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# *Dan Lok's 6 Steps To 6 Figures*

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**“THERE’S A DIFFERENCE BETWEEN  
INTEREST AND COMMITMENT.**

**WHEN YOU’RE INTERESTED IN DOING  
SOMETHING, YOU DO IT ONLY  
WHEN IT’S CONVENIENT.**

**WHEN YOU’RE COMMITTED TO  
SOMETHING, YOU ACCEPT NO  
EXCUSES; ONLY RESULTS.”**

**– KENNETH BLANCHARD**



# *Seminar Rules*

*1. Never Use Profanity  
and Never Offend The  
Audience.*

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*I am NOT here to be  
your guru. I make my  
money doing this stuff,  
not teaching it.*

# *Seminar Rules*

***2. Never Reveal The Big Sale  
Until The Very End. Never  
Mention Price Upfront.***

# *Seminar Rules*

*3. Always Offer  
Incomplete Information*



**DAN  
LOK'S**

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# 6 STEPS TO 6 FIGURES FORMULA™

**Step 1** MY LIFESTYLE PREFERENCE &  
MY TERMS OF DOING BUSINESS

**Step 2** MY CLIENT AVATAR

**Step 3** MY UNIQUE SELLING  
ADVANTAGE

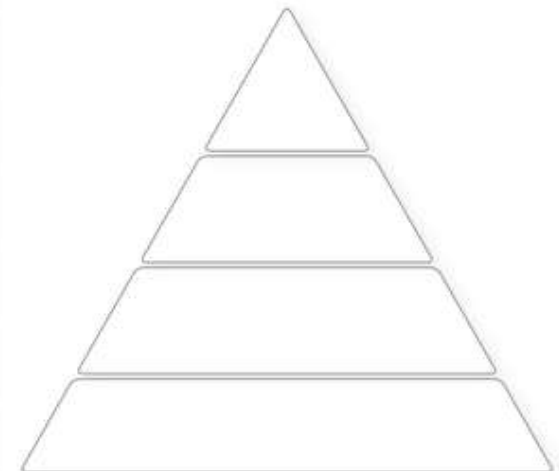
**Step 4** MY IRRESISTIBLE OFFERS

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**Step 5** MY 7 PILLARS OF  
AUTHORITY MARKETING


**Step 6** MY JOINT VENTURE  
PARTNERS

The Ladder of Wealth



Once a year, Dan accepts requests for entrance into his exclusive mastermind/mentoring program. If you are interested in finding out more about becoming a member of Dan Lok Inner Circle™. Apply now at: [www.DanLokInnerCircle.com](http://www.DanLokInnerCircle.com)

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# 7 Most Dangerous Words In The English Language

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I KNOW

THAT...

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**Poor Entrepreneur Says:**

**“My business is different.”**

**OR**

**“My clientele is different.”**

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# LOKISM:

*“Any moron can quickly come up with lots of reasons to invalidate ideas. Most do.*

*There’s genius and profit ONLY in coming up with ways to apply ideas.”*



Emptiness the starting point. — In order to taste my cup of water you must first empty your cup. My friend, drop all your preconceived and fixed ideas and be neutral. Do you know why this cup is useful? Because it is empty.

(Bruce Lee)

**Ask Yourself: “How can I implement THAT idea into my business, with a new twist to make it my own?”**

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A hand-drawn speech bubble with a thick black outline and a tail pointing towards the bottom right. The bubble is filled with a light blue color and has a slightly irregular, torn-paper-like edge. Inside the bubble, the text "What do you do?" is written in a black, cursive script. The bubble is centered on a white background, which is itself set against a dark purple background.

What do  
you do?

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**I have what must be  
the greatest job in the  
world!**

# Business Lessons From Multimillionaire Entrepreneurs & Billionaire Founders

Imagine standing on the shoulders of the titans of entrepreneurship – some of world's most successful and influential individuals – and be able to listen in on their content-rich conversations.



## SHOULDERS OF TITANS™

### Conversations With Today's Most Inspiring And Successful Entrepreneurs

Imagine standing on the shoulders of the titans of entrepreneurship – some of world's most successful and influential individuals – and be able to listen in on their content-rich conversations.

A few minutes or a hours with these titans – in the flesh – will completely alter the course of your business, your career, your life!

The single-smartest investment YOU can make, TODAY, in creating explosive growth in your business... is getting up close and personal with Titans who have "been there, done that"... Even if it's simply hearing them speak in person standing up and asking the ONE question that will give you the breakthrough you've been chasing.

Knowing that just one good idea – an offhand remark, a quip, a story of a seemingly-unrelated success – could be worth millions, if applied.

Being able to have INSTANT access to first-hand shared experience, knowledge and wisdom from those who literally rank as the world's giants in top entrepreneurialism and business expertise.

We created this podcast because entrepreneurship is a very lonely path, but it doesn't have to be!

We recruit highly successful renowned entrepreneurs who have done amazing things and allow them to give back by sharing their stories, insight and lessons with you, but also motivating you to continue on your path and journey even when things get tough.

This special podcast truly offers you access to some of the best minds in business.

"A smart entrepreneur learns from his mistakes. A smarter one learns from others' mistakes. But the smartest person of all learns from other's successes."

Dan Lok



Dan Lok is often referred to as one of the "Most Connected People on the Planet." It's easy to see why.

As a mega-successful entrepreneur and best-selling author, Dan is in the unique position of being able to sit down with many of today's top CEOs, revolutionary entrepreneurs and business leaders to uncover and share the secrets behind their extraordinary success.

Dan Lok  
YOUR HOST

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### CONNECT WITH DAN



### Meet The Man Behind The \$360-Million Dollar Trump Tower Vancouver Project

Dan Lok Interviews Joo Kim Tish

Enter your name and the email you

### How Do I Subscribe to The Shoulders of Titans™ Show?

It's easy! Just follow the simple steps below and you are all set!

<p><b>Step 1</b></p> <p>Click the big button below that says <b>SUBSCRIBE ON ITUNES</b>.</p>	<p><b>Step 2</b></p> <p>Then click the button that says "View in iTunes".</p>	<p><b>Step 3</b></p> <p>Then click the "Subscribe" button when iTunes loads up:</p>
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# STEP 1

# Build Your Business Around Your Lifestyle

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# LOKISM:

“It’s not HOW MUCH  
money you make, it’s  
HOW you make the  
money.”

**They say the three most important decisions in life are:**

- 1. What you do.**
- 2. Where you do it.**
- 3. With whom you do it.**

**This workshop is about taking your business to the next level.**

**But it is also about personal power and satisfaction, about changing the way you work so that you can become increasingly in charge of the four Ws of career satisfaction.**

## **LOKISM:**

**Most people spent their lives living the way other people wanted them to live.**

# Assignment:

- What time do I like to get up in the morning? What time I like to go to bed?
- At what hour do I want to begin working? When am I most productive?
- When is my energy highest?

What do I want to spend the majority of my time doing? Here are some possible answers.

- Write
- Engage in technical work, such as programming or building websites
- Plan
- Design graphics
- Conceptualize products
- Create something with my hands
- Make movies
- Make music
- Teach
- Speak
- Mentor other.

- Do I want to work at home? Do I want to go out to an office?
- How much time do I want to spend inside? How much time do I want to spend outside in the world?
- What type of physical surroundings do I desire?
- Do I want a window out into nature? What type of view do I desire?
- What physical activity do I want to incorporate into my day? When?
- How much time do I want to spend with other people? How much time do I want to spend alone?
- Do I want to work alone, or do I want a partner or associates?
- Do I want to manage other people? Have employees?
- How much time do I want to spend with my family and friends?
- What hobbies do I want to do?
- Do I want to travel? How much?
- Do I want to engage in continuing education? What type?

- If I knew I had only one year to live, how would I spend my time?
- How would I change my relationships?
- What would I want to leave behind?

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# BLUE OCEAN STRATEGY

How to Create  
Uncontested Market Space  
and Make the Competition Irrelevant

W. Chan Kim · Renée Mauborgne

HARVARD BUSINESS SCHOOL PRESS

## Red Ocean Strategy

Compete in **existing** market space.

**Beat** the competition.

Exploit **existing** demand.

**Make** the value-cost trade-off.

Align the whole system of a firm's activities with its **strategic choice of differentiation or low cost.**



## Blue Ocean Strategy

Create uncontested market space.

Make the competition irrelevant.

Create and capture **new** demand.

**Break** the value-cost trade-off.

Align the whole system of a firm's activities in **pursuit of differentiation and low cost.**

Number one form of self-sabotage is doing things incrementally better.

Entrepreneurs who sets out to sell like his counterparts and peers do, but better is forever doomed to competing against the mediocre-middle for no more than a fair share...

of earning what others earn  
and a little more...

at being treated as the others are treated  
but a little better...

**The last thing you ever  
want to appear to others  
as is another**

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# SELLING IS ABOUT POWER.

Traditionally and logically, it is the prospect who has the power.

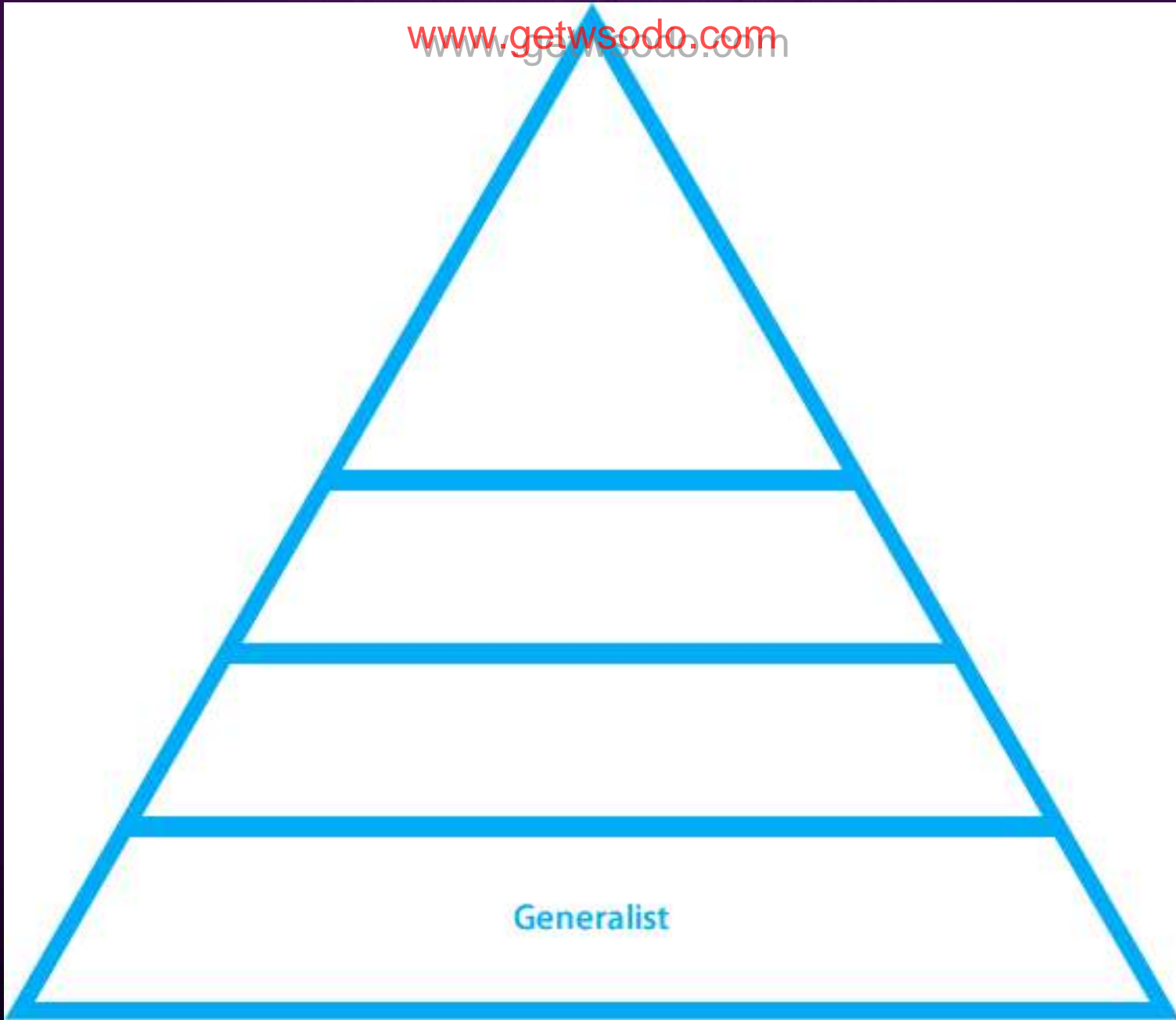
For selling to be easy, price to be irrelevant, entrepreneurs must take all the power away from the buyer.

The sell has to be perceived by the buyer as having all the power.

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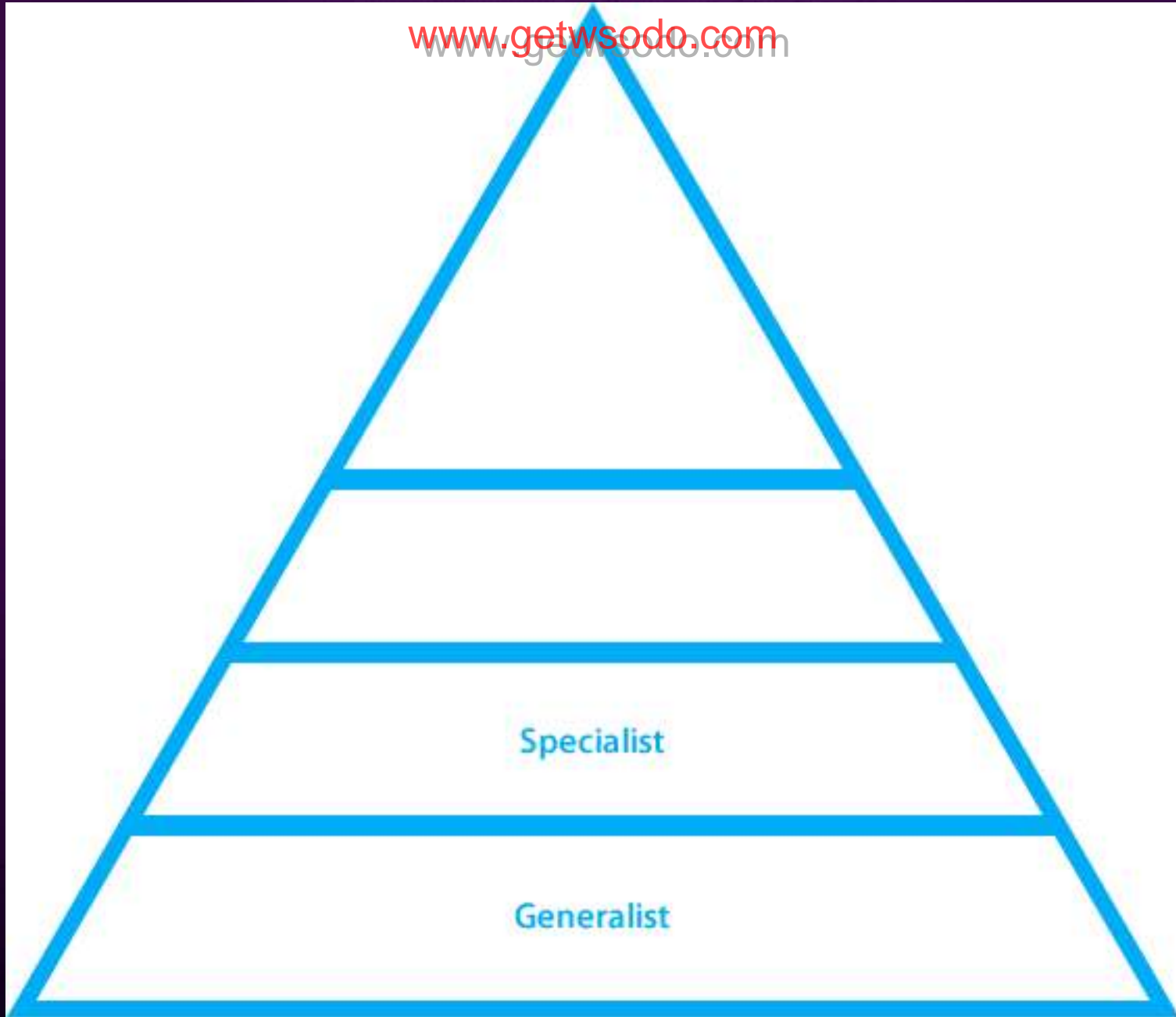
# The Ladder of Wealth

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Generalist

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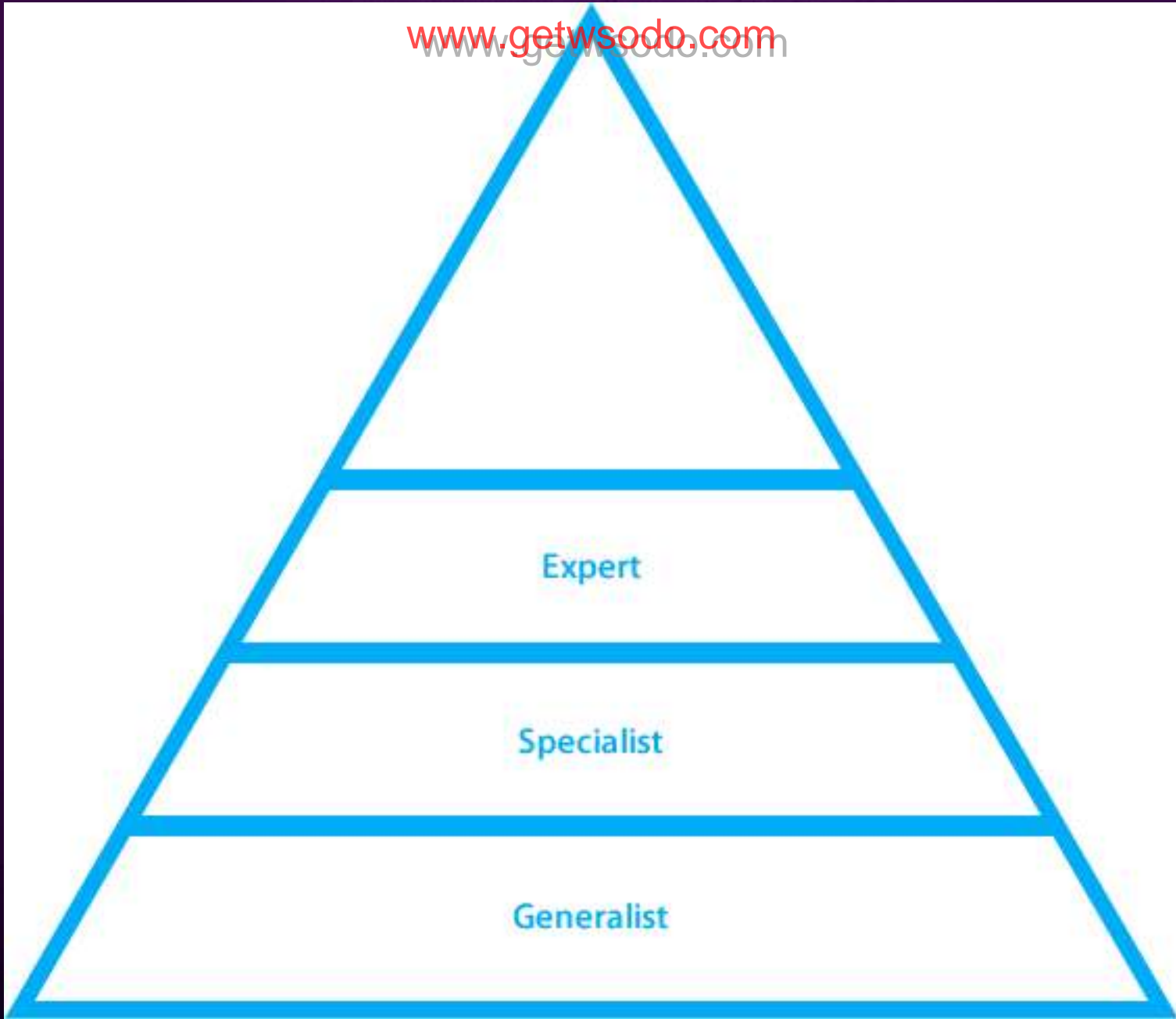


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Expert

Specialist

Generalist



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Celebrity Authority  
Fame + Fortune + Power

Expert

Specialist

Generalist



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“At the highest income level, you don’t get paid for WHAT you do, you get paid for WHO you are.”

# Lokism:

*“The highest paid entrepreneurs in the world spend 80% of their time work on the WHO, not the WHAT.”*

# Lokism:

*The best people at anything are generally the poorest. It's about being **KNOWN** or **PERCEIVED** as being the best.*

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## Step 2

**Identify Your Dream  
Client (Avatar)**

**“Your goal is to establish your position of authority in your world. In order to make that happen, you make your world smaller.”**

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*“If everyone is your client, then NO ONE is your client.”*

Think of your clients as long-term. When you see them as being around for an extended time, they must be people that you respect, like and want to be around.

Now we'll create the profile of your ideal client together.

## 1. Ideal Client Profile

- Demographics - age, gender, income, etc.
- Psychographics - this refers to personality, values, opinions, attitudes, interests, and lifestyles.
- Behavior - their similar likes and dislikes, sports, hobbies, etc.

## 2. Clients' Locale

What places attract your ideal client? This applies to both a physical place or a location on the internet.

- Where do they hang out?
- What do they read? Both online and offline?
- What do they search for online?

### 3. The Function of Their Purchasing Process

- What are the needs that motivate your ideal client to want to buy what you offer?
- Do they start their research process online? With a mobile device? Ask their friends?
- Do you know and understand their problem or need?
- What do they perceive to as the benefits of finding a solution to their problem?

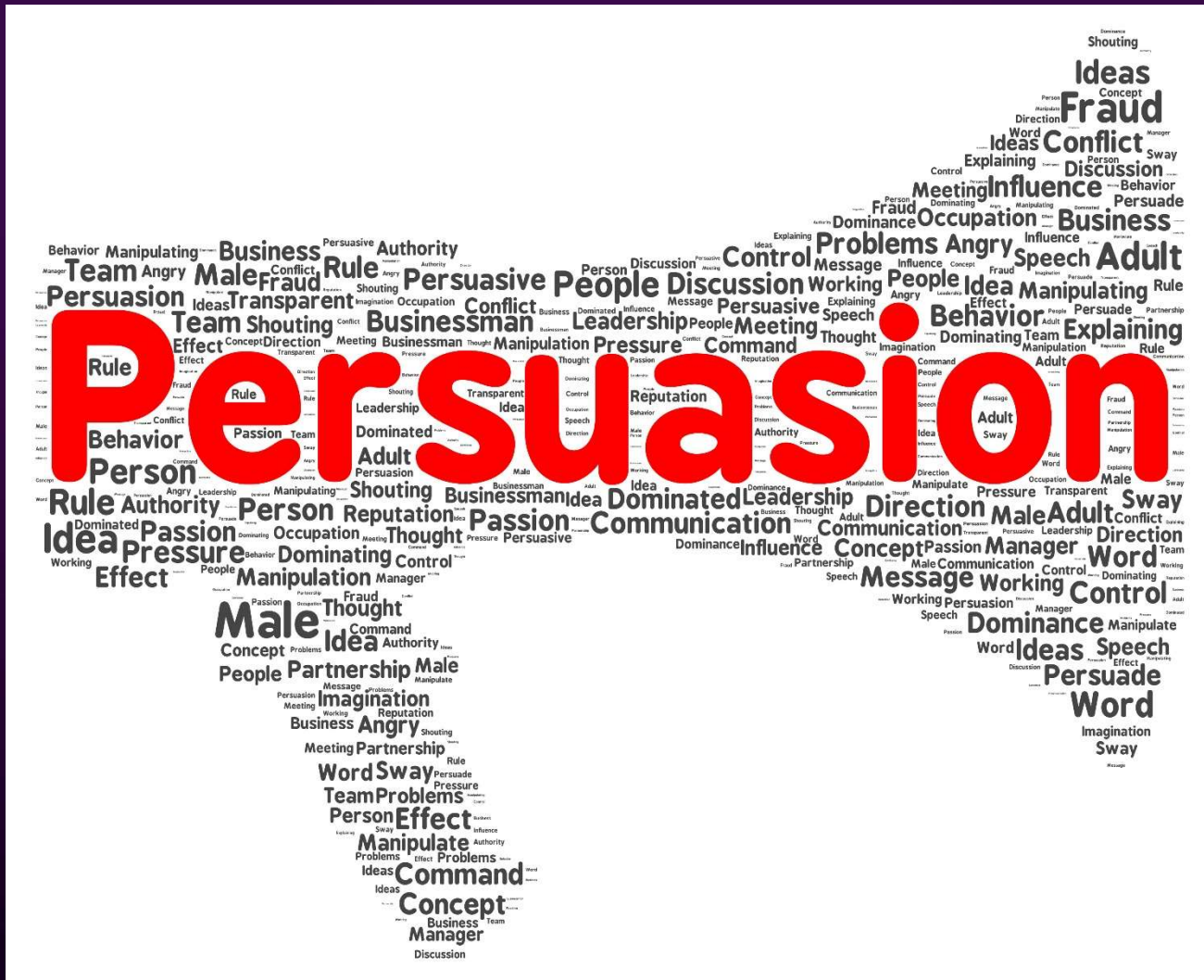
## **LOKISM:**

**Your intimate understanding  
of your market and core  
business is the #1 ingredient  
for riches.**

I don't work well with posers, fakers, wannabes, or get rich quick junkies.

I WORK EXCEPTIONALLY WELL with serious and committed entrepreneurs who want enjoy learning and growing together.

# The Dark Art of Persuasion



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**Most people think that they and others purchase through a process of rational thought, arriving at a decision.**

**This is NOT how most people buy it all.**

**Most people arrive at the decision first, then go through a process of rationalization.**

**6-figure or 7-figure earners  
supply the rationalization  
but never rely on them in  
order to make a sale.**

Ziglar.com

**Selling**  
is essentially  
a transfer  
of feelings.

- Zig Ziglar



# What do this mean?

1. People buy BY feelings (emotions)
2. People ACTUALLY buy feelings
3. People buy in response to YOUR feelings
4. People buy by bonding with the seller, SHARED feelings

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She got up at 3:00 A.M., navigated traffic, stood outside the cold waiting, pushed, shoved, to get into the store at 5:00 am - to buy. Why?

To save money? WRONG.

To get something in limited supply?  
WRONG.

To get shopping over with early?  
WRONG.

# **FEELINGS THEY (Want To) Buy**

**To FEEL superior to others. YES.**

**To FEEL frugal and responsible. YES.**

**To FEEL heroic. YES.**

**To HAVE A STORY TO TELL. YES.**

The doctor took on nearly a million dollars in debt and countless hours of aggravation, disrupted his practice, etc. to buy and build his own office building. Why?

More financially lucrative than renting? WRONG.

Better landmark location to attract patients? WRONG.

Investing in real estate is important? WRONG.

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# FEELINGS THEY (Want To) Buy

To FEEL superior to others. YES.

To FEEL successful and prosperous.  
YES.

To FEEL important. YES.

To HAVE A STORY TO TELL. YES.

## **LOKISM:**

**You get more traction and leverage in selling when you use NEGATIVE feelings than you do POSITIVE feelings.**

# NEGATIVE FEELINGS

Inadequacy, being looked down on,  
“manhood challenge”

Rage, resentment, embarrassment

Exclusion, being locked out, being “un-  
cool”

Guilt

Fear

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## POSITIVE FEELINGS

Success, achievement

Peace of mind

Acceptance, admission, benefits

Love

Security, Pride, Respect

## People Want “The Magic Bullet”

- The one product/service that is going to make everything “okay”
- It’s going to solve some of their major problems
- Or give them a miracle cure!
- An instant solution!
- And an on-going solution.

If they believe you can give this to them - they will buy.

# BREAKTHROUGH SECRET

Always be promising **FASTER, EASIER, NO WORK, EFFORTLESS** to your clients because that's what people always want but **NEVER** buy into that yourself.

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# LOKISM

**Easy is not part of success.**

**Easy is not part of life.**

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# STEP 3

**Define Your Unique  
Selling Advantage  
(U.S.A.)**

# WHAT IS U.S.A.?

**Unique Selling Advantage is a statement that outlines how your business, product, or service is different from that of your competition.**

Your U.S.A. answers the one,  
paramount question:

*“Why should I choose your  
business/product/service versus  
any/every other competitive  
option available to me, including  
doing nothing?”*

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**“What it absolutely has to be  
there overnight!”**



**“Melts in your mouth, not in your hand.”**

**M&Ms use a patented hard sugar coating that keep chocolate from melting in ones hands.**



**“We GUARANTEE**

**Fresh hot pizza, delivered in 30  
minutes or less or it’s FREE!”**

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# 4 SIMPLE STEPS TO HELP YOU IDENTIFY WHAT MAKES YOUR BUSINESS UNIQUE

# Step 1: Start With The Basic Questions

1. What products or services are you selling? *Boxes and moving supplies.*
2. Who is your target audience? *Local homeowners who are moving, and don't have a lot of time to look for used boxes in order to pack.*
3. What do your business do well? *We provide quick, responsive service while making the purchasing process easy for our customers.*
4. What do your customers/clients really want? *Helping our customers get the moving supplies they need quickly, easily and affordably.*

## Step 2: Solve a Problem

**Identify your target audience's problem and explain how your product or service solves that problem.**

**i.e. Selling moving boxes: not being able to easily location the proper containers when they are packing their belongings and preparing.**

## Step 3: Identify the Differentiators

Identifying what it is about your solution to your customer's problem that is different, or better than, the solution your competition offers.

The potential differentiators of our moving supply company may be that they offer sturdier boxes, less expensive boxes, complete packing solutions, same-day delivery, or exceptional customer service.

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## Step 4: Make a Promise

This step combines the most important elements of the previous steps into a concise statement that embodies the value your company has to offer. Keep in mind that your USP essentially implies a promise, or a pledge, you are making to your customers.

The moving supply company, for example, may create a USP that says simply:

**"Sturdy Boxes in 24 Hours"**

This USA aims toward their overwhelmed customers who are getting ready to move, and quickly need boxes that won't collapse.

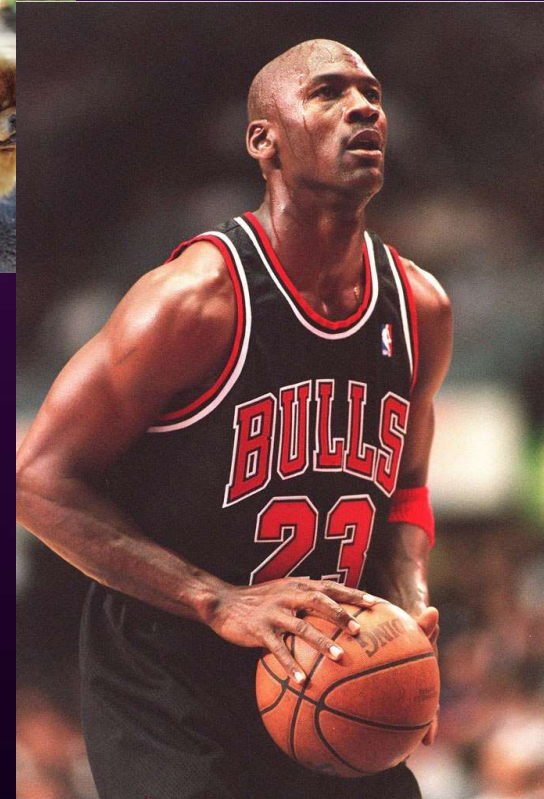
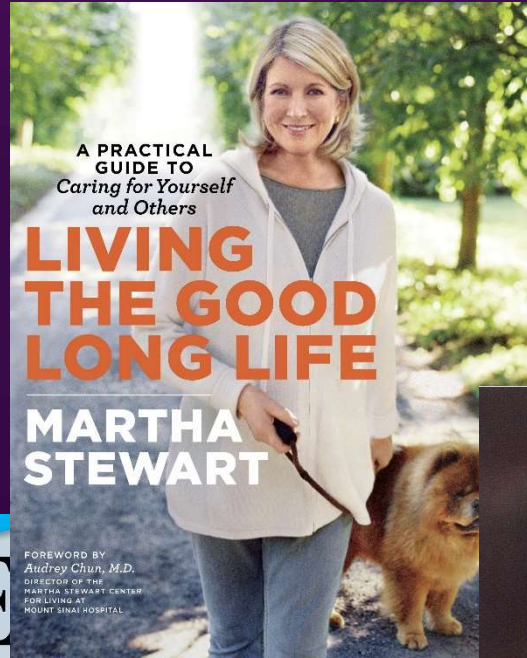
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**If all else fails, you can  
manage to be reasonably  
unique, your U.S.A. can  
simply be... YOU!**

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***“If you are your authentic self in your business, you have no competition.”***

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## ONE BIG CATCH

If you're going to create a persona-driven USA, you'll need to keep showing up. It's your job to stand front and center and say something interesting. You'll provide the voice and culture for your company.

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# STEP 4

## Crafting Your Irresistible Offers

An irresistible offer is crafted so that it appeals to logic and emotions.

It makes the case for the superior value so effectively that the consumer has virtually no choice but to say, “No one in their right mind should say no to this offer. I’d be crazy to pass it up.”

# [www.getwisdom.com](http://www.getwisdom.com) An irresistible offer does three important things:

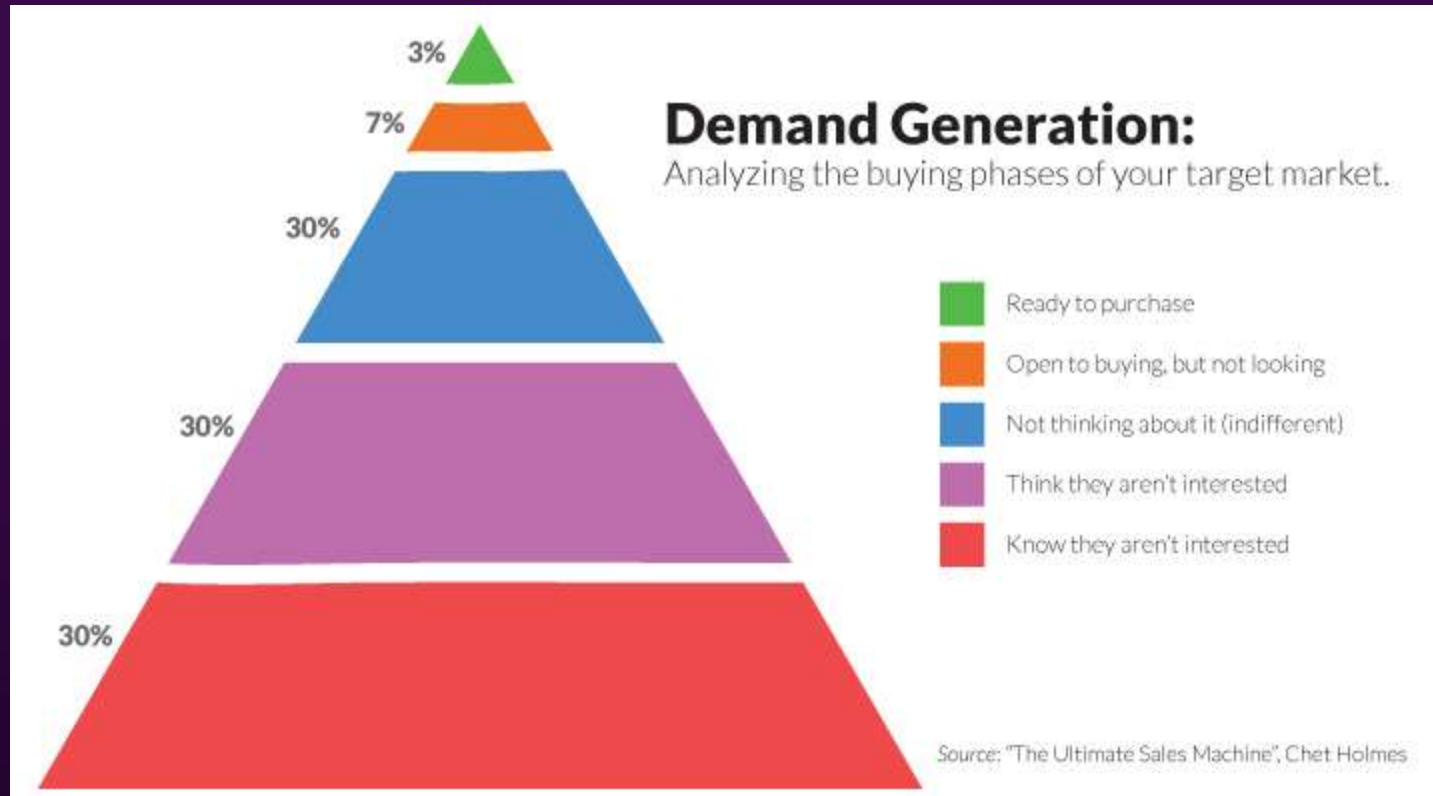
- Instantly compels your prospect/clients to act by presenting a solution for their problem
- Explains what your prospects/clients will “lose” or miss out on by listing the key benefits your products delivers, not just the features
- “Forces” your prospect/client to say “yes I want it now” (not in 5 days time) by creating a sense of urgency

When your product is great and your offer is irresistible, your prospects will ask themselves a series of questions.

- “Should I continue to suffer OR should I act now and solve my problem?”
- “Should I continue to feel ashamed OR should I act now and deal with my problem?”
- “Should I continue to envy other people OR should I act now to get what they have?”
- “Should I continue to think about this OR should I act now and ensure that I don’t lose out on a good deal, something that costs less than its value?”

In a nutshell, these questions all ask the same thing,  
“Should I act now?”

An irresistible offer means the answer is “Yes!”



# 3 Types of Irresistible Offers

1. **FREE OR LOW-COST OFFER**  
(Builds Your List)
2. **JV FRIENDLY OFFER** (Tap Into  
Other Peoples' List)
3. **BIG MONEY OFFER** (Makes You  
\$\$\$)

## FREE OR LOW COST OFFERS

Offer something your target market really wants and values (high perceived value):

- **FREE or discounted software**
- **Webinar**
- **Collectibles**
- **Books**
- **Free consultation**
- **Major discounts**
- **Membership**
- **Piled Up Offer**

**JV FRIENDLY OFFER**  
**(EXTREMELY IMPORTANT)**

**An offer that other “players”  
with a big list would be happy  
to promote.**

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**BIG MONEY OFFER**

- **Mastermind or High Level Coaching Group**
- **Levels of Membership**
- **Ego Appeal (Black card)**
- **Collector Item**
- **Special Edition / Limited Edition**
- **Experience**
- **Train The Trainer Certification Program**
- **Business in a box or licensing program**
- **Done For You Program**

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# STEP 5

## 7 Pillars of Authority Marketing

# WHAT IS AUTHORITY MARKETING?

au-thor-i-ty

**a: power to influence or command thought, opinion, or behavior**

**b: freedom granted by one in authority**

**Authority Marketing is the strategic process of systematically positioning a person or organization as the leader and expert in their industry, community, or marketplace to command outside influence over all competitors.**

**Authority = NOT being questioned and price is NOT an issue.**

**When you view someone else as an AUTHORITY FIGURE, you view them as...**

### **Expert**

- **Much more knowledgeable about 'x' than others**
- **Recognized by others Expert**
- **Symbols of being an Expert**

## Powerful

- Someone who can say YES or NO
- Someone who is not easily or readily accessible

## Authoritative

- LOOKS like an authority figure (uniforms)
- Speak and act in a certain way - with certainty

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# [www.getwsodo.com](http://www.getwsodo.com) PILLAR #1 - BRANDING & OMNIPRESENCE

To be seen as an authority, you must have a larger-than-life brand and be everywhere. When you think of a business person in the world today who is omnipresent, you likely think of the likes of Richard Branson or Donald Trump. Branding begins with your logo, your look and feel, your color palette, your website, and the design of your collateral materials.

Omnipresence is the act in deploying those brand assets into the marketplace to show up in many places.

## PILLAR #2 - CONTENT MARKETING

Authorities are seen as experts, and experts are constantly publishing new content for their consumer public.

The content should come in multiple forms and multiple sizes.

Content marketing includes everything from articles, authorship of professional bookstore books, blogs, podcasts, whitepapers, and more.

## PILLAR #3 - LEAD GENERATION

An often neglected element of authority marketing is lead generation.

Leveraging your authority position in your industry, community, or marketplace to effortlessly generate more qualified leads – a magnet with leads flowing toward you – is one of the most effective ways to monetize your authority marketing initiatives.

## PILLAR #4 - REFERRAL MARKETING

Similar to lead generation, referral marketing is taking it one step further. Rather than generating cold leads, you are proactively engaging satisfied customers to facilitate introductions to new prospects.

People don't believe what you say about yourself, they believe what others say about you!

## PILLAR #5 - PUBLIC RELATIONS & MEDIA

Being interviewed and featured in the news - radio, television, print, and online – is the fastest way to build the credibility and expertise for an individual or an organization.

When consumers see “As Seen On/In” with numerous logos of prestigious media outlets, it immediately builds confidence and trust in the mind of the prospect. Being interviewed regularly also helps create that sense of “omnipresence.”

## [www.getwsoda.com](http://www.getwsoda.com) PILLAR #6 - SPEAKING

When speaking from the stage, you are automatically seen as an authority by the audience.

Speaking can create significant income streams through fees alone, but the opportunity to sell product in the back of the room, generate leads and interest from the audience, and co-opt other people's customers to become your customers make speaking one of the most desired and sought after authority marketing channels available.

## PILLAR #7 - EVENTS (ONLINE OR OFFLINE)

Authorities command influence and have a following of true fans.

Authorities leverage their loyal following to host online and offline events.

Examples include teleseminars, webinars, in-person seminars, bootcamps, and workshops.

## PILLAR #7 - EVENTS (ONLINE OR OFFLINE)

Authorities command influence and have a following of true fans.

Authorities leverage their loyal following to host online and offline events.

Examples include teleseminars, webinars, in-person seminars, bootcamps, and workshops.

# What Does Dan Do To Promote And Maintain His Omnipresence?

1. Give at least ONE interview per week. 52 interviews a year. (TV, Radio, Podcast or Print)
2. Conduct at least ONE interview per week for Shoulders of Titans. 52 interviews a year. (iTunes and all podcast directory)
3. Create and upload 200+ videos PER year to YouTube.
4. Publish at least ONE new book per year.
5. Give away a minimum of 3,000 books a year.
6. Deliver at least 20 presentations or speeches a year.

# BIG SECRET - DEVELOP YOUR OWN AUTHORITY PLATFORM

Let's say you're in the business of selling software or services to construction companies, specifically commercial construction firms.

Imagine now you're the founder of "The Commercial Construction Leadership Network" on LinkedIn. With that intro, prospects will recognize you as a leader in the industry.

# Vancouver

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INSIGHTFUL SPEAKERS & BUSINESS LEADERS  
PURPOSEFUL NETWORKING OPPORTUNITIES

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THE VANCOUVER CLUB

[Change photo](#)

Vancouver, BC

Founded Jul 24, 2014

[About us...](#)[+ Invite friends](#)

Vancouver Entrepreneurs 1,521

Group reviews 53

Upcoming Meetups 6

Past Meetups 43

Our calendar

[edit](#)

Organizers:

## Attract More Clients, Enjoy More Freedom And Grow Your Income Beyond \$10,000+ Per Month

+ Schedule a new Meetup

[Upcoming 6](#) [Past](#) [Calendar](#)

### A Day With Dan: 6 Steps To 6 Figures Bootcamp (Exclusive Full Day Training)

[The Vancouver Club](#)

915 West Hastings Street, V6C 1C6, Vancouver, BC [\(map\)](#)



"Discover How To Get Your Dream Clients With Ease And Make Every Month A 5-Figure Month While Enjoying The Freedom You Deserve!" Web Friendly announced today a once in a... [Learn more](#)

Hosted by: [Dan Lok](#) (Founder), [Adnan Sarwar](#), [The Business Monk](#) (Assistant Organizer), [Desmond](#) (Assistant Organizer), and [Shin Chung](#) (Assistant Organizer)

Wed Jun 1

9:00 AM

[I'M GOING](#)

19 going

3 comments

### How to Get More Referrals And Attract More Clients Now with Dan Lok

[The Vancouver Club](#)

915 West Hastings Street, V6C 1C6, Vancouver, BC

Wed Jun 15

6:00 PM

## What's new

NEW MEMBER

[Sheila Abel](#) joined

Yesterday

NEW RSVP

[Willy Lavendel](#)   
RSVPed Yes for A Day With Dan: 6 Steps To 6 Figures Bootcamp (Exclusive Full Day Training)

Yesterday

NEW COMMENT

[Tim Luu](#)   
commented on A Day With Dan: 6 Steps To 6 Figures Bootcamp (Exclusive Full Day Training)

Yesterday

NEW MEMBER

[LeoEduconomics](#) joined

Yesterday

NEW RSVP

[Frances Hui](#)   
RSVPed Yes for A Day With Dan: 6 Steps To 6 Figures Bootcamp (Exclusive Full Day Training)

Yesterday

# TEDx Stanley Park

x = independently organized TED event

## DAN LOK

MILLIONAIRE MENTOR + BEST SELLING AUTHOR

Dan "The Man" Lok, a multi-millionaire and serial entrepreneur, and an international best-selling author. Dan is considered the world's leading expert in internet marketing and is referred to by many as the "Millionaire Mentor." In fact, if you Google "Dan Lok", you'll see his name is all over 1,000,000 web pages! (ONE MILLION)

Dan is one of the rare keynote speakers and business consultants that actually owns a portfolio of highly profitable business ventures.



The Flyaway Contest ended last night at 11:59pm. In total 172 tickets were sold by 32 contestants. Several strong moves took place yesterday from **Andrea Duncan, Barton Moxness, Iman Aghay** and **Jason Butcher**. The Daily Prize winner was **Iman Aghay** who sold 4 tickets.

Here is the almost-final leader board:

1. Dan Lok – 41 tickets
2. Norah Borden – 17 tickets
3. Peter Roundhill – 15
4. Iman Aghay – 13 tickets
5. Joel Popoff – 11 tickets
6. Wilson Lee – 9 tickets
7. Matt Astifan – 7 tickets
8. Travis McLaren – 7 tickets
9. Jules Ku-Lea – 6 tickets
10. Daniel Fung – 5 tickets
11. Andrea Duncan – 5 tickets
12. Barton Moxness – 3 tickets
13. Kieron Sweeney – 3 tickets
14. Neil Godin – 3 tickets
15. Sita Sahasrabudhe – 3 tickets

Within this leader board there are several ties. A computer-generated random draw will be held later to-day to resolve these ties. Standby for the final leader board later to-day.

[www.getwsodo.com](http://www.getwsodo.com)

# STEP 6

**Use Joint Ventures To  
Fast Track Yourself To  
6-Figures**

[www.getwsodo.com](http://www.getwsodo.com)



[www.getwsodo.com](http://www.getwsodo.com)

The reality of Joint Ventures is really very simple, and pretty much comes down to asking a potential prospect...

*“Wanna do a deal?”*

No lawyers, no long drawn out negotiations, no committee meetings, no going into business with the other party.

[www.getwsodo.com](http://www.getwsodo.com)  
**Everyone already does joint ventures in one form or another!**



[www.getwsodo.com](http://www.getwsodo.com)

# Why Should You Do Joint Ventures?

1. Gain Time

2. Leverage “Piggyback Effect”

3. High Net Profit for Both Parties -  
Conversion with no risk



# Convert attention into more patient visits

START WITH A FREE STRATEGY SESSION



## Attract

We provide unique digital and print marketing systems that get results, attracting more patients for you. The practices we work with typically see patient calls increase by 267% within the first 12 to 24 months.

Managing your practice is already a full-time job. You don't need another one developing and managing your marketing. That's what we do for you.

[Discover how to attract more patients.](#)



## Convert

The challenge in marketing is to bridge the gap between attracting attention and revenue. While anyone can generate marketing activity to spend your money, we're the rare breed that actually get results. We provide practices with more patients and increased income.

Our proven systems convert attention into phone calls and phone calls into appointments, and appointments into additional revenue.

[More on converting attention to visits.](#)



## Build

With just a few changes, your practice could be making 37-121% more. We provide proven systems, training and leadership strategies that can transform almost any practice.

We've helped hundreds of other practices add an average of \$650,000 per year in revenue. You're the medical expert. We're the experts at finding hidden profits and ramping up your revenue.

[Let us help you earn more.](#)

## MedPB Before - January 2013

- \$90,000+ a month in revenue
- \$0 profits
- \$90,000.00 in debt (line of credit and credit card)
- 3 months behind on fulfillment
- 7 full time employees
- 1<sup>st</sup> month, we lost 25% of clients overnight.

## 3 Joint Venture Strategies I've Used To Turnaround The Company

- Partnered up with the largest direct mail company in the industry
- Offer VIP buying groups and bonus in coaching
- Launched Appointment Maximizer at \$97 a month

[www.getwsodo.com](http://www.getwsodo.com)

# MedPB After - May 2016

- \$2.5 million dollars in annual revenue
- Profit went from 0% to 35%
- \$150,000.00 in savings (ZERO DEBT)
- 15 full time GREAT employees

[www.getwsodo.com](http://www.getwsodo.com)

**“Dan, where to Find  
Qualified Joint  
Venture Partners?”**

[www.getwsodo.com](http://www.getwsodo.com)

# *Lokism*

***“Do JV’s with PEOPLE,  
not businesses!”***

# *Million-Dollar JV Question*

*“Who already has my customers?”*

[www.getwsodo.com](http://www.getwsodo.com)

# 10 Places To Look To Find Potential JV Partners

[www.getwsodo.com](http://www.getwsodo.com)

# 1. Your Own Customer List



## 2. Networking events and training seminars (Multi-Day)



# The JVology Summit

The Perfect Mix Of People, Fun And Profit!

One Of The Fastest And Most Effective Ways To Grow Your Business  
From Six To Seven Figures Or More Is Through

**JOINT VENTURES...** But... Developing Quality Relationships With  
Quality People Can Be Difficult, Time Consuming And Expensive...

**HERE IS YOUR SOLUTION!**

**Spend 3 Days With Us And Transform Your Business!**

JVology - Join Jay Fist and Joshua Hayward at a JVology Summit

# JV OLOGY



**The Perfect Mix of**  
People, Fun & Profit!

If you want to quickly grow your business from 6 to 7 figures and beyond, Joint Ventures are one of the fastest and most effective ways to do it.

Imagine building one meaningful relationship that gets you and your message in front of an additional **10,000, 20,000 or 50,000 people.**

[www.getwsodo.com](http://www.getwsodo.com)

# 3. Industry Associations & Trade Shows



## 4. High Level Mastermind Groups

**A Mastermind  
Group**

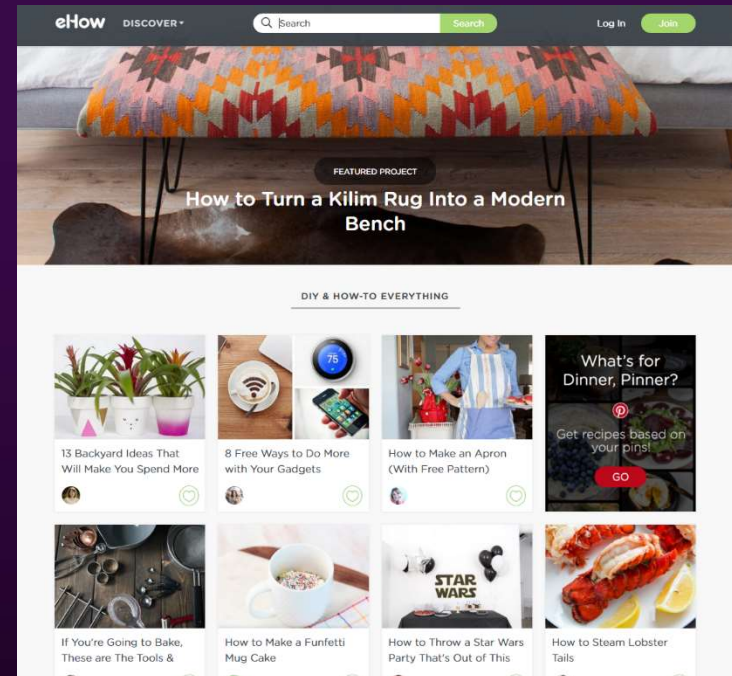
May Be *Your  
Missing Link to  
Greatness*



www.getwsodo.com

## 4. Article Publishing Sites

eHow.com  
EzineArticles.com  
SelfGrowth.com  
Technorati.com  
Squidoo.com  
HubPages.com  
Examiner.com



# 5. Launch Leaderboards

## *EasyVideoSuite JV Launch Leaderboard*



### **JASON FLADLIAN & WILSON MATTOS**

With a mega push, these guys finally shove Omar and John into second place.. It is CLOSE though. (Only a few sales in it)



### **OMAR MARTIN & JOHN THORNHILL**

Omar and John may be down, but one email could push them back up to the top spot!



### **JAMES DYSON**

James is climbing steadily but not quite enough to catch the top two..



### **MARIO BROWN & BRIAN ANDERSON**

Can you say "rock steady"? It seems these guys are in the top 5 to stay, but Matt may push them down soon!



### **MATT "BEARDMAN" WOLFE**

Is Matt resting? If he wants to keep his top 5 spot, he has to push again because Peter is rising fast!



### **PETER GARETY**

Peter loves dominating leaderboards.. He has his eye on Matt and may just jump into the top 5 with one more email.

# 6. Niche Specific Blogs

www.getwsods.com

Say Yes! - by Susan Garrett

Search on SusanGarrettDogAgility.com

ENTER

Dog Training

Home Stuff About Susan Store



**Developing Young Agility Talent... Setting Goals & Having Fun!**

Posted on 03/09/16 32 Comments



This weekend I will be hosting something that I am pretty sure has never been done in the agility world before. It is a three-day seminar with 8 agility handlers (most of which have been extremely successful in agility with past dogs) and the entire three days will be live streamed. Now, none of that [...]

[Read more](#)

**Dog Agility: Why Doing It "Just For Fun" May Be The Wrong Way**

**Newsletter Sign Up**

Want to get the most out of your next dog training class or lesson? Susan's ebook "On Being a Good Student" will help you make that happen! This downloadable ebook can not be purchased anywhere and is exclusively available to subscribers of Susan's Newsletter.

[Click Here to Receive Susan Garrett's Newsletter AND Her Free eBook!](#)

Say Yes!

# 7. Newsletter Publishers (Mailing List!)



## EARMA Fellowship Program

Deadline 15 November 2012

The EARMA Fellowship Program 2012-2013 is now open for the next round.

The objective of the fellowship program is the training of research administrators and the enhancing of international research collaboration through building strong links between research administration systems.

EARMA supports up to 15 Fellowships with a grant of 550€ per fellow.

The International Fellowship Program consists of three parts:

1. The EARMA-NCURA Fellowship for EARMA members and NCURA-members. See the list of NCURA Hosts 2012-2013 on [www.earma.org](http://www.earma.org)
2. The Inter-European Fellowship for EARMA members and between EARMA membership institutions. See the list of EARMA Host Institutions at [www.earma.org](http://www.earma.org)
3. The International Fellowships, for EARMA members and members accepted by EARMA Sister Associations in INORMS: SRA (USA), CAURA (Canada), ARMS (Australia), SARIMA and WARIMA, Africa and other (See the application details on the website).

This program is intended to reduce barriers to international research administration and create an administrative environment conducive to international collaboration. There is an ever increasing amount of international research collaboration, and this fellowship aims to create a pool of individuals who are able to interpret a multitude of various sponsor requirements and assist their institution with administrative compliance – from application submission through financial reporting and closeout.

Fellows would be expected to pass on their experiences and knowledge of how research administration management operates at their institution, identify best practices and local knowledge of the host institution, and also to respect all organizational rules and cultural practices.

Applications will have to fulfill the requirements stipulated in the full call available at [www.earma.org](http://www.earma.org)

## EARMA Annual Conference Dublin 2012



(Photo: Sean McCarty)

Dear members of EARMA,

With 400 participants at the 17<sup>th</sup> EARMA Annual Conference, a new level in the history of our association has been reached. Despite the financial crisis and the economic difficulties many European research institutions are facing, we managed not only to attract the largest conference in the last 10 years, we also managed to present the strongest and most interesting program.



But the main reason for the success of this event was YOU - who added the vital ingredient through your contributions to sessions and stimulating debates which were carried over to coffee breaks and during the evening social events.

EARMA is YOURS and this conference showed that EARMA is something you can be proud of.

It does not mean that there is no room for improvement. EARMA is what we make it, and there is always the need for a helping hand, in the working groups, in the meetings and events and in improving the engagement and communication of members.


I am looking forward meeting you all again in Vienna 1 July 2013 for the 18<sup>th</sup> Annual conference.







# 8. Top Sites


Google   

[All](#) [Images](#) [Videos](#) [News](#) [Maps](#) [More ▾](#) [Search tools](#)

About 869,000,000 results (0.83 seconds)

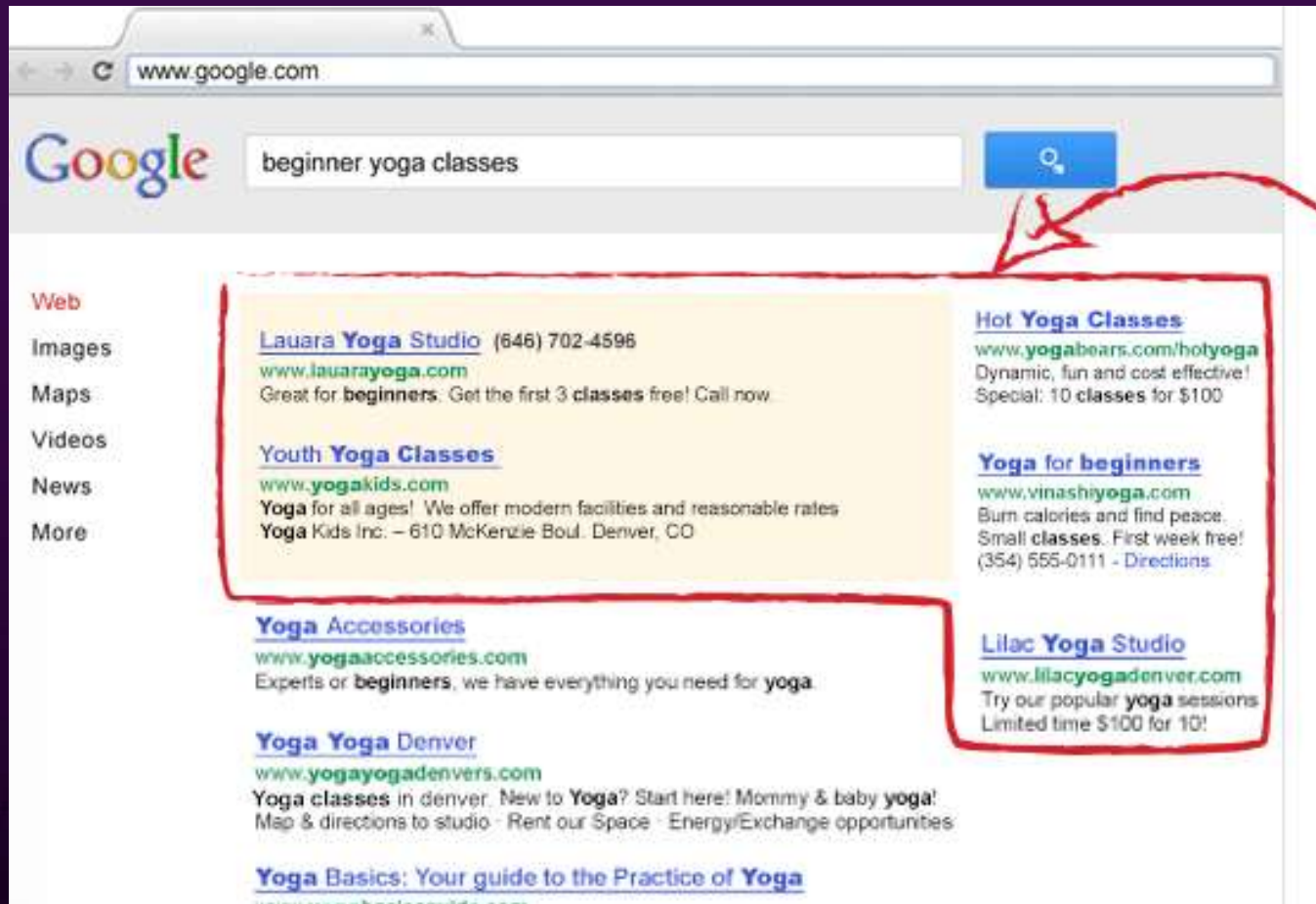


<b>Carmen Tse Makeup</b> 1 review · Beauty Salon 750 Anskar Court · (778) 881-6276 Open until 10:00 PM	 Website	 Directions
<b>Makeup Artist Vancouver - Carla Hawksworth</b> No reviews · Beauty Salon 3228 Raleigh St #33 · (604) 618-1356 Open until 5:00 PM	 Website	 Directions
<b>JennyV Make up &amp; Hair</b> No reviews · Beauty Salon 1420 Parkway Blvd · (604) 910-5076 <span style="color: red;">Closed now</span>	 Website	 Directions

 [More places](#)

**Makeup | Sephora**  
[www.sephora.com/makeup-cosmetics](http://www.sephora.com/makeup-cosmetics) ▾  
Shop makeup products at Sephora. Elevate your beauty routine with top-rated makeup and cosmetics from top brands.  
Makeup Kits, Makeup Sets - Allure Best of Beauty 2014 - Sephora PRO Artist Picks

# 9. Google and Facebook Ads



[www.getwsodp.com](http://www.getwsodp.com)

# 10. LinkedIn and Facebook group Owners



# Group Discussion



[www.getwsodo.com](http://www.getwsodo.com)

# 7 Important Questions You **MUST** Ask Potential JV Partners

1. Is your mailing list composed of buyers or visitors/leads?
2. How big is your mailing list?
3. How often do you contact your mailing list?
4. Do customers buy from you often and, if so, how often on average?
5. What is the percentage of clients who bought more than once from you?
6. How much did customers pay per product, on average, in the past?
7. How often (and what type of) promotions do you send to your list on a regular basis?

[www.getwsodo.com](http://www.getwsodo.com)

# How Not To Approach JV Partners

## 1. Keep It Personal

Don't use a template. Template emails that are clearly templates will not work and make sure you use the name of the person you are approaching.

If the email begins with "Dear website owner" or something similar, you are not even going to get through the door.

## 2. Don't Approach By Asking For Something

When you ask someone to promote for you, you are asking for a favor.

Don't go in suggesting something or that someone do something, even if it can potentially make them a lot of money, if you have never established a positive relationship with them.

Why should they trust you? Why should they even read your email?

You haven't done anything to warrant respect or justify their attention.

### 3. Don't Take Rejection Personally

I'm amazed how many times I tell people that I don't wish to promote their product or work with them that they read into my email as a personal attack.

Don't take rejection personal and definitely do not ever send back an angry email if you ever hope to work with that person.

## 4. Start By Making Friends

Every successful joint venture I have been involved with included some kind of prior relationship. If you go in cold, you get a cold response, but if you go in knowing each other you are much more likely to have the person at least listen to what you have to say with sincerity.

This is why it's so important to attend events. Personal time spent with people is the best way to get a personal connection. This is especially important if you have no personal brand (status) in your market.

## 5. Do Favors First To Invoke The Law Of Reciprocity

Reciprocity is a HUGE motivator. Think about how you personally feel when someone does something for you and then they come back and ask you for something.

One of the best ways to get someone to at least consider your JV offer is to promote their product and make a ton of sales.

[www.getwsodo.com](http://www.getwsodo.com)



[www.getwsodo.com](http://www.getwsodo.com)

YOU CAN HAVE  
**RESULTS**  
OR EXCUSES  
NOT BOTH

[www.getwsodo.com](http://www.getwsodo.com)

**No more excuses!**  
**No more 'I can't'**  
**No more 'I don't have time'**  
**No more 'I am too tired'**  
**No more 'I can't afford it'**  
**No more 'I wish I had willpower'**  
**No more 'I don't have any motivation'**  
**No more 'I am too fat'**  
**No more 'I hate my body'**

[www.facebook.com/nomorefat](http://www.facebook.com/nomorefat)

**GET OFF YOUR BUTT AND GET BUSY!**  
**YOUR EXCUSE IS INVALID!**

# LOKISM

Poor people do what's easy,  
that's why their life is hard.

Rich people do what's hard,  
that's why their life is easy.