Awakened LLC

The New Stealth Guru Model: Because The Typical Guru/Expert Model Is Dead!

How Ordinary People Use These 7 Rules To Crush Any Expert/Guru Instantly.

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My Bio Written As A Personal Note To You…

First, a personal note:

Why am I writing this?

Good question.

Honestly, it's because I like to brag!

Hold on to your judgment first and read on.

I could brag because I have been in the business coaching industry for the past 7 years accumulating more successful case studies than just about any other coaching program. (That's what those in the know say, but I seldom ever mention this.) It's not because I have coached and mentored many of the biggest names in the online world. (I don't brag about this either.)

I could brag about the fact that I am able to live a life style that is the envy of every educator (I am a former Vice Principal, but don't let that scare you! ☺) and 99% of the population in North America living in my home town of Sarnia, Ontario, but I don't do that either. I travel when I want, my kids at 12 and 13 have flown on more plane trips than most adults will ever do in multiple lifetimes and have seen places that I was never fortunate enough to visit when I was their age. (We refuse to spoil them and they don't get whatever they want!)

I could brag about the fact that I drive a nice vehicle. (That really doesn't mean anything to me.) Or the homes that I own, but I won't do that either. (We don't live in a million dollar mansion—that's not my style.)

I could brag about the clients that I mentor…clients who has created billion dollar empires coming to me—an ordinary person with no formalized sales and marketing experience or MBA training—for mentoring…former consultants to US Presidents…successful MBA grads who are listed as the who's who in the Fortune 500 world—I've had lots of them as clients and still do today…

I could brag about my Stealth Mentoring program so-named because I have some of my highest paying clients who do not want others to know I am mentoring them.

I could brag about creating and selling high level coaching programs, between $49,997 and $99,997, within the first year of leaving my job. By the way, now we are getting close to why I like to brag. ☺

I could brag that I have created the first system, that I know of, that addresses the importance that Intellectual Property creation has on selling high priced programs and services. (That's actually kind of cool!)

No, what I brag about the most—and why I absolutely love coaching and mentoring—is to build success with those who have no name, are scared to play big and who understand that good coaching is the one investment that is fundamental to their success.

These 'normal folk' are the ones who are taking on the goliaths of their market places. And those who are frustrated that the typical guru model that they already have invested in doesn't work. (For many it's been a very expensive lesson.)

I absolutely love helping ordinary people play big using a completely new model. For anyone who really knows me, they know that I am in my sweet spot when coaching clients.

And this is why I am really excited to be sharing this with you.

So this sets the stage for my biggest warning to you…

My Biggest Warning To You:

PLEASE NOTE: I want to prepare you for something that is highly controversial so I think a warning is in order before you consume the content in this report.

I also want to let you know this report is in beta-version and has been hastily written by myself. I am writing this for a number of reasons, but mostly since I see too many people who have an entrepreneurial dream following an incorrect model that doesn't work anymore.

There I said it.

Let me repeat this in another way.

The typical expert/guru model that most people teach and coach from is DEAD.

Let me be perfectly clear what I am saying: Today's guru/expert model that teaches people how to create and sell information products online and offline, launch speaking careers, author a book, build a platform for oneself is fundamentally flawed in a multiple number of ways!

There you have it.

You can quote me if you would like! ☺

Is it scary to buck the trend? Does challenging some of the biggest names in the coaching industry who coach people on how to become experts/gurus make me a little nervous?

Sure it does. I am human too!

However, my desire to help you succeed overshadows any real concern of the toes that I might step on or the egos that could be bruised.

But the reality is that most guru/expert programs do not work.

In the coming pages, I am going to reveal to you an entirely new model. I am also going to lay the foundation for an entirely new model.

Ok. Ready? Brace yourself…

Why The Typical Guru/Expert Model Is Dead

In case you haven't observed it, there is an acceleration of information in today's online world. According to Buckingham and Coffman, 30% of the Internet is new everyday! Sounds incredible, doesn't it? What has been the tremendous push in this kind of information overload? Instant access to not just information, but information in the moment—personalized, customized and specially targeted to what people are looking for when they come to the Internet. (I underline the terms above because I am going to revisit this shortly.) What kind of content is driving this information explosion?

The Internet up until Web 2.0 and the introduction of social media was about statically created content. Statically created content was the era of cover-to-cover book-based information delivered digitally. You came to a website. You exited the website when you were through. There was one direction. One entry cover. One exit cover. Just like a physical book that exists on your office shelf or your night stand.

Today's post Web 2.0 Internet is about dynamically created content. It's like having millions, even billions, of gateways into a website and billions, trillions of almost unending permutations of how you can exit that website. The point I want to make is that the entrance and exit out of websites has virtually an unending number of combinations. To even try to use the book example like I just did to explain the old model of content delivery does not make sense as it requires a completely different analogy.

The negative side of this era or accelerated information accumulation online is that it is has lead to all of us feeling overwhelmed. It's almost amazing to think that with so much information available to us today another symptom has developed which is incredibly ironic: because there are so many options, most people do not know who to trust or where specifically to turn.

In other words, more than ever, people today are leaning on the trusted advice of someone who can help them make their critical decisions. I refer to this as the Recommendation AgeDespite the huge downside of information exposition there is also a silver lining…or better, a gold-plated lining…if you understand what I am going to share with you. And it gets even better, as you find out, because today's guru/expert model can't touch what you are about to discover!

I'm excited. Are you?

Setting The Stage For The New Stealth Guru Model

Today's guru model must be able to generate trust on the fly. Today's guru model must help you not only become an expert, but quickly rise above all your competition to become the expert among all experts in your niche. Being an expert is NOT good enough. The reality is this: "It's either, compare yourself to others or have others compare themselves to you!

Please write the last sentence down. I will come back to this. It's that important! It's that cut-throat!

Never has it been more important in product creation that you know how to build trust.

It's paramount that, if you want to build a successful business as an entrepreneur, you know how to integrate trust and information development as the #1 expert in your field you need to be able to mimic the way that information is created online.

Remember above when I stated that 30% of the Internet is new everyday and that the biggest reason for this is because people want information that is personalized, customized and highly targeted…here is the opportunity that today's typical expert/guru model cannot help you capitalize on.

Today's New Guru Model Must Be Able To Assist You In 3 Distinct Ways:

How did the University Of Phoenix become a billion dollar enterprise? It wasn't just by delivering the same kind of content that traditional universities do. Sure it uses a medium—the internet—to deliver content to its end users quicker and cheaper than traditional brick and mortar institutions. The key growth in the University Of Phoenix model is capitalizing on the highly specialized demands that people have today.

As I stated above, people want personalized, customized, and highly targeted information.

With respect to this trend, here are some questions that you will begin to receive answers to in the remaining part of this report.

Here Are Some Better (Absolutely Critical) Questions That You Need To Be Asking…

"How do you get your target market to dynamically interact inside of your front end information product to ensure that while they are being educated, they are being marketed to?" This is one of the most important questions you can be asking that is not addressed by the typical guru model. Another way of saying this is "how can you set up a system where you are hiding your marketing inside of educating them?" Potentially, pretty sneaky, huh? In other words, how can you make your marketing and your education one and the same thing so that your prospective clients never see you selling to them?

More Specifically, From 3 Perspectives Here Are Some Focused Questions For Your Consideration:

1. **From an Entrepreneurial Perspective**

How can I build accelerated cash flow faster than my competitors? How do I own a market place quickly? How do I get rid of all of my competitors—in other words, how can I ethically eliminate my competitors without doing anything unethical? How can I get my message out faster and ensure that it is perfectly aligned with the biggest trend online today that The University Of Phoenix has taken advantage of?

   2. **From a Marketing Perspective**

How can I educate my market place so strategically that they demand my highest priced programs and services immediately? (**NOTE**: Sales is the ultimate metric on how successful your marketing is.)

   3. **From a Product Creation Perspective**

This is the most important dimension and where the rubber meets the proverbial road so to speak.

How can I tap into the biggest trend online with a product that can literally change on the fly—it's created once but dynamically delivered with multiple options for the end-user. (This is another important way in which the typical guru model prevents your success today.)

How can I use the concept of having my target market involved in the delivery of my front end information product by having them generate the content themselves and then causing them to see me as their only option? (This is the crux of what the New Stealth Guru Model will teach you to do!)

How can I ensure that I am the toll-booth controller of my market place? (See below for what I mean.)

How can I use my front end product to set myself up as the 'Standard' of my market place? When you think about it, every discipline has a standard…from sports—the NY Yankees organization in baseball to the Dallas Cowboys organization in football (Please don't get upset if I didn't select 'your' team!)—to every academic discipline, to the units that we use for measuring how much we pay for something (a gallon of gasoline for example)…I think you can see what I am saying, right? ☺

Welcome To The Era Of Toll-Booth Controller

This short report will show you how to become the Toll-Booth Operator of your niche—the gatekeeper if you will—the one who has the ultimate power!

Here's my definition of the Toll-Booth Controller of your market place. This is the person who has the highest priced programs and services. Doesn't it make sense that if you are the #1 expert, you should be paid accordingly? Sure it does. And now you will have the ability to do this faster and easier than your competitors and most importantly, you will be playing by a whole new set of rules!

7 Unforgiving Sins of The Typical Expert/Guru Model
(Plus The Deadliest One Of All!)

1. Its time frame of establishing guru status is too long. With 30% of the Internet new every single day(!!!), you need a system that can accelerate your positioning as the go-to #1 expert in your niche—especially with the explosion of information occurring online.

2. Being an expert is not good enough anymore. In order to be heard, you must have a way of establishing yourself as #1 among all experts in your niche.

3. The traditional business model of 'stair-stepping' your prospective customers though increasing high priced programs and services simply doesn't work anymore. With refund rates of 50%-60%, incorrect positioning, not understanding the new trend of customized education et cetera, you need to do something completely different from the mode with which you are working right now. This principle is no different that attempting to solve a problem using the same paradigm from which the problem was created in the first place. That doesn't make sense, right? You need a new paradigm to solve the problem from.

4. The traditional expert/guru model cannot leverage the new HOT trend of how your prospective clients want your information delivered to them. The typical guru model can only deliver information using standardized methods—using the same method that all your competitors are doing right now. Today's market place demands information delivered as dynamically created content as pointed out to you already.

In other words, the company that can create and deliver content in the same way that Facebook, YouTube and other social media sites do is going to win. The new trend of knowing how to create customized education and being able to dynamically create an information product that meets each prospective client differently is going to dominate in today's market place. (This is the focus of the 7 New Stealth Rules that I will be spelling out for you.)

5. Because of its focus on first selling low end information products, the old model has the negative effect of teaching you to naturally undervalue their information from the beginning.

6. Because of its lack of focus on owning a niched category—controlling a niche is not good enough anymore! The typical expert/guru model requires, in many cases, investing in copy writing tactics and other ways of hyping that prevents you from being successful today.

7. The old guru/expert model does not teach you how to use the most powerful psychological persuasive principles (I reveal these below) in a completely new way with your marketing and product creation (both need to be done simultaneously) to leverage the newest online realities.

Plus The DEADLIEST SIN Of All: So many gurus today tell you to outsource your product creation. Please firmly etch the following on your entrepreneurial and marketing brain: "NEVER—EVER—outsource your core competencies". No one can access your core brilliance except for you.

The good news is this. Just about every one of your competitors—and practically everyone who currently stands as #1 in your niche—has used this outdated model. In fact, most online gurus advocate this obsolete model. And of course they advocate this model, because using their model you will never be a threat to them in the market place.

The New Science Of Information Coding And The Foundation To The 7 Rules Of The New Stealth Guru System

Okay…Let me share with you the most important marketing principle as it integrates with successful marketing given the new online realities presented earlier. I am getting more excited as I sip my cup of coffee at Starbucks…my hands are moving faster and I don't think it is the coffee jitters doing this to me! ☺

The power of what I am going to share with you is that this is the strength behind a new science that I have christened as "**Information Coding**". It is the most powerful concept that I know of that you can leverage in your marketing, product creation and entrepreneurial growth all at the same time! And this is more important than ever because of the information explosion and new trend that you need to be able to leverage quickly.

The power of this information coding system is that as you teach something you are really setting up your target market to see something totally differently. Said another way, it is the power of having your target market enthralled with how you are educating them and not seeing that you are marketing to them the whole time. It's the power of creating a front end information product and having your target market desiring your most expensive programs and services. (NOTE**: I've bolded this section because this is an incredibly powerful concept and one that the New Stealth Guru Model addresses.)**

In other words, as you communicate one thing, you actually can have the ability to have your target market see something totally different. The New Stealth Guru Model makes this a reality!

Let me illustrate this using several powerful psychological concepts:

1. How many times have you watched a comedian use what is referred to as 'double-speak'. This kind of 'languaging' is intended to distort, disguise or obscure its actual meaning. The power of 'doublespeak' is where words have more than one meaning…the literal meaning and the non-literal meaning. This of course if very popular with comedians who say something with a double meaning and usually (if the comic is actually funny!) elicits crowd laughter.

Strategic Question: How do you code this psychological principle into your product creation and marketing? I'm going to show you shortly.

2. The power of misdirection in sports, magic and warfare is another example of what I want you to consider before I show you how to put this together with your marketing and product creation. If we consider an example from warfare, there is a concept called a 'feint attack' which has been a dominant strategy down through the ages. Misdirection as a 'feint attack' in our example of warfare is a strategy where one side of a battle creates a diversionary maneuver that forces the enemy to focus in a way that causes them to be blind-sided.

Strategic Question: How do you code the power of misdirection into your product creation and marketing? Yes, I am going to show you how to do this!

3. What do you see when you look at the following diagram? What do you see in this picture? Do you see an old woman or a young lady? Look carefully and you will see both. Actually one will be dominant and one will be subordinate to the other. (Does this bring back your college psychology days? ☺)

Strategic Question: How do you code this psychological principle into your product creation and marketing? (Of course I am asking you these strategic questions because I am going to show you how you can!)

Let's consider a few more diagrams before I show you how to apply all these principles into your marketing and product creation as the #1 expert/entrepreneur in your niche.

(Are you ready to take on any expert who uses the typical guru/expert model? You better be because I am going to help you!)
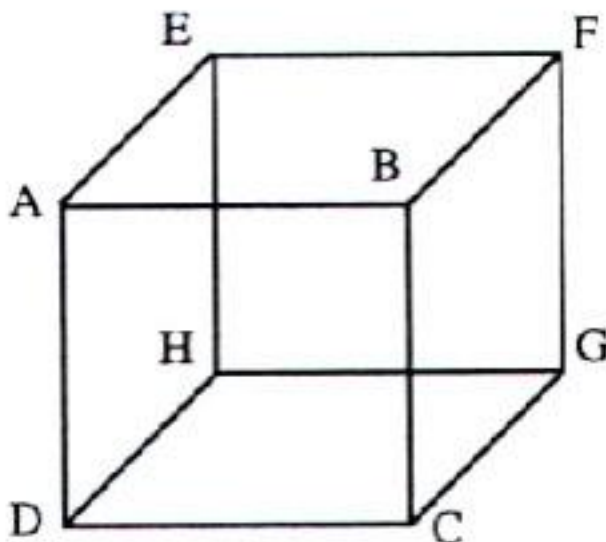
4. Let me use the Necker Cube as another visual example. The object below was first conceived by L.A. Necker in 1832 and is now known as the Necker Cube. It is known for its ambiguity and because it can been seen in more than one way, just like the picture of the young/old woman previously referred to. The Necker Cube

can be seen as a cube with the face ABCD or with the face, EFGH.

Strategic Question:

What if you had the ability to remake the rules of your market place where the previous 'ABCD' rules of your market place become the new 'EFGH' rules? NOTE: The typical expert/guru model follows the ABCD rules...I am going to show you an entirely new set of rules. And not only that, you are going to have the ability to create your own rules for your own industry.

5. Is it a duck or a rabbit? Good question.

These ambiguous pictures that I have referred to above and here in #5 are not the result of something anatomical in your eye. The differences are the result of how we perceive information. As perceptual psychologists like to tout, 'there is definitely more than meets the eye'.

Strategic Question: What if you had the power with your information products and in your marketing to code your message simultaneously as a duck or a rabbit or hundreds of other possibilities? (Read on...you will be able to!)

6. Let's take the picture of the duck/rabbit and create two different contexts as per below:

Strategic Question: What if you had the power to influence perception so deeply that as you delivered your front end product you had your prospective clients desiring your most expensive programs and services? I will show you how to encode this ambiguity principle: "there is more than meets the eye' in your product creation and marketing.

6. Ok, one more example. Take a look at the following:

What do you see in the middle?

Crush Any Expert/Guru Instantly!

What character do you see in the uniquely arranged set of Roman letters and Arabic numerals? If we examine this horizontally first and block out the characters A and C, your brain clearly sees the sequence 12, 13 and 14. If, however we examine this vertically and block out the numerals 12 and 14, we clearly see A, B and C. Here again, context leads us to expect what we would expect to see.

Strategic Question: Are you ready to code these 'ambiguity' principles into your marketing and in your information product creation? (Of course you are because this is where we are headed in the next section! ☺)

What Do These Ambiguity Principles Mean To You As A Marketer And Information Product Creator As The #1 Expert In Your Niche?

Are you ready to have a little 'wicked fun' as you crush your competitors.

Are you ready to implement 7 NEW Stealth Rules to become the Toll Booth Controller?

Remember, to trump any competitor you cannot use the same rules they have played by! There are 7 new rules and a completely new Stealth Guru Model to help you get…EVEN! More wicked fun at your competitors expense! (I love it!)

Here is a summary of the ambiguity principles that you are going to be able to use and here is how you can code them into your information products and instantly crush your competitors.

1. You will have the ability to use the power of misdirection that has allowed many overly matched opponents to destroy what looked like, on paper, a sure defeat.
2. You will have the ability to create and market something that utilizes the 'more than meets the eye' principle. This is really important, as you will see, when I show you how you can create a front end and back end information product simultaneously and make your marketing and education one and the same thing.
3. You will have the ability to create the correct context with your information product (think of the duck/rabbit example) that allows you to trump any competitor—even if they have years of so-called 'expertise' on you. (Remember, there is almost a 100% chance they have used the obsolete model so will allow you to easily dominate them.)
4. You will have the power to create your own set of rules (think 'EFGH') using the new set of Stealth Guru Model rules that I am about to reveal.
5. You will have the ability to benefit from the online trend of leveraging the demand that your target market has for underlined personalized, underlined customized and underlined specially targeted information.
6. And of course you will NEVER—EVER—outsource your core competencies because outsourcing companies will NEVER understand what I am teaching you. Of course this New Stealth Guru Model is going to become your competitive advantage in the market place.

7 New 'EFGH' Rules To Trump Any Competitor Using The New Stealth Guru Model <u>OR</u>

How To Code Your Information Using The Power Of The New Stealth Guru Model

If you don't know why I used 'EFGH' in subtitle, you have missed an extremely important concept. I encourage you to read the entire report from the beginning again so you understand the right context that is critical to your success and using the New Stealth Guru Model Properly.

(Remember: Don't even think of using the rules of the now obsolete expert/guru model—they simply don't work anymore!)

<u>Rule #1</u>: Your marketing and education must become one and the same thing.

Your target market doesn't want to be sold to. It revolts when you hire a high priced copy writer only to find, upon paying for a product, that it simply is 'greater sameness'. Greater sameness—the appearance of being the same as something else—is the enemy of selling high priced programs (Refer to Step #4).

Code your information within an educational model that teaches your target market to see your educational process but all the while you are marketing to them.

Marketing and sales are ultimately your twin tickets to freedom as I tell my clients. As much as your prospective clients do NOT want you to sell to them, they want to invest with you. Today's market leaders know how to educate their target market through a consultative approach. Today's and tomorrow's leaders are those who know how to blend customized, personalized and highly targeted information.

<u>Rule #2</u>: Use an accelerated business model that builds your front end and backend programs simultaneously.

The key to doing this is to know how to create a product that is based on the new dynamic content that is generated by the end user. This is why 30% of the Internet is new everyday that I pointed out previously.

Think of your front end product as the miniature model of the real thing—your backend. Think of a concentric circle model (refer to the diagram on this page) where you teach one thing and the message is encoded differently depending on the end-users. Are you moving inside, deeper and

deeper toward the center, or are you looking down from on top? Refer again to some of the psychological/ambiguity concepts noted already, specifically: "There's more than meets the eye".

Rule #3: Understand the power of the 'inverted' business funnel process. Invert your business funnel and use your front end product/service to drive your ideal clients immediately into your highest end programs and services.

In the exclusive training that I do periodically, I showcase the statistics that make the traditional business funnel an unacceptable model of delivering information online today. In fact when you see the statistics and the realities of the typical expert/guru model you will be shocked that 99% of 'experts' teach from this model!

Rule #4: Understand the power and trend toward customized education as opposed to standardized education.

As mentioned earlier every standardized educational system controls all the end users in a similar method that doesn't match what your prospective clients want right from the start. As mentioned at the beginning of this report, it goes against the new realities of online education (Think University Of Phoenix). The popular guru/expert model falls woefully short here.

You must know how to get your target market to dynamically interact inside of your front end information product to ensure that while they are being educated, they are being marketed to. In other words, you must have a system where you are hiding your marketing while you are educating them. I will state this again: you must have a way of establishing your marketing and your education as one and same thing so that your prospective customers never see you selling to them.

If you re-engineer your thinking and apply this to your product creation and marketing you will be able to build the business that brings everything you always dreamed of as a successful entrepreneur. Remaining status-quo, doing what you have been doing—and worst, doing what the obsolete expert/guru model advocates—is a recipe for disaster! (Please heed my warning.)

Rule #5: Control your target markets' perceptions using the psychological principles of ambiguity in your marketing and product creation. The most important starting point is to begin to control their questioning.

Why start with questioning you might ask? (Great question! ☺) If analyze what 'thinking' really is, that which goes on habitually both at a conscious and subconscious level in your brain, it's simply a question and answer (Q&A) session with yourself! If you want to make the most powerful transformations in yourself, ask yourself new and better questions! This is one of the reasons that goal-seeing fails so miserably for most people: they set goals within their existing paradigm and hence are held back at the deepest levels of ever seeing something new for themselves. (This is another reason why I am such a huge proponent of good business coaching.)

The ability to control your target market's questions is the most powerful way of controlling how they see the world. Do they see 'ABCD' or do they see 'EFGH'? Do they see the old woman or do they see the young woman? Do they see 'A,B,C' or '12, 13, 14'? If this doesn't make sense to you, you need to reread this report as you will not fully understand the power of Rule #6 below.

When it comes to educating your target market, one of the most stealth methods that the New Stealth Guru Model teaches is to organize the kinds of questions that you want your target market to consider that exposes your competitors' weaknesses. At the same time you use the powerful concept of misdirection while divulging your competitors' failings or Achilles' heel, showcase your competitive advantage in way your competitors can't. (See Rule #6)

Rule #6: Deliver your front end program through a rating system that leverages #5 in two distinct ways:
1. teach your target market to choose you by educating them to see and feel their pain more completely than they have ever felt before; and
2. stealthily eliminate your competitors by coding your solution to your target market's negative perception of what your competitors fail to do.

Rating systems are the most persuasive tools that you can use in marketing today. Established properly they allow you to deliver your content to the end-user (your prospective clients) in way that is dynamically created with thousands of permutations thereby ensuring that your message is perfectly matched to your target market's negative perceptions.

NOTE: A good rating system has the following characteristics:
1. Reveals your differentiation strategically by having your prospective clients dually feeling their pain, and at the same time trumping your competition by revealing their faults;
2. Has your target market see you as absolute authority (the 'standard') as you are the one who created the business assessment instrument. (The psychological power of an assessment instrument is the most persuasive way of leveraging the ambiguity concepts covered previously using the most authoritative medium which has done more in shaping who you are today than anything else.)

The company that creates the first business assessment instrument in one's market place wins, if done correctly. Today's market place leaders have a way of measuring success and using the data generated to ensure that the end users understand their problem more clearly than what any competitor is able to do.

The company that creates an educational system that dually focuses on highlighting pain both from a qualitative (using the ambiguity principles revealed in this report) and quantitative perspective (make sure your target market receives a numerical value that allows them to rationally see for themselves how much pain they are really in) becomes the new Toll Booth Controller. Great business assessment instruments allow your prospective clients to instantly trust you at an emotional level, and justify simultaneously their choice of you as their trusted advisor at a rational level. Becoming the Toll Booth Controller means you must know how to strategically assess your target market.

Rule #7: Deliver your front end product as customized education quickly and easily, and automate it's delivery to your prospective clients. Move your target market directly into your business backend by using the different permutations and combinations of your front end product to have prospective clients instantly desire your highest priced information products and services. (Refer to the diagram on Concentric Circles to see visually what you need to be able to do.)

The power of Rule #7 is that it spells out the ultimate way of coding information. The key is to know how to communicate your solution simultaneously at two different levels. This means that while your prospective clients are self-evaluating themselves, at a deeper level you are causing them to make a self evaluation of your competition. Because your front end information product is dynamically created, you are able to have your target market create and generate the content themselves that clearly positions your competitive advantage (At the expense of your competitors or course!). This is the power of Rule #6. You deliver customized education that allows you the most leverage as the new guru in your industry.

Your job is NOT just to provide a solution. Your job is to code your solution in a way that markets and sells your target market, inside of an educational system, to select you—and ONLY you! This means that you must be very strategic in the education of your target market: You must have a way of eliminating your competition from ever being considered! This is what makes the New Stealth Guru Model so…well…stealth! ☺ The New Stealth Guru Method is the only system today I know of that does this. (And I have access to a lot of coaching programs!).

Some Concluding Principles On How To Code Information Properly Using The 7 Rules Of The Stealth Guru Model

1. Always code your information positioned with you as the 'standard' of the market place.
2. Always code your information by knowing how to strategically position your competitive advantage.
3. Always code your information around your target market's negative perception of what your competition fails to do.
4. Always code your information using a rating system that stealthily showcases your competitors deficiencies and failings …you must always expose your competitors' weaknesses as you educate.
5. Always code your information that allows your target market to interact with their problem in such a way that instantly has them desiring your highest end programs and services as their solution.
6. Always code your information in a way that prevents your competitors from knowing what you are doing. This is the power of positioning your competitive advantage in a way that reveals their weaknesses in the quickest way possible.

7. Always code your information using a questionnaire that instantly uses the power of one of the most powerful ways to assert yourself as the 'Standard'—a business assessment instrument. (Remember: Ever since you were born you have been assessed, and this is the single most powerful way in which you have been shaped!)

A Quick Summary Of The 7 New Stealth Guru Rules

The first summary note I want to make is this. It's actually one of my business coaching 'Speed To Market' principles I teach my clients: "It's either compare yourself to others or have others compare themselves to you."

Today you must have a way that causes your competitors to compare themselves with you, and at the same time you must have a way of having your target market see you as their only solution.

Your ultimate success as an entrepreneur and marketer is vested in this: You must create information products where you know how to organize (chunk) your information into a system, and code that information in a strategic way that allows you to have your ideal clients desiring your highest priced information products and services.

Of course I have created a system that helps clients do this in 'Speed To Market' fashion. This is the power of the Expert Positioner Software™ System. Using this business accelerated system, you will make it easy for yourself to have your prospective clients only wanting to do business with you as the #1 expert in your industry. The 7 Rules Of The New Stealth Guru Model are the basis for this new system.

Here is a short list of what the Expert Positioner Software System™ will do for you (refer to the next page ☺):

Your First Information Product Done Properly Leveraging The 7 Rules Of The New Stealth Guru Model So That You Can Have Your Target Market Desiring Your Highest Priced Programs… In As Little As Three Minutes! (Now That's 'Speed To Market'!)

(But Most Importantly: Crush Your Competition Using An Entirely New Set Of Stealth Rules!)

The Expert Positioner Software™ Will More Specifically Allow You To Do The Following:

- Leverage the power of The Awakened Ideation Process™ and The Awakened Unconscious Credibility Marketing System™ to strategically position your value and credibility in a way that will prevent your competitors from competing with you.
- Build a strategic business website in less than 5 minutes or integrate the software with your current site!
- Build a website from the most powerful stand point: eliminates your competition and prevents them from stealing your ideas.
- Create a strategic survey and your first free product done correctly that conveys your USP as you deliver customized education.
- Quickly track how all of your prospective clients move to your next steps.
- Perfectly know the exact hot buttons to get your ideal clients to invest in your highest end programs.
- Automatically invert your business funnel by sending your ideal clients to your optimum next steps. Only entrepreneurs who know how to invert their business funnel will be able to build their companies in a 'Speed To Market' fashion that focuses on cash flow.
- Easily automate your email correspondence and strategic next steps.
- Create the foundation of your money-making book so that you can easily write 100 pages in less than 24 hours at 5 to 10 minutes a day with minimal editing. You will discover a system that has been instrumental in getting me featured Fortune 500 Company, Adobe Inc., and the first Print-On-Demand company, BookSurge (Purchased by Amazon.com) and publicly recognized by Jeff Bezos, CEO of Amazon.com.
- A completed business plan in as little as 1 hour using over 10,000 hours of research into how to ensure perfect message-to-market match and that you have the makings of a business that you can sell, take public or leave to a loved one in the next 2 to 4 years.

NEXT STRATEGIC STEPS:

For a FREE Private Consultation to see how you can be a part of one of the fastest growing Business Mentoring companies so that you can accelerate your cash flow, phone our Int'l Office at 866.847.9395.

I look forward to being a part of you decimating your competition using the New Stealth Guru Model!

Glenn Dietzel

&

Larry J Raad