say, "I would like to talk about you, more about what you talked about in the post," and try to do an IE call with them. I ultimately did mostly sort of email correspondence with them.

One particular fellow, he is a professor at a university. I need to – just for university reasons, I can't say who it is just yet. He connected with me and he was saying, "Look, Mario, I really love the question that you put there. I've actually written a number of books for my students about this whole phenomenon of progress monitoring and tracking therapeutic goals as a therapeutic process in itself." The whole environment of feedback is actually a therapy in itself, and it's actually a new trend in the industry. He connected with me on that level and I said to him, "Great, can we talk more about this?"

We set up an IE call. I had a discussion with him. Talked about his books and about the subject matter and I did an info pack presentation with him. He just commended me so high. He said, "This is just fantastic. The industry

needs more tools like this. There are tools like this out there, but we need more of them."

He's now come on board. Not only become a pre-sale and looking to integrate that system in some way within his framework, but he's coming on board as a blogger for the website. He'll be writing a bunch of articles and blogs on the website talking about the therapeutic process of collecting feedback.

Dane: What's the price point of the pre-sale for him?

Mario: I've got two levels of price points. I've got a basic and a pro. The basic is in Australian dollars about $987, I think, and the pro is $1287 Australian dollars. I'm absolutely spoiling the early adopters as much as I possibly can because realistically without these guys there will be no product. I'm absolutely spoiling them. Eighty percent discounts and all the rest of it. Free this, and free that because I really want to be able to have this as a close group of advisors for the MVP. I need these guys to tell me what the minimum viable product needs to be, and that's sort of at the stage I'm at now.

Dane: Amazing. Eighty percent is quite steep. Are you certain that that's –

Mario: This is the way I look at it. It's 10 people that I'm giving 80% discount. I would like to think that this product will grow to something that's out of this world. The money that I'm pumping back into the business through the discount on only 10 members is not even a drop in the ocean.

Dane: Understood.

Mario: The only reason why I'm charging them is because the act of them actually paying something is a critical psychological step.

Dane: Yes, and I would probably be inclined to kick you out of The Foundation if you started building your product before getting pre-sales.

Mario: It doesn't make any sense anyway.

Dane: I'm only teasing. We say that like don't you dare build the product without a paying customer. We haven't had to kick anyone out yet, thankfully.

You've got this pre-sale, you deliver this presentation to this guy. Do you walk him though your info pack? Are you sharing a screen at the time, or how did you do it with this guy?

Mario: Absolutely. I'm talking to them via Skype but I'm connecting my laptop via join.me. Just the free version is more than enough. It seems to be working very fine. I just basically … When I start the call, I talk about a bit about the reason for the call and that I'm using join.me. I give them the code. They connect fairly easily. I just do the presentation.

I do make sure that when I made the appointment that I reiterate that they need to be in front of a PC or some sort of screen, otherwise I can't do the presentation. That's quite critical because if they're not there, then it just kill's the whole thing. I've had that happen a couple of times and it's nice. Then I just connect with join.me and I just go through the presentation and just walk through the whole thing step by step.

What I'm doing also is I'll record all those, and I go back, and I listen to those calls, and I go, "Right. How can I cut this info pack down" because my goal is to get it to a 20 or 30 minute presentation and really hone in on specific fundamental hot buttons within that particular pain point. I listen. I get a bit of feedback by listening to the recording of what I can cut out, to what can sort of work well, what was a bit uneasy, and just continually polishing it from presentation to presentation.

Dane: Beautiful. There's a level of mastery that you live your life that I'm just so excited to see. I have a lot of respect for you and your mind and how it works, and how it thinks, and how you are living your life. The level of mastery is amazing. I think people listening to it can hear.

Unfortunately, as you could see, we could probably go for two more hours to get all the details from Mario. We even went longer on this one just to try to get as many as we can. Again, these podcasts on Friday are in service of you seeing and slowing down the conversation of what it's like to start. I hope we've shown you that it's not only attainable but completely realistic. There are things that Mario is doing here that you could repeat. I hope you do.

For those of you that are wanting to learn more about pre-sales, learn more about info packs, I hope we can find time in future interviews with future students to go into that aspect. If you would like to get all the details and all that, of course you can join our Foundation program.

Instead of me telling them or selling people on The Foundation, Mario, I wonder if you would have a few words to say about it.

Mario: Yeah, of course.

Look, I think when you're doing the course and you don't end up with a SaaS, that's okay. It's not really about that, it's more about sorting out what your mindset is all about and aligning yourself with whatever's happening with you in your life.

Of course the ultimate goal is to come out the other end with a strong SaaS which is a great business. It's certainly achievable. But the skills that you'll learn just in sales alone is just you can't put a price on it. The skill of sales you can adopt in any part of your life. Whether it's SaaS, your current business, an info pack, whatever the case may be. Once you have those skills, you're virtually unstoppable.

Dane: What I'm hearing is that you could do a SaaS and that's great, but it's way more than SaaS. It's about building the skills of entrepreneurship and selling you mentioned specifically about how to start businesses. Is that what I heard?

Mario: Yes, absolutely. That's a pretty cool fundamental and being an entrepreneur I think is being able to develop that skill. To develop that skills you got to look within yourself and then sort out what that alignment is with you. That's where the mindset modules come in in the beginning of the program.

I skipped all that section like probably 90% of the people do when they come in. I go "I don't sort that out," and went straight to the nitty-gritty. There's so many people who have said the same thing. I actually took the moment and went back to it and said, "No, this is silly. You should really go through that." That's where a lot of that time where I was looking at changing markets, I was looking at my why, and everything sort of collided at the same time. I'm glad I went back and actually looked at it because it's paying dividends later on.

Dane: The mindset.

Mario: Yeah.

Dane: That's a very common story. "I don't need this stuff, just give me …" Then you get out there and your mind creates all this. What happens Mario … The Foundation teaches a process of how to find pain, right?

I don't go to the dentist usually unless I'm in pain. Dentists tend to have a hard time getting people to come back in unless they're in pain, at least in my case. I don't know about for all that's everywhere. For me personally, I only go when there's pain. In this case, you didn't have enough pain to go through mindset. It wasn't until you were in a significant enough pain that the pain of going through mindset was less than the pain that you're currently in. So the pain you're currently in was greater than the pain of going through mindset.

Those future, you guys, that join The Foundation, you can do that. Encounter the pain, bang your head up against the wall, get really stressed, really frustrated as you watch –

You know what the number one thing is that gets in our student's way? It's themselves. That's why we create the mindset for you guys, and that's why The Foundation produces remarkable entrepreneurs. I love where entrepreneurs are at six months, and I'm even more excited where entrepreneurs are at three and four years.

We got our first millionaire Foundation student four years after he graduated. What I love about The Foundation is we don't just produce these flash in the pan business opportunities where someone can make, "Oh, hey, I got a $10,000 business," and then you find out a year later what happened to

it. No, we produce real entrepreneurs that when they're 40, they're hopefully doing a million dollars a month because they built the DNA of an entrepreneur. I appreciate hearing you say that, Mario.

I appreciate hearing your mind on this. I am excited to see how you contribute to future classes and I love the shirt you're wearing.

Mario: I wear it all the time.

Dane: You wear that shirt all the time?

Mario: Well, I do wash it. I love it. I was excited when I got it. You got to fly the colors.

Dane: Yeah. For those of you guys that are interested in looking at joining The Foundation, you can do so at thefoundation.com. Click on the apply link if you'd like to join our family and be a part of this. We'd love to have you. Mario, thank you for your time.

Mario: Thank you, Dane. It's been great.

Closing: Thank you for joining us. We've taken this interview and created a custom action guide so you know exactly what action steps to take to grow your business. Just head over to thefoundationpodcast.com to download it for free. Thanks for listening and we'll see you next week.