

This Book Completely Changed the Way I Think About My Online Business

Before you continue reading, I feel it's my duty to warn you before I tell you about this book. It's really like Pandora's box. Once you read it, you will be seeing the teachings applied **EVERYWHERE**. All of the major marketing guru players are using these techniques in their marketing. It might be hard to focus on your current business priorities, your family, anything at all really. Your head will be spinning. You might be overwhelmed by a flood of fresh ideas.

It might be hard to focus on your current business priorities, your family, anything at all really. Your head will be spinning. You might be overwhelmed by a flood of fresh ideas.

You will feel like Dorothy once she peeked behind the curtain and found out that the great and powerful wizard was not all that great and powerful.

Ok, are you ready to hear about it? And how it's helped me so far on my entrepreneurial journey?

First, I should give you a little background story.

For the past 20 years (wow, I am really that old), I've been studying advertising and marketing in some shape or form. 20 years ago, we were learning about integrated marketing and the beginning of media conglomerates. Integrated marketing= put your logo on your trucks, packages, etc. basically all channels have to work in sync. Today that seems like common sense.

I graduated with a Bachelor's in Advertising, but I didn't get a job in an agency because I couldn't decide if I wanted to be

a copywriter, a designer, a media buyer, or an account executive... I loved them all equally. But I had to choose one and work my way up the ladder. Not to mention, I was also competing for entry level jobs with people that had 2 years experience and I kept coming in second place.

Not getting a job in my field directly after college crushed my confidence. Absolutely crushed it. I am still recovering.

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I also started to realize that everything I'd believed about the world, wasn't really true. (more on these in-depth discoveries at a later time). But essentially, I started with a very small view (being a small town girl from very modest upbringing) and my mind slowly began to open to the possibilities about how the world really worked and what it meant to be successful.

So, instead of taking the direct path, I found myself on a winding road. For someone who craves efficiency and values achievement, the winding road has been a struggle. But it turns out, that winding road, taught me far more than the shortest direct route ever could.

Are you still here waiting to find out about this book?

The book that changed the way I think about my business.

To really understand the impact of the book, you probably need to hear more of the story. But it's my birthday today and I don't feel like hashing through the past in this post.

I just wanted to tell you about [the book](#) and how amazing it is.

So, I'll save the rest of my backstory for another time. (If you want to hear from me about my business journey, sign up [here](#))

So what is this magical book?

The book is called [DotCom Secrets by Russell Brunson.](#)



If you click on that link above, you can get yourself a “free” copy. It’s actually \$7.95 because it’s free plus you cover the shipping. That’s less than what it costs on Amazon though. It’s not a “scam” even though free plus shipping offers often feel scammy. I assure you, it’s completely legit.

You will get a copy of the book in the mail.

But you’ll also be in Russell’s funnel – so before you click on that link you need to make sure you’re ready.

Because he will make you want to buy all. the. things.

That’s what he does. He’s a master.

You CAN say no to his additional offers and still get the book for \$7.95.

But pay careful attention to what he’s doing along the way. Some boxes may be checked automatically, so make sure you uncheck them.

p.s. Don’t worry or feel bad if you do end up buying additional things from Russell, (and you probably will because he’s got this whole midwestern farm boy charm thing going on) he always delivers and you will learn something from everything you buy from him, or it will reinforce something you already learned but may have forgotten.

Read this first

Before you write another blog post, obsess over your social media strategy, sign up for a course on how to do one specific thing- like make a webinar or launch a product, STOP.

Stop chasing the shiny objects.

Get [this book](#) and read it.

Then, if you feel ready, get [3 free chapters of the next book, Expert Secrets](#). The entire book (Expert Secrets) launches April 18th.

You can grab [Expert Secrets](#) here. (again, FREE plus \$7.95 shipping). (or upgrade and get the Black Box with both books).

As you're reading Assess Your Past Purchases

After you've read the book, or as you're reading it, let it sink in a little, then go back through your email and find the ones that led you to buy the last business course you took.

See if you can recognize the frameworks Russell taught you in their messages.

Start to pay attention and really study the emails you're getting from free offers you've signed up for before.

Trust me, I have been "studying" sales funnels for at least 2 years to see if I could figure out the formula all of the masters were using to make six or more figures online. I had notebooks and notebooks of notes and observations. At times I felt like I was in a maze and I kept circling back around, never making forward progress toward the destination. I was learning a lot- but it wasn't actually moving me toward my goals.

Then I read [DotCom Secrets](#).

And suddenly it was like Tinkerbell was flying through the maze in front of me lighting a glowing path of fairy dust to the exit.

Don't get me wrong, I am still in the maze.

But now I can see farther ahead than just my feet.

And it feels amazing.

Want to follow along on this business journey of mine and find out how I'm applying the secrets for myself and my clients? Make sure you sign up here so you don't miss any updates.