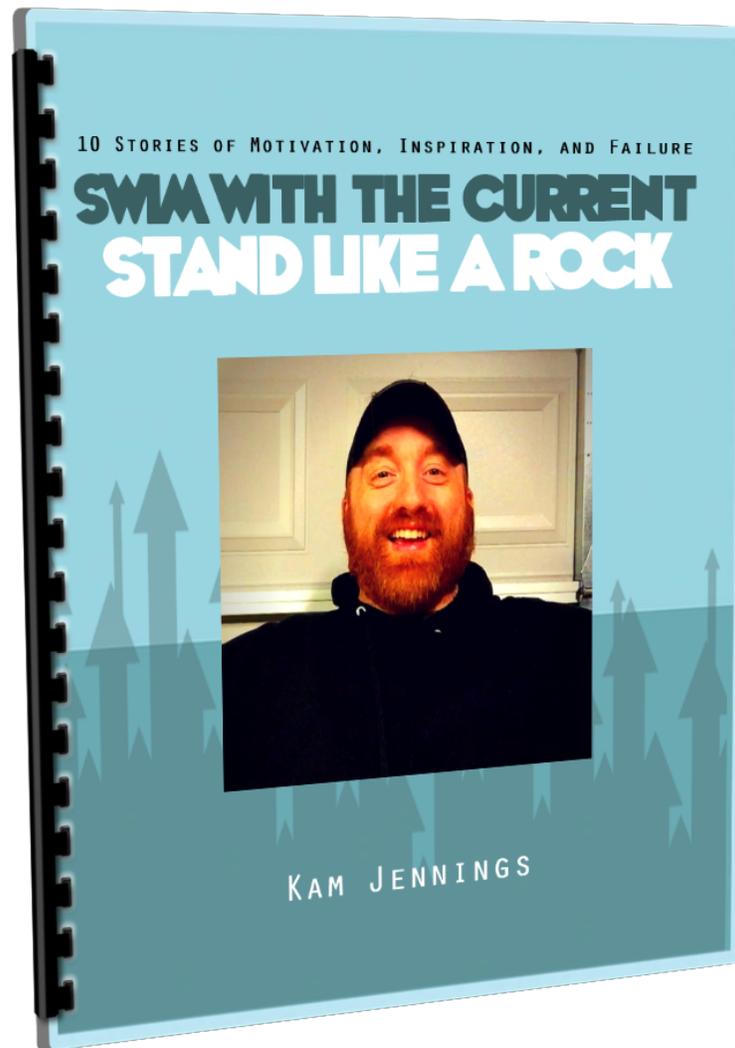


Swim With The Current, Stand Like a Rock

10 Stories of Motivation, Inspiration, and Failure



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“On matters of style, swim with the current, on matters of principle, stand like a rock.”

— Thomas Jefferson

A Quick Note From the Author:

Hey reader,

Feeling demotivated? Stressed out? Sick of failing?

It is my belief that to succeed online in business or in general for that matter, it requires no small amount of inspiration, motivation...and let's face it...failure.

I know how that feels. This book is for you.

I hope that this collection of writings will help you find some courage on your journey.

Let's do it...

CHAPTER 1:

Lucky me...(or life in the online middle class)

You know, I've seen a lot of things in my day.

From ebay to amazon...

...from youtube to membership programs...

...from product launching to paid advertising...

...it's safe to say I've been around the block.

Feels like long enough to go from the hero to the villain (blatant Dark Knight reference). Successes and failures litter my journey like notches on some old gunslinger's belt.

"Oh great did this prick just relate himself to Batman? This should be a real humdinger..."

You're Goddamn right I did.

Can you relate?

I admit, I don't take back the things I say around here very often either...

...if I said it then I meant it. So I've burned a lot of bridges along the way.

People like to judge people. Everyone's got an opinion. My opinion is f*ck what you think, I'm too busy.

Sometimes it holds me back. Sometimes it fuels my success.

Can you relate?

Seems like I've been chasing that 7 figure dream online for years but I'll probably never get it.

It appears I have found myself stuck in the "online middle class." Just like my parents were stuck in the real life lower middle class, before me. Just like their parents were stuck in the lower class before them...

The socioeconomic road is a rocky scenic route with many detours it seems...

The "online middle class" is an okay place and far better than working for someone else, I'll give you that...but it's not the laptop lifestyle that sucked us all in.

I'm 42 years old and I'm still on my grind. Dream a little dream.

People say my content has gotten darker and more negative....

People say I should keep it upbeat and light. Be fun, positive and hopeful.

People are always saying something. The opinions collect like rotten leaves in my rain gutters...

...but keep it fun.

I look around and I see new dudes who aren't new at all...

...but instead have been struggling to make money online for 1 year, 2 years, 3 years...they haven't made a dime.

People who WISH they could get to the "online middle class." Like I have anything to complain about. What a joke.

I don't see anything upbeat about a dude with health issues who is spending every last f*cking dime trying to make a few bucks online because he doesn't think he's going to be able to work at his normal job much longer...

...Nothing light or fun about that.

But I hear stories like that everyday from people. Their stories haunt me a little bit. I never know if they are telling me the truth or bullsh*tting me. I trust less people every year around here it seems. Feels like everyone has another angle sometimes.

You know why my content seems more dark and boring? Less pie in the sky?

I'll tell you. Because I'm not about that bull sh*t.

I'm about the real sh*t.

When I win online it's because I went hard as f*ck in the paint (random basketball reference for you) and because I was really, really smart about it...not because I pushed some magic "easy" button.

When I make mistakes, when I get too careless, I fall short like everyone else...

...And I do. Happens all the time. I'm human.

I'm that bastard people come to on the way back down after they lost most

their money to some 7 figure “guru” whispering sweet nothings of millions in their ear, cruising around in a McLaren they bought on the hopes and dreams of every chump that came before the last sucker...

...and there's one born everyday but...

...Now, the honeymoon is over.

When I get them, they are bitter, about to give up, and jaded as f*ck. They are just trying to find SOMETHING that would prove they haven't wasted the last 5 years of their life.

They always say the same thing about me when they come knocking too. “You just seem down to earth and honest man.”

That's me.

Mr. Down to Earth and Honest. Mr. Non Flashy Boring Guy. Mr. Help them finally start earning a few bucks online and re-adjust expectations guy.

Not winning any ribbons for excitement that's for sure.

It's funny because most people have to go a long way around before they come back to a place where some disheveled dude with bad fashion

sense...

...is teaching them how to start a business that will probably take about a year to really get going well.

That's not sexy at all. Not one f*cking bit.

Nobody wants to hear they are going to have to spend the next 12 months learning a bunch of sh*t they don't want to learn, just to get a business going...

...spend the next 12 months building something that takes a commitment to consistency and adjustment. That's not why they came here. Sounds too much like starting a real business. Too much effort.

...so it's no surprise not many are interested in that. It takes heart to stomach the truth. It takes courage to embrace the work and not run from the work.

Key point in a long diatribe...Don't run from the work, embrace the work.

Hell, I wouldn't have been interested in that either when I first got started. I was on that easy sh*t back then. I wanted the push button dream.

Interesting thing about that dream...

...It's easy to believe in because that's the same dream that everybody tells you doesn't exist...yet in the next sentence on their sales page, tries to sell you.

It's that double speak you must be used to by now if you have spent at least 15 minutes of your life in the MMO space. That's "make money online" for those not fully indoctrinated.

If you listen very closely you can hear them now, like hearing the ocean with a conch shell pressed against your ear...

"Push button doesn't exist...want me to teach you how to make \$320 in the next 20 minutes? YOu can scale it bruhhhhh!!!!"

No bruhhh...I don't want to scale it bruhhh...because you're full of sh*t bruhhh. Your making your money off of me buying your bullsh*t bruhhh...

Wake up.

And the game is rigged too. Just like that Browns v Raiders game yesterday. f*cking rigged. From the universe to the platforms...there is always something trying to keep you in your place. It's going to take a special effort to break the loop. No doubt on that.

Doesn't mean you can't do it. That's why underdogs are special. That's why we love a good rags to riches story. Because it's rare. You were never meant to do it. It's going to take a special effort.

Around here you are going to get a lot of people putting a positive spin on things. Not telling you the whole story. The whole story comes with failure. I'll tell you the whole story...

...the guy who risks it all, learns fast, and goes hard in the paint all the time probably wins. I say probably because this is life...we don't always get what we deserve.

Does a guy win if he gets to 25k a month but loses his wife in the process, because she's sick of being ignored? You tell me, I don't know anymore. Sounds subjective.

We don't always get what we deserve.

Actually scratch that...we don't deserve anything. We get exactly what our actions dictate. And if we are good at analyzing what happened we get better and better at it.

Yeah that's it man. What we deserve in life is in direct response to the action we take and how we adjust to our mistakes. AND I feel like that's important. I feel like this post is important.

But at the end of the day...what am I trying to say?

CHAPTER 2:

Look to the Losses For Your Truth!

Look To The Losses For Your Truth (or Why You've only Been Getting Half The Story And How to Find Real Success!)

People are always crying about getting ripped off around here.

It reminds me of when I was in the Navy. All the new recruits used to cry the blues about how the recruiters lied to them.

I'll admit, I just used to laugh at them back then.

And do I laugh at the newbies now?

Not exactly. Let me explain.

I am a firm believer in the idea that none of us deserve anything. If you work hard enough, you are clever enough and ambitious enough...

...then maybe you get to win. Not because you deserve anything, but instead because you figured something out.

I think the fact that you are not rewarded because you "deserve to be" is important to remember in these dark days of mass entitlement.

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None of us really “deserve” anything.

The gods of Internet Marketing don’t give participation prizes...

...not because you hung out in a bunch of IM forums and facebook groups for years and not because you doinked around, brilliantly half assing it on every low ticket product from WarriorPlus Drive to Clickbank Avenue...

What is required is a paradigm shift.

A way to break the cycle.

A loophole in the fabric of the universe...

...a universe that says you are destined to work at a dead end job that you hate for the rest of your life.

But how?

I will tell you how.

Look to the losses for your truth.

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The truth is you are not being told the whole story.

Consider this...

Would it be hard to put together a 286 piece loft bed with only half the directions? I'll answer that for you...it would be pretty damn hard, I have some experience in this.

Do you think it would be easy to understand the movie if someone edited it down to JUST the action scenes? I mean, you might get the gist of it but you probably couldn't write the movie review.

Remember when you were in elementary school and you were supposed to read a book and do a book report? You had that amazing idea to just write the book report from the "back of the book" summary?

That sh*t didn't work did it (lol).

Well, many times in the world of internet marketing it is the same thing.

Marketers are a prideful, arrogant lot who like to win.

It's embarrassing to lose. So like anyone else who is embarrassed by something, many marketers do not speak of the losses.

I'm not saying there is anything wrong with speaking on the wins and focusing on the positive. It's good to be positive and focus on the positive...

...but as marketers we don't just focus on the positive.

We do full blown courses on the positive. We create giant blog posts on the positive. We construct megalithic case studies and turn them into grand products that focus on the positive...

We sell the dream.

But the dream is not the whole story.

ANd without the whole story...it's a little hard to achieve the same results that the story is showing.

I mean, think about it. Could Dorothy ever have gotten out of Oz if nobody bothered to tell her about the Yellow Brick Road? What about those shoes? What if she would have never gotten those ruby shoes?

It might have been a different story right? Maybe not such a classic?

Do you know what happens to new people who get sold the dream and only understand half the story?

They walk away with their brand new, shiny step by step actionable instructions and they tend to fail quite a bit.

After that, they curse the stupid “guru” who sold them the dream and they move on to the NEXT dream.

Eventually, their bitterness turns introspective and they begin to wonder if perhaps they themselves, might be cursed...

...afterall, everybody seems to be winning and making money except them.

What is the problem?

I'll tell you what the problem is.

You only got half the story. You only saw the action scenes. The negative aspects of the story were purposely withheld from you in an effort to make the story...

...more sexy. More convenient. Easier to swallow. Like a nice dose of “tastes great, less filling...”

But not the whole story.

I once spent 5 years in the United States Navy as a Hospital Corpsman.

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Before I left, the Navy told me they had given me an education worth about 100k and I had enough field experience to test out for my Nursing license (lpn)...

...and I did what any blue blooded 24 year old American Male who was sick of the military life would do...

...I moved to Rhode Island and got a job unloading trucks. After I got sick of that, I went on to working maintenance at McDonalds with my 100k education.

While at the Golden Arches, sweeping floors and living up to my Generation X background of squandering my education masterfully and wasting my full potential...

...I noticed that all these old timers were always hanging out there all the time talking about their trips to Foxwoods (nearby casino.) It was a daily thing. A ritual.

These old guys always lounged around at that local McDonald's like a bunch of salty dogs in good ol' Rhode Island talking about their wins.

As I swept the floor each morning I would begin to wonder if these old bastards ever lost. I mean...

...what the hell am I doing sweeping this floor...these guys seemed like they were winning every single time they went to that casino. I mean...I want to win too...I like easy money...

I started thinking..."Hell, that must be the winningest Casino known to man because these old timers are striking it rich daily!"

And then I visited that damn casino for the first time.

It looked like the goddamned Emerald City as we rolled up. Literally, glistening in the sun a bright jade green color. Parking lot full of people, shuttle busses to give everyone a ride up to the place.

I thought, wow, this is awesome. It was all systems go for me. All green lights!

The place was beautiful inside with everything you could think of to do in there but no clocks and the main attraction?

Gambling. And off I went...time to get MINE!!!

It took me about 2 hours to figure out that those old dudes at McDonalds were not telling the whole story.

There was a lot of winning going on in there all right...for the casino.

I quickly realized why this place was so amazing looking. It was all built on the dreams of it's "guests."

It does not take long to lose lots of money in a Casino. They know all the tricks.

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So people leave many times feeling like fools for losing a ton of cash.

They aren't interested in reliving that and they definitely aren't interested in telling other people about how they just lost their ass at the casino last night...

...no thanks.

No sir, they are going to keep going back until they get a win. And then they to will have something to talk about. Something cool and awesome that makes them feel good...like a winner.

Now, I'm not saying that marketers are like addicted gamblers who don't know when to say when. But I am saying that embarrassment is real and most people are not too interested in talking about losses.

It's a paradox though...

...I mean, how does someone win if they don't have the whole story? How does someone understand what to do if they don't know about the losses AND the wins?

They are going to have an unrealistic expectation from only being fed half the story.

Maybe, they puzzle it out for themselves by exploring multiple strategies from multiple people, until they stumble upon something that is working for them.

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Or maybe they give up feeling like a fool.

Kind of like throwing a bunch of stuff against a wall and seeing what sticks. It leaves a lot of people in frustration.

When I started Epic Conversions in 2016 I adopted a strong “share the losses AND the wins” mentality.

I didn't want to be like those old salty dogs at McDonald's all those years ago. Fooling people with the wins and hiding the losses. The losses are just as important as the wins.

If you don't believe me, go ask anyone who's ever been married.

Yeah, it would be embarrassing to share the losses.

Yeah, I would be perceived as probably less successful than some.

And yeah, my business would probably grow a little slower because of it.

I mean, do you want to be taught how to succeed by the seemingly “mega successful” lambo driving dude who appears to really have his sh*t together?

Or do you want to be taught how to succeed by the middle class, sleeveless shirt wearing, redneck who talks about messing up his last sales page on facebook?

If we are being honest...people go for the sexy dream most times.

I usually get them on the way back down when they have sworn vengeance on all things internet marketing, made like 20 guru's their mortal enemies...

...and are now just trying to figure out how to make a little extra money online (lol at that imagery...been there.)

I am the practical guy who will tell you about my mess ups. It's important to me for you to understand I am a real guy and this is a real business that you can do...and it's okay to mess up.

We all mess up. And if you are like me you mess up over and over again, each time adjusting and getting a little better at what you do.

This last product I launched, The Easy 23, was a solid launch. But I did make a pretty big mistake.

I got too cocky with my sales page. Too overconfident, and when it didn't convert like I wanted it to, I had to make another one.

I literally spend the afternoon of the first day of my launch penning a brand new sales letter/page because the one I had in place was converting at a miserable 6%.

I was wasting a ton of traffic. I was losing a ton of money. This is what was buzzing through my head as I cursed my stupidity on that first day furiously typing a 3rd sales page.

So finally, I got my new sales page in place and by the beginning of the second day I had my conversions up to a blazing 31%. The product launch was getting salvaged and things were looking up.

However, how many affiliates mailed for me once that first morning and when the product did not convert, moved on?

Plenty.

I estimate I probably lost around 2k on that little mistake.

So the lesson there?

Always work from a template on your sales letters and pages. Don't get TOO creative in that department. Always roll with a back up and make sure that backup is hitting on a different angle.

This is real marketing and I am a real marketer. If you want to know the whole story...

...if you want to know who you should follow and learn from?

...take this small piece of advice to heart.

Look to the losses for your truth.

Find the marketers out there who are putting their losses on display for the world to see.

And I don't mean some long lost mistake they made in the beginning of their career back when they were still living in "a trailer."

I mean, Jesus, it's like every internet marketer now started their journey in a trailer with a bunch of drug addicts...

...but that was a long time ago...before they bought a Bugatti.

Now, sh*t is different right? Now that you have a super car and live in a mansion...you don't mess up anymore right?

No mistakes are ever made?

Here is what I am saying. Finally, to the point.

Everyone messes up. Even when they win at a high level, they still mess up. To be fallible is to be human.

If you want to win here you need to see the whole picture. Look to the losses for your truth.

That's all I got! Good luck out there! If you can make it here you can make it anywhere!

Kam

CHAPTER 3

Shooters Gonna Shoot

Shooters Gotta Shoot...

Have you ever heard the phrase, "shooter's gotta shoot?"

It's a basketball slang that transfers to a lot of other things, but basically it is referring to the fact that on a basketball team you have players that are key shooters. It's their main job to shoot the ball because they are so good at it.

Even though they are really good at shooting and scoring, they don't make everything. They are human after all, not perfect. So when they miss, you will hear a phrase popping up over and over again...

"...shooter's gotta shoot."

It's saying, even though you missed, you still got to take more chances and more attempts to make your shots. It's the only way through the fire.

So even if they are having off days, most times you will see shooters shooting that ball over and over again. They are on a journey to find their shot again. The magic that made them a shooter to begin with.

So what the hell does that have to do with marketing? Why am I talking about this?

Well, I was speaking to someone the other day about one of the biggest mistakes I see new people making when they put out paid content.

You see, many newbies launch their courses and have worked really hard on them. They got some sales, not as many as maybe they had hoped for, but they made some money. Maybe they didn't make as much money as they paid out to affiliates, but at least they got the start of a buyer's list.

Goal achieved!

Then along comes sour faced ol' me analyzing everything and asking them about their follow up sequence for buyers. And this is kind of like a rain cloud.

"Dude why are you bringing up minor stuff man! Always seeing the downside of everything. Lol"

When you launch a product it's easy to miss a few details because there are quite a few moving parts to make it go off well.

But some things are more important than others...

Your follow up sequence for your buyers is very important. Know why?

Because buyer's are like shooters. Shooters gotta shoot. If you don't give them a ball, they are going to go to another court. Whether it's on your court or someone else's...

...shooters gotta shoot. Buyers gotta buy.

Does this make sense to you?

Buyers are on a journey. We've all been there. They are looking for answers to several questions.

So when we talk about the idea of launching a product, one of the best things you can do to make more money, and make your launch more successful, is make sure you have a follow up sequence in place for your buyers...

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...not because we are trying to take advantage of customers...

...but because, you know why...

Shooters gotta shoot. Buyer's gotta buy.

If you don't give them a ball, they are going to find a new court. Either way, they are buying.

Shooters gotta shoot. Buyer's gotta buy.

So when you are putting your paid content together to sell, keep in mind your follow up sequence for buyers. It's important and can make you a lot of money.

That's all I got. Good luck out there. It's a jungle!

CHAPTER 4

The Holy Trinity Of MMO

Are you Ignoring the Holy Trinity of MMO?

Have you ever noticed that the longer you do something the more you either consciously or even sometimes subconsciously develop a set of rules for doing what you do?

It's almost like part of how you get better at what you're doing.

If you do it long enough you can basically develop your own rule book of what to do and what not to do for success at almost anything.

It's like that for me in the Make Money Online space.

I've been in this niche for a while and I've had my share of successes but I've also had my share of failures (or learning moments lol).

Over the course of all that time I have developed a kind of personal "handbook" of do's and don'ts for myself. Things to help me not embarrass myself so much as I move forward on my journey.

I'd like to share 3 of the big ones from my handbook with you today.

I call them the Holy Trinity of MMO and I can safely tell you that every time I have ever ignored one of them I always paid for it. I've never walked away unscathed when I didn't respect the MMO Holy Trinity.

So...okay, obligatory build up over. What are they?

The Holy Trinity of MMO is as follows:

Cheap

Easy

Free

Let me explain.

Rule Number One - Cheap

Is the product you are trying to sell cheap or reasonably priced in conjunction with what the market perceives the price should be?

Just because you are the best email marketer in the world and your email marketing book is the best because you have made a billion dollars with email marketing...

...what are comparable email marketing books retailing for?

If yours is listed at a moderately higher price than that, then generally you are now fighting an uphill battle because of it.

First rule of the MMO Holy Trinity. Make it cheap.

Rule Number Two - Easy

Make sure the tactics and strategies you teach in the product are easy to grasp and make sure you have convinced them of this on the sales page.

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If they are not then you better address it on the sales page and you better fix it in the product. What do I mean by address it?

I mean make sure you break the information down and make it easy in the product. Use analogy and storytelling to help people understand and relate to complex ideas. AND on top of that, make sure you let them know it is going to be easy on the sales page.

If you violate this rule of the MMO Holy Trinity, I assure you, there is a painful burn in your future lol (I wish I did not speak from experience).

Rule Number Three - Free

The third and final rule of the MMO Holy Trinity is this;

Make sure your product is teaching free methods to achieve the outcome or solve the problem and if it isn't then make sure you provide free alternatives.

Example:

If you are teaching people how to write viral content and you use "buzzsumo" as a place to start strategy wise...

...guess what...

Buzzsumo has a free trial and then it costs money. Now you have sold people a product that teaches them how to do something that won't work unless they buy something else (and in this case something very expensive).

That's in direct violation of the Holy Trinity of MMO. You will definitely feel the refund fire if you go down this road lol.

If you are teaching people how to do something and you use a paid tool to accomplish the outcome...

...always, always, always....

...always...

..always...

...include a free alternative for those on a budget or just starting out. Trust me, this is important.

In fact all 3 of these rules are very important. They didn't end up being called the Holy Trinity of MMO in my personal handbook for nothing.

All three of these rules earned their place by burning me and/or my peers every single time we tried to ignore them or not respect their power.

I can take you on a walk through some of my launch history.

Affiliate Command 2017 - launched at a price of \$197 on the front end, thereby violating rule 1 of the Holy Trinity of MMO. It did not sell well.

Free Funnels - launched at a cheap price, promised and delivered easy to follow training, and utilized ALL FREE methods and resources to accomplish the job. It was a 5 figure launch.

Launch Levels VOL1 - launched with a promise of showing people a case

study of EXACTLY what I did to produce that 5 figure launch. Guess what. The perception in the market is that launching products is very hard and involved. I didn't address that in my product or on my sales page. That was a direct violation of rule number 2 of the Holy Trinity of MMO. And I got burned for it.

Cloud Money - launched with an idea of teaching people how to make money online, with nothing...not even a real computer to do it. It was cheap, it was easy to understand and take action on training, and it was utilizing ALL FREE services and methods. Another 5 figure launch.

Talk Show Empire - launched with the promise of showing people how to start a complete business utilizing the power of interviews.

Guess what...the perception in the market is that interviews are hard to do because you have to be on camera to do them, and also they are kind of a pain because you have to talk to other people and be social. I didn't address those concerns on my sales page and it put me in direct violation of rule number 2 of the MMO Holy Trinity again. I got burned...again. Ended up not even finishing the launch cycle on this one, sales were so poor (I don't recommend that btw, I should have at least finished the launch cycle).

I could go on and on here guys.

The point is what I am telling you is the absolute truth.

It doesn't mean you can't violate the Holy Trinity of MMO and win. This is the universe we are talking about...it prides itself on exceptions to the rule.

But what it does mean is I promise you, if you ignore these rules, you WILL have a massively more difficult time winning online in the MMO space.

Like running uphill versus running downhill.

Trust me, you can see the difference pretty fast once you go live.

Now look, all of this assumes you have a great product that will really help people and bring value to their lives and businesses.

Can you use the rules of the MMO Holy Trinity to sell garbage?

Sure you can. And people do...every day.

But...

Remember this...

Email marketing is the core of every sustainable online business. Good luck with your email marketing when your selling people garbage and ripping them off.

Anyways, that's the Holy Trinity of MMO and it comes directly from the Kam Fatz personal "rules so I don't embarrass myself...too much" handbook.

If you like this one and would like to hear more from my "don't lose too much" handbook let me know in the comments below and I will have my team of highly trained mice get the message back to me...

...and I will seriously consider it. Lol.

That's all I got. Hope you are doing awesome out there and may the best of your todays be the worst of your tomorrows!

CHAPTER 5

The Empire Strikes Back Effect

Do you know about The Empire Strikes Back Effect?

You see, The Empire Strikes Back is a really funny movie...

...not ha ha funny either.

I mean it's the kind of funny that leaves you thinking you're not quite sure how you feel about it.

It drops you off at a really dark point in the story with all these cliffhangers...all these open loops.

Sure, from 2018 we might look back on it as one of the greatest films ever created but in 1980 when it was released...

...people didn't feel like that.

Think about it...they had waited 3 years from the original Star Wars until The Empire Strikes Back came out.

And it would be 3 MORE years until Return of the Jedi closed all those storylines that Empire left people hanging on.

From Luke losing the duel, his hand, and maybe even his mind a little bit to Darth Vader, to Han Solo being encased in carbonite...

...let's face it The Empire Strikes back ended our heroes on a dark note.

It was met with mixed reviews too.

People weren't quite sure how they felt about it but honestly...I think they were mad because they got left on all those major cliffhangers.

They got no closure.

Years later, we love The Empire Strikes Back. We hail it as maybe the best Star Wars movie EVER! But we get the luxury of having a 3rd movie to watch.

They didn't have that back in 1980.

So what the hell is my point here?

Why am I talking about The Empire Strikes Back for God's sake and what the hell does that have to do with making money online?

It's something I discovered when I started mentoring people.

A weird phenomenon.

You know how people always say that once they figured out they could make their first dollar online they were off to the races and they never looked back???

Yeah, that's not true for everyone.

Some people experience a little success online and when it comes time to rinse and repeat they run into all kinds of trouble.

It's like an effect that comes over people after they have achieved a little bit of success, but not as much as they had pictured in their minds...

...and now they know what they have to do to truly win.

A whole bunch more of what they just did.

Only now...nothing is new...or at least it doesn't feel new anymore. The novelty is worn off.

Now comes the rinse and repeat portion that you always hear marketers talking about.

You know..."let me show you this easy way to make money online...then you just rinse and repeat until you're RICH!"

Nobody tells you what that's like, "rinsing and repeating."

It requires more discipline and dedication to stay with it, than when you had never done it before and everything was brand new.

The truth is there is MORE to learn and there is another frontier. The place you were trying to get to...

...only to get there you have to slog through a bunch of stuff that you have already done before and that isn't exciting.

It's kind of just a bunch of work.

That must be how Luke Skywalker felt at the end of The Empire Strikes Back.

Here, he thought that he was going to go duel Darth Vader and save the galaxy...

...but all that happened was he lost his hand, got his butt kicked and figured out that Darth Vader was actually his dad...

...He must have been hanging from that antenna thinking...

"damn...this is going to be much harder and take way longer than I thought...I have really underestimated my task. And on top of that my dad is a freaking Level 60 Douchebag!!!! Damn it!"

(wait until he figures out Princess Organa is his sister lol)

Anyways, to me...

...the greatness of Empire Strikes Back is that the fans watching the movie were left in a similar emotional state as Luke and the rebels when it comes to the story.

They wanted to know what happened. Instead they got left with a bunch of crap where NONE of their heroes won at all!

It sucked. Zero Closure.

It's a lot like the first time someone launches a product. They might have won a little bit...

...saw maybe a little profit and put some valuable buyers leads on their list...

...but for the most part they are hanging from an antennae thinking...damn now what the hell am I supposed to do...

...I have to do ALL THAT AGAIN???

It's the Empire Strikes Back Effect and my friends the struggle is real.

This is a point where many newer marketers give up.

They have experienced a little success but they have worked hard for it.

And now they think they know what's behind all the hidden doors. How everything works and why everything happens.

Now they are left with the..."rinse and repeat."

That can feel frustrating and boring.

And many times they go running into the warm and waiting comforting arms of the next shiny object sitting in their email inbox.

And the cycle begins again. It's ironic and paradoxical.

ANd this is how people get demoted and stay at the bottom of the "marketing pile" for years.

BUT...

I want you to take comfort in something here.

Luke Skywalker did not give up at the end of The Empire Strikes Back.

He went on to become a badass Jedi Knight and defeat Darth Vader.

Many of you set out to accomplish something online.

Learning how to do something and seeing a little success with it is a great benchmark for the future.

It proves that you are on the right track.

But you have not accomplished what you set out to yet.

Do not fall victim to The Empire Strikes Back effect and give up here.

True success online has allies.

Consistency.

Ambition.

Positive thinking.

Courage.

The ability to learn from failures.

And The ability to adjust strategy.

These things have gotten me further than anything else.

As a coach and mentor to quite a few people now I can tell you without a doubt that...

...lots of people give up after they have seen a little success. They lose a few of the critical allies of success, namely ambition and consistency.

Don't be that person.

Knowledge is power and now that you know about The Empire Strikes Back Effect, you can be ready for it.

Go forth, conquer, come on back whenever you need another Star Wars analogy lol!

That's all I got!

Kam

CHAPTER 6

The Big Balled Action Taker's Club

Have you ever stumbled and staggered through a burning building praying for the way out?

Wait...let me start over...it's a little early for that...

Have you ever had a cool idea for a business?

Or what about this...

Have you ever had an idea for how someone else could make their business better?

I have.

I once knew the perfect spot for a gas station. I drove by it everyday on the way home from work and I told myself...

"...that's the perfect spot for a gas station."

"If someone puts a gas station there they are going to make a fortune!"

Then I'd tell my friends and my family in casual conversation, about the perfect spot for a gas station.

I would go into why it was the best place for a gas station and how much money someone would make if they put one there.

My friends and family laughed and smiled and nodded.

It was easy.

I mean...ideas are like that...easy.

I had nothing invested. Just talking.

A couple years later this big fancy corporation, "Speedway" put a gas station in that very spot.

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They were rich bastards then and that gas station made them even richer, I promise you that.

I remember this other time I was at my town's "dying a fast death and nobody cares" mall.

I was talking to the poor sonofabitch who owned the coffee shop that sat said mall.

I started in with my "marketing genius."

"You know what you oughtta do..."

He just listened to me politely and asked a few questions. Never really too interested in what I was talking about.

3 months later his was closed.

You know for the life of me I cannot remember the name of that coffee shop. Maybe that was part of the problem.

Could I have fixed it? Maybe.

One thing I do know though...

Advice is easy.

It's really simple to tell someone what they should do. Ever notice that?

Even when many times you don't have a f*cking clue what you are talking about when it comes to their particular situation.

What the hell did I know about saving a rundown coffee shop in a dying mall that everyone had forgotten about?

Ideas are cheap, advice is easy...they come vomiting out of our mouths like some bulimic on a mission...

Not proud of that but maybe it's the human condition.

Maybe everybody's a pro when it's not their sh*t.

Broke f*cking pro's. Ideas and advice generally do not pay very well.

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YOu know what's not easy though? You know what does pay well?

The Big Balled Action Taker's Club.

It takes a certain degree of blindness and courage to put your money where your mouth is.

It's one thing to have a cool idea for a gas station. It's a completely different thing to figure out how the hell to make that happen.

It's one thing to spout off unsolicited advice to the poor failing coffee shop owner. It's an entirely different thing to offer a month of free advertising to prove you can turn his business around and then work out pay for future service.

Woah...that's a different thing altogether. Let's slow down...let's think about this here. Don't be so hasty right? Who pays for that advertising?

Well you of course, you unsolicited advice giving f*ck!

Lol.

I've taken a lot of action in my life.

Every time I did it, it required a certain degree of blindness (or not knowing exactly what the hell I was doing)...

... and a certain degree of courage (or not knowing if this thing would work or not and I'm risking my real money and time on it).

Blindness and Courage.

Those are the entrance fees to the Big Balled Action Taker's Club.

I'll tell you one thing...

I am a proud member of this crazy f*cked up human race.

I'm a lover of fine ideas and giving good (bad) advice.

But nothing will keep you broker than fine ideas and giving good (bad) advice.

Blindness and courage are the way my friends.

Have some faith in God. Find some courage in your heart. Take comfort in your vision...do what you have to do...

...take your shot.

The Big Balled Action Taker's club is always open. Always taking new members. Always ready to make you wealthy...

I once knew a guy who wrote a pretty f*cking awesome song about the time he woke up from a deep sleep trapped in a burning house.

I'll never forget what he said were the prominent emotions going through his head as he stumbled and staggered quickly through that blaze looking for a way out...

They were the chorus of the song.

Blindness...Courage.

It rang true to me then and it rings true to me now.

Every time you take action on something that you had an idea about...

You might as well be staggering and stumbling through a fiery blaze...praying for the way.

Blindness and Courage.

Arm yourself with it and jump in.

The Big Balled Action Taker's Club is waiting for you...

CHAPTER 7

Can You Do It With Pennies

Can you do it with pennies?

Mike Hayes crowdsourced his entire 4 year college education. Thus keeping his parents from going into major debt for him and securing his place in the inspirational hall of fame.

AND...he did it in 1987 long before the internet.

How did he do it?

He got 2.8 million people to donate a penny to his cause.

Now if you're smart you might be wondering how he got them to do it...

...but if you're really smart you are probably wondering how did he manage to ask 2.8 million people to donate a penny...

Well I'll answer both those questions for you today.

The first question is easy.

He got them to do it with a worthy cause and a very small request. People don't think much about a penny. If you give them a good reason they will throw a penny at you if you make it easy.

The second question though is where the genius comes into play.

How did he pose that question to so many people?

He approached famed Chicago Tribune columnist Bob Greene for help.

Greene began his career as a journalist before becoming a nationally syndicated columnist with his column appearing in over 200 newspapers across the nation.

He had worked for the Tribune for almost ten years when he received Hayes's request.

Greene liked the idea and shared Hayes's request with his readers on September 6, 1987. He told them who Mike was and why he wanted Greene's readers to send him pennies.

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Hayes' plan worked. Less than a month after Greene's column was published, he had already received approximately \$23,000.

All of that money came in more than 70,000 pieces of mail and in the form of pennies, nickels, dimes, and quarters.

I know right...what the hell does it have to do with you?

Well Hayes found someone with an audience that he could leverage for his cause.

It was 1987 and audience was still the key even back then to making amazing things happen quickly. The only difference is that it has gotten much easier to do.

BUT how did Hayes come up with that clever idea about the pennies and then on top of that how did he come up with the idea to approach Bob Greene?

It's a good question and I wish I knew...

...however I do know one thing.

Hayes didn't have kickstarter and he didn't have Gofundme and he didn't have Youtube or facebook...

He still found a way to pay off his entire college tuition in 30 days. He was 19.

What could you do?

CHAPTER 8

Man On Fire

Have you ever been a man or a woman on fire (not in a good way?)

Wait...

Let me start over.

In 2013 my Uncle died after a long, hard fought, 10 month battle with cancer.

There are videos on youtube of us playing music together. We had a band called Cleetus and the DGG.

My Uncle wasn't just an uncle, he was one of my best friends.

He introduced me to fantasy football and ran our fantasy football league.

When I quit our band, Cleetus and the DGG, because I didn't feel like they were ambitious enough for me (I thought I wanted to be a rockstar), he came to more of my new band's shows than anyone else I know..

...except one other person...I'll tell you about him in a minute.

When my Uncle was diagnosed with cancer, we both agreed he would beat it and decided we would play music every single week.

We lasted 2 weeks. I filmed the sessions. I freaked out because I felt like I had too much work to do.

I told him I was sorry, and that I couldn't keep playing every week.

It might be the first time I sacrificed friendship to the Gods of Internet Marketing. It wouldn't be the last.

I visited him regularly though, and I got to witness the decline first hand. It was pretty heartbreaking. I felt really bad for him.

When he died, I couldn't believe it. It went by so fast. I was mad at the world. Mad at God. Mad at myself for being so thoughtless.

It affected everything. My writing, my videos, my marketing. My conscious, my heart. It wasn't as much a game anymore, if it ever was.

Where was I when he needed me? To busy working on that online empire I guess...

I made a decision to not cry over the foul luck and tragedy. Everybody hits tragedy right? Everybody has problems.

I decided to throw all my feelings and pain into my work.

Fuel for the fire so to speak.

When I first left Cleetus and the DGG, I joined a rock band called Chyna White. A year after joining that band, my (now ex) wife left me for another guy.

A few months after she left, one of my best friends from high school gave me a call. I hadn't seen him in years. He said his girlfriend kicked him out and he had nowhere to go. I said he could crash at my place if he wanted.

So that started many late night bonfires of guy talk and swearing off the evilness of all women. He was a good friend to me in a tough time of my life.

He went to almost all the Chyna White shows, even the ones out of state. Of course...all of this happened before I was an "internet marketer."

Flash forward a little while and I meet my (future) wife.

Now she's moving in and he's moving out. It was time for him to get back on his feet anyway...at least that's what I told myself.

Flash forward a few years and his brother dies. Flash forward a few more years and his dad dies. I was at their funerals. Now he has no immediate family left. I was his best friend. I should have been there for him...

Like many friends do, we lose touch again...

...well sort of. He calls me from time to time...I don't call him. Just too busy I guess...

...afterall learning how to dominate on the internet is a full time job.

One night he calls me about a year after my Uncle had died and he asks me why we don't ever hang out anymore.

I tell him, I don't know...I guess I have just been really busy with my online business. Then I tell him let's plan to get together next week.

He says ok.

I get off the phone feeling ok about myself.

The next day I get a call from his distant Aunt telling me he's dead.

Heroin Overdose.

I didn't even know he was using.

Would things have been different if I would have been a better friend? I know they would have.

I was one of 6 people at his memorial service.

I think I knew him better than any of them. Where was I when he needed me? Working on that business.

More fuel for the fire.

I'm a man on fire.

A couple of years after that my father was diagnosed with cancer. The doctor said 1 year if he does nothing and 5 if he takes the chemo treatment.

I argued with the doctor.

My dad and his wife didn't invite me back to more doctors visits.

The doctor said he should have surgery.

I disagreed. I saw this same thing happen to my uncle a couple of years ago and I knew how that ended.

His wife thought he should have it. We stopped talking friendly after that.

My dad told us both to be quiet and that it was his decision.

He had the surgery.

10 months later he was dead.

I buried my dad on a thursday morning.

I was doing coaching calls a week after that.

I told myself it's my job.

I took every bit of pain and...I'm not sure what you call it...devastation?

More fuel for the fire.

Here is my point.

I am not the same man who started this "online journey."

The things I have experienced, the tragedies through my life, they are nothing anyone else hasn't experienced.

We have all been through it.

You choose how you spend your time.

I have regrets and I have things I am proud of. I am proud of the work I have done online. I regret the time I sacrificed with my friends and family.

You don't get everything. Life's not set up that way.

It is safe to say that I walk as a man on fire.

What do I mean?

A man walking down the street on fire but oblivious to it, everyone around him can see it but him.

I have seen and experienced a lot of dumb things in life but those three deaths haunt me. I carry guilt and sadness with all of them.

In all of those situations, I know I could have contributed something that could have helped.

What if I would have tried harder to make time for my Uncle?

What if I would have been there for my friend?

What if I would have tried harder to get my dad to not have that surgery? I'm an internet marketer for Godsakes...I know how to convince people.

The man on fire is oblivious to all around him. He just throws everything that gets close to him into the flames to burn them hotter.

I do not think you should be a man on fire.

I do not know if you can truly succeed online without being one.

It's up to you to figure it out.

I have been using pain in my life for years now to channel into motivation and inspiration for others.

I could have gotten on here at any point and complained about being sad...but I know one thing...

...and this is rule number 1 of online marketing...

It's not about me. It was never about me. The minute I make it about me is the minute I lose and so does everyone else.

I want you to win.

Maybe you can find a way to win without becoming the man on fire.

From the depths of this cold cold state of Ohio...

That's all I got! Go crush it!

CHAPTER 9

5 Things That Happened When I Slowed The World Down Single-Handedly For 24 Hours

Have you ever painted yourself into a corner?

I have. Literally and figuratively.

Not long ago I found myself painted into a pretty interesting corner.

You see, I make my living on the internet, and that is incredibly liberating because I set my own schedule, call my own shots, and just generally do all the things a boss does.

It's good to be the boss.

So good that you might overlook a couple little details. Details like spending more time staring at a computer screen than walking around in the real world.

Who ever set out to build an entrepreneurial empire and imagined themselves staring at a screen all day like some mindless robot drone?

Not me man. That's not my idea of a good time.

And yet...it was my reality.

I would be on the desktop...

I would be on the laptop...

Checking emails on the tablet...

Watching videos on the mobile...

...then for fun? You guessed it...xbox and netflix with a side of Hulu for good measure.

I started doing the math and I realized that I was literally spending more time staring at screens than actually looking at the REAL world.

It was kind of terrifying. It's not just me either.

I was reading an article last year that said people are now spending an average of 8 hours and

41 minutes on electronic devices.

That's 20 minutes more than they spend sleeping.

Basically we are getting to a place where we are just always connected.

It seemed somehow wrong to me to always be "connected."

It has a sinister feel to it, like that movie "Needful Things" where the old guy in the Boutique is giving people all these cool items that help them...

...but really he's the devil and everyone who gets one of those items is F*CKED!

Yeah, maybe I watch too many movies but that's the kind of feel it has to me when you say people are spending more time staring at screens than doing anything in the real world.

I had an idea.

I wanted to know something.

What would I do if I didn't spend ANY time online staring at screens?

How would I spend my day?

What would I think about?

Would I be productive?

How would I entertain myself?

What would my life look like if I took things back to 1995 for a day?

Challenging I know, since the internet is actually my job...but I never backed away from a challenge before.

So I decided I would spend 24 hours straight "off the grid" so to speak.

No internet.

No phone.

No television.

No xbox.

Nothing that involved me staring at a "black mirror."

I thought that it would be a day filled with anxiety, fidgeting and boredom but what ended up happening to me was actually so eye opening that I have decided to go off the grid like this for 24 hours...

...every. single. week.

Here are 5 of my takeaways from disconnecting for 24 hours straight:

ONE - The world slowed down

One of the first things I did that morning was buy a newspaper because I figured I'd need something to do.

What I noticed was that I casually spent the entire day coming back to various parts of the paper and taking in the news. I felt like I was controlling the narrative of my life a little bit more.

I wasn't just being blasted with a steady stream of new content. I picked that paper up and put it down as I went about my day. It was nice and it felt like the world had slowed down.

One thing that bugs me about the world today is how fast everything appears to move. News and information zip along at a blindingly fast pace.

I truly do not think we as a society even have time to process most of it anymore before we are bombarded with the next thing.

TWO - I actually enjoyed reading

I didn't just skim. I must have bought a newspaper no less than 5 times in the last 5 months and never even got past the front page.

This day was different.

This time I was actually enjoying the ritual of reading the newspaper. And when my kids got home I gave them the comics section. It was a good feeling.

THREE - Going clear

As the morning turned into the afternoon I was thinking more decisive than normal. Decisions were coming a little easier. Things didn't seem quite so jumbled.

I noticed that the majority of the articles in the paper were negative in nature or presented problems. Everything except the ads...

...they were pretty positive.

I saw an ad that took up a whole page that was done like it was supposed to be an article. It was cool because it was a hero's journey style sales copy. It had pictures and testimonials and the pitch was at the bottom.

It made me smile because it was well done and I thought it was cool. It was the most positive thing in that whole paper.

Literally.

I know because I counted all the articles and kept score of the negatives, the positives, and the ones that presented problems to you (I.E. The homeless problem downtown is at an all-time high and the temperatures are dropping for the winter.)

The only positives in that whole paper was the sales copy of ads.

What do you think the meaning of that is?

I don't think I would have had the focus to mess with it or even notice it in my normal life. Let alone fathom what it meant.

FOUR - Remembering Projects

As my focus improved I started remembering things that I wanted to get done that had been put off for months because I just felt there wasn't enough time.

The internet makes you feel that way.

It speeds you up to this pace of content and you have this underlying feeling that you don't have time for a lot that doesn't have to do with being online...

It was an illusion.

I had the time.

I got these curtains put up in our house that my wife had wanted up for a while...

...I got some doorstops mounted that I had bought last month...

...and a book called, "How to Rig an Election: Confessions of a Republican Operative" that had been sitting on my bedside table for 5 months...

...I finally started reading it.

I had felt like I just didn't have the time. That book had sat right next to my tablet for months which I always had time to pick up every single night.

I read 150 pages of that 256 page book. It has been a long time since I read that much of any one thing. A renewed sense of focus I guess you could say.

The book was absolutely fantastic and eye opening.

FIVE - Ideas come flooding through

I noticed that when I slowed the world down, ideas started coming to me. Ideas for products, for blog posts, for youtube videos.

I started the day with a blank composition notebook for any ideas that might come to me. In the morning I remember staring at it with a pen and just thinking...God...I have nothing to say.

So I gave up and started reading the paper. As the day went on though I started coming back to that little composition notebook and sketching out concepts for products. Notes for blog posts. Even ideas I had for songs.

I'm a musician but I haven't written any new songs for years now or even played my guitar for months.

This article you are reading now was actually something I thought up that day when I didn't "connect."

It felt like as I disconnected from "devices" I began to reconnect to self.

SO WHAT THE HELL IS THE POINT?

Here is what I believe.

There is good in the world, there is bad in the world, and then there is balance.

I do not think the internet is a bad thing. I like the internet. It changed my life for the better.

But I think that sometimes something so interesting comes along that if you are not careful you can get lost inside it.

The idea of having the world's knowledge at your fingertips is one such thing.

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A place where you can learn about anything, get instant validation and feedback for any ideas you might have, hear any song, watch any movie...

It reminds me of when Friedrich W. Nietzsche said, "He who fights with monsters should be careful lest he thereby become a monster. And if thou gaze long into an abyss, the abyss will also gaze into thee."

I'm not interested in becoming a monster and I'm not interested in the abyss staring back into my soul.

Balance.

I will take 24 hours off every week from now on to reconnect with reality a little bit. I think it's important.

What about you?

How has the internet changed the way you live your life?

What the hell did Friedrich W. Nietzsche mean when he started talking about monsters and abysses?

Let me know!

That's all I got! See you in the next one!

Kam

CHAPTER 10

The 10 Rules Of Bohemian Marketing

As I write this, I am listening to the Dandy Warhols play Bohemian Like You. Are you familiar? Better go put it on if you're going to read this.

Let's rock...

What does it mean to be Bohemian?

Bohemian - a person who has informal and unconventional social habits, especially an artist or writer.

Is that you?

If you want to be successful in this online space where Barbarians slay Dragons and Wizard pull bags of gold out of thin f*cking air...

...it better be.

Case in point...

"Cloud Money: A White Trash Guide to Producing Wealth on the Internet"

It's a product about creating and selling digital assets.

I launched it for 4 days.

That "White Trash" thing got a lot of people talking. Some good, some bad, but a lot of energy.

And when the dust settled 4 days later Cloud Money, my funny little course with the politically incorrect name had generated \$10,426.67.

Thanks haters.

RULE 1: Be Polarizing

If you want to be successful here you have to find a way to be polarizing.

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I always tell people they have to create separation to build an audience online and the easiest way to do it is to just be themselves. Whether on camera or writing or in front of a podcast mic...just be themselves...

But to kick out a 5 figure launch in 4 days it takes a little more than that. You have to do things a little more edgy.

RULE 2: Make Sure You Are Truly Polarizing

If it doesn't scare you, or make you squirm a little bit, or worry it might not work...it's probably not edgy enough.

NOW I am talking about marketing tactics here. Not product creation.

If you want to know what kind of product produces a 5 figure launch in 4 days I'll tell you what I know after doing it twice.

RULE 3: Don't be Full Of sh*t

Make sure your product is very solid, make sure it works. Make sure it over delivers. BUT make sure you have something in there that qualifies as an interesting angle. Something a little different. A new way to look at something old. A fresh take. A new something...

There's a shock value to something new. Everybody is interested in something new. There is a hope in new things.

There are three other things that I have noticed has universal appeal when it comes to what kind of products people are interested in buying.

RULE 4: ChESS it up

Cheap and Easy Systems Sell (ChESS) What the hell does that mean right?

Well it means that if I put out a complete system that is step by step through everything and solves all the problems it gets very appealing.

Also if that system is extremely easy to implement then it becomes extra appealing.

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Finally if that system will require NO additional investment to make work then it becomes massively appealing.

What do I mean by no additional investment? I mean if you tell people they need to go pay for an autoresponder after they buy your course you are not going to make a lot of fans.

If you tell them you know where they can start with a free autoresponder and they are good to go...then you make a lot of fans.

RULE 5: If you want it you better take it because nobody is giving it to you

YOU get the spotlight for 1 day. The day you launch. Every day after that might as well be 2 weeks.

Things happen fast in the Make MOneY ONline niche. YOU need something planned for every day of the launch. A really cool BONUS to talk about. A bonus that is just as cool as the main product.

SOMething that is not information. YOU just did information in the main product. Keep those bonuses DFY grain.

Don't dump a bunch more information on them and expect people to react to it.

The launch week bonuses are events. They are there to get attention. A way to steal the spotlight back, something new for your affiliates to talk about.

RULE 6: Concerning affiliates...start yesterday

Start recruiting affiliates earlier than me. I started recruiting affiliates 5 days before I launched. If I would have recruited affiliates 3 weeks out...would this have been a 20k launch?

It's possible. It's very possible.
How do you recruit them?

I'll be honest with you.

YOU need to pattern interrupt them. It comes back to your ability to be polarizing.

YOU need a jump start.

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If you can pull on about 10 good affiliates you guys can rock that thing for a day and then the “prove it to me” affiliates will start to jump on board...

...you know...after you prove it to them

Then when your launch really starts blowing up...everybody else comes running.

If it's one thing affiliates are really good at (and I include myself in this, I'm not judging)...

...we are really good at smelling a gold rush. We know when there is easy money to be had.

Nothing says easy money to an affiliate like a high converting offer that everybody else seems to be making money on.

It all starts with getting those first solid 10 though.

How do you pattern interrupt them?

Be Bohemian. That's what I do. Excel at being good at what you do and NOT fitting in.

If I go to 60 JV launch groups and post about how “I just created the greatest product that nobody will ever see because I suck at JV recruitment and I'm just now getting around to recruiting affiliates with my lazy ass...” and then DON'T leave a link to your JV page. Instead just say something dumb like...

“I'll be back tomorrow with some info about my product and JV page...maybe...if I remember to...I'm kind of romanticizing this whole thing about not getting anybody to help me...as if it's cool not to make money! Whatever hit me up for info!”

Then tomorrow drop the deets.

RULE 7: Disrupt with the packaging

Interrupt the Sales Page Trend. If you start to look around your space you will start to see trends.

The look and feel of the sales pages...they are copying each other.

Find a way to wreck that trend and yet still follow the science of what is working.

Does that make sense?

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You don't need to copy something if you take the time to understand why it was done.

Why did that guy put 3 buy buttons on his sales page? Oh because there are people who reach a buying decision at each point.

Okay...so they are reaching the buying decision at different points.

How can I respect that science without making my page look just like these other 10 guys?

What if I had nothing on my sales page but a video and a buy button and a facebook box with a bunch of comments.

Wouldn't all the social proof for people to read satisfy the need for buying decisions at different points?

I say yes.

I know yes.

But I respect the science of what is working. Just approach it in a different way.

A bohemian way.

RULE 8: Accept your sh*tty Neighborhood and build a community garden.

Accept the fact that it's a ruthless game and you aren't going to be friends with everyone. The make money online space is a shark infested ocean of people who came here to get rich.

They all have different personalities, different ideas of what ethical is, different thoughts on what is great and what is stupid.

Don't take people personal. But don't be afraid to burn a mother f*cking bridge down either, no matter how much money they make.

Treat people how you want to be treated. Be real. Be yourself. Build a network of people who feel the same way.

Don't get star struck. If someone is a douche bag then they are a douchebag. Don't be afraid to tell them, especially if they make a lot of money.

Nothing in this world is quite as satisfying as telling a 7 figure marketer that he's a real douche bag. Lol.

RULE 9: Don't take yourself too seriously

Laugh at yourself...out loud.

What the hell do I mean by that?

I mean that you should own your mistakes publicly around your peers and customers.

When you embarrass yourself at the gas station by arguing with the attendant about the pre-pay rule...tell a story about it on facebook.

...oh wait...that's me. Lol.

Seriously though. We are all human. People act like they are Gods or something when they make a few thousand dollars on the damn internet.

The level of elitism around this place is ridiculous sometimes.

I like to tell stories about my failures because it keeps me humble. I'm an egotistical bastard by nature and marketers HAVE to brag...it's like in the job description.

So if I can tell some humbling stories to balance all that sh*t out then I feel better.

It's relatable.

And it's another degree of separation because you don't see many people doing it.

And for my final bit of advice on bohemian marketing...

RULE 10: When it stops being fun...walk away.

Seriously. All of our days are numbered and we really don't know how long we have on this damn rock spiraling through space.

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Might as well spend your time with people you give a sh*t about and doing things you actually feel like doing.

That's what I say.

I like selling things on the internet. I like having a youtube channel. I like running a blog and launching products.

I like teaching other people how to make money for themselves and quit their crappy jobs that they don't like.

I like helping other people prove everyone wrong.

I used to really want to be like a Batman, or a Captain America when I was a kid. DO the right thing and fight the good fight...

Now at the ripe old age of 41. I relate much more to Walt Kowalski. YOur know Walk Kowalski from Gran Torino?

I used to have this T-shirt that read, "Losing Faith in Humanity One Person at a Time"

Lol. Always got a bang out of that shirt. Very funny. Kind of pessimistic. Kind of sarcastic. Just my flavor lol.

Anyways, whatever. I'm losing focus here.

These are my 10 Rules of Bohemian Marketing. Hope you learned a couple things.

My names Kam. Some people call me ZeroFatz and that's all I got!

PEACE!

Kam

P.S.

I read a story about a man named Orville Rogers who was 100 years old and was running 3 days a week. He was setting all these records and just generally defying what people believe possible. But he said something that really resonated with me...

Orville said, "Some people think I run because I can, but that's backwards...I can because I do."

I live this life of online marketing. I write about the things I live and the things I believe. I hope these words helped you a little bit. It's a tough game. Life's a tough game.

Keep your head up. You can do it.

Never forget that you can because you do.

- Kam

Recommended Resources:

[Epic Conversions](#)

[Epic Conversions Private Mastermind](#)

[ZeroFatzReturns](#)