



# Life Behind The Scenes with Dean Jackson and James Schramko - Part 7 of 25 - Business Model



How has the last year treated Dean Jackson and James Schramko? The two talk of adapting to change, what their current work routines entail, and much more.



Dean Jackson

**Dean:** Hello, Mr. Schramko.

**James:** How are you?

**Dean:** I'm good. How are you?

**James:** I'm great.

**Dean:** I was thinking as I was waiting for you to arrive that this may be the longest period of no face to face in our friendship here since I came to Australia. It's been an odd year.

**James:** Yeah, it's been over a year. So how's life?

**Dean:** I'll tell you what, there's a lot of the same.

**James:** Yes.

**That's just what I was thinking...**

**Dean:** Delightful. It's not unlike, you know, what I've observed in your world is getting to some less moving parts. And a life you really love to live, just on the days, right?

**James:** It's so true. It's like a positive Groundhog Day.

**Dean:** That's the word I've been using, Groundhog Day. That's exactly right.

**James:** We often arrive at the same idea independently, which I can think of three such occasions. One was just then. The other one was when I mentioned to you at my place in Manly once that I'm kind of more of a self-milking cow, in terms of when I had a pretty small team and I didn't have someone doing the core role that I do. So I just did it myself.

And the one before that was at a conference many, many years ago. I did a presentation on before, during and after, I called it the BDA method. And then years later, you popularized before, during, and after. I discovered that you'd been using it as well. And so I just deleted my domain and didn't attempt to run with any development of that concept, because you had, as per usual, a better version of it.

Same as your [who not how](#) is a better version of how I was thinking about [one layer back](#). In my business, I want to be a layer back from the email system. I want to be a layer back from the website system.

**Dean:** Oh, yeah, that's a great way to think about it.

**James:** So you know, when I'm operating in my business in [Slack](#), I'm just one layer back from all the tools. Because people say, what tool do you guys use to make videos? I don't know. I'm one layer back from it,

**Dean:** Right. I like that. I'm even, I'm two layers back.

**James:** I'd say you are. These two things go together. Yeah, two layers back. The people who don't have a mobile phone or an office or do anything in their business, actually they've reached the highest level, which is investor. They've gone from the person doing the work, the employee, to, you know, business owner, which is often just a fancy way of saying I'm still the employee, but now I have more control of what I'm working on. And then they get to, I guess, an owner/founder, they're a little bit in it. And then they might go to the investor level. Like, they own this thing, but they do virtually nothing in it.

**Dean:** I remember I got that, yeah, of course, that's Robert Kiyosaki's Cashflow Quadrant that he talks about.

**James:** Is it? I've never been through it, but it makes sense.

**Dean:** Oh, okay. Yeah, it is. And it's kind of, he does that as a quadrant, though. So on the left side is the employee and then self-employed. But then when you cross that line, now you're a business owner, where you own the business, but you're still involved in it. And then the other quadrant is investor, where you're just financially involved but not involved in any of the activities of it.

**James:** I almost certainly learned from him from Rich Dad, Poor Dad. That was, I'm pretty sure I read that in about, I'm going to say, mid 90s. So such a long time ago. And it triggered me buying my first property, that book.

**Dean:** Is that right?

**James:** Yeah.

**Dean:** Wow.

**James:** You know, I rented for quite a while and purchased assets that I leased out. It was quite counterintuitive back then. Everyone in Australia, of course, wants to own a home. And now I'm very much, like, living in my own home. I will never rent again. Like, I don't care if it's not the most tax effective way or I'm not going to get as rich. I don't care. The fact that no one's going to tell me that I have to move out because they want to sell it or they're going to send someone around to inspect the place, that is peace of mind. That is worth a lot more to me.

**Dean:** Exactly. Yeah.

**James:** I've taken it to the next level. I want multiple places that I can reside in.

**Dean:** Yeah, you're up to, you got two right now?

**James:** That's sort of, that's like the level of, you know, monarchy in a way. It's what kings do. You've got your holiday house. I do have another place nearby, which part of my family's residing in, as well.

**Dean:** Right. That's what I was talking about.

**James:** And, of course, I live in the Philippines, normally, for at least three months a year, and I'm set up over there. And just expanding that little portfolio, I think, the peace of mind that comes from that comes back through into the way you operate, the projects you work on, the choices you make.

And they seem to have a positive effect. I just remember those rental years as being such a compromise. I've never slept as well at night as I am now, which is saying something.

And you know how you were saying at the beginning of this episode, which for me will be 810, is the repeating things every day? The thing I love repeating the most is my daily surf. I have gotten so into it, Dean. Like, I'm making GoPro clips now. I've dialed my equipment, I've 80:20'd the 80:20. I've got my equipment down to the top four that I could have and get rid of the rest.

**Dean:** Wow.

**James:** The last seven years, I think I've cycled through over 100 boards. Like, I've been on a voracious learning curve. And now I'm getting the technique to all of it. But here's the amazing thing: my lower back pain has disappeared. My neck mobility is the best it's ever been.

**Dean:** What do you attribute that to?

**James:** Surfing every single day. Like, I'm paddling around four or five kilometers now, every day.

**Dean:** Yeah. Oh, wow.

**James:** Because normally in a year when I'm traveling a lot, it breaks the pattern. I'll miss a day when I'm flying, or I'll miss a couple of weeks if I'm landlocked in Manila, or I'm at [Kevin's](#) conference for a week. I'm not going to get in the water. And then I have to start again. But I've seen what happens now when I can start something and continue. Like, I've surfed more times this year than there have been days. Think about that.

**Dean:** I love that.

**James:** When you get that level of momentum...

**Dean:** Yeah, that's perfect.

**James:** Basically, I'm entering a zone that I've never been in before for my competency and ability. I've been out there in eight, nine, 10-foot waves.

**Dean:** Wow.

**James:** For the first time in my life, I've been able to take off on steeper, more hollow waves and grab the rail and shoot, you know, get longer waves, faster waves. I'm able to ride my equipment better. It was never possible before because it was constantly interrupted.

**Dean:** You got your 10,000 hours. You're getting towards your 10,000 hours. Yeah.

**James:** And I feel like there's a lot further I can go with it as well.

**Dean:** Well, it's a sport you can do for a lifetime, really. Isn't it?

**James:** You'll never master it. Even the masters say it. It's such a challenging thing. I guess what I'm saying is, in every, you know, what other people would call a negative, there's such amazing pockets of joy available if you look for them.

What about you, what's your biggest nice thing?

**Dean:** I'm just going to say, there's so much. It's so good to talk to you, by the way.

**James:** Yeah, you too. I always love it.

**Dean:** Yeah, I missed our... Because, you know, I'm used to having luxurious, like, you know, long... We have an interesting relationship in that we don't often talk like, regularly in between when we're together. It's not like we're talking every week kind of thing. We see each other on Facebook, and we message every once in a while, but in the midst of that, but then when I come to Australia, for two weeks, we've got full immersion for two weeks.

**James:** Yeah, deep immersion.

**Dean:** Yeah, in this deep immersion is where we have amazing conversations. We have, you know, amazing times together. And you know, you're a good friend, and I love being around you. But so, this has been, because I think the last last time I saw you was November of 2019. That was the last time I was there, because I didn't get to go at all last year. So there's so much to catch up on.

**James:** That is huge. Huge gap. Our audience have been asking for this, too. They've said, love another update. They wanted their favorite series on my podcast. We've been at it for a while, too, when you look back in the history books.

**Dean:** Yeah. Absolutely.

We started it impromptu on the drive. You were driving me to the airport, and we decided to record on the drive. So we had about an hour. Yeah.

## **A look into Dean and James's daily and weekly work schedules**

I'm going to make a mental checklist of some of the things that we want to talk about, because let's talk about our schedules, what we've kind of landed on in this. Because it gave us the opportunity, I think, to create our ideal Groundhog Day, right? I've seen that that's been something for me. I feel really good about where I've landed, schedulewise.

And that's one of the great joys of being an entrepreneur, right? And being in complete control of your schedule, to get to the point where you can shift everything to match what you really want.

Now, where I've landed is, I have different things that I like to do during the days. And I've shifted my schedule to clear every morning. I don't have anything on my calendar before 1pm. So that's just a given. It's that. And then on Tuesday, Wednesday and Thursday, from one o'clock till six o'clock, are wide open for Lilian, you know, we want to maximize whatever I need to do, that's synchronous and scheduled, needs to fit like a Jenga, or like, you know, what's that? Like a Tetris game.

**James:** Yeah, I think Jenga works alright for that.

**Dean:** Yeah, it works. I was thinking about Tetris where things are coming, and it's evolving, and you've got to fit them into the slots that you have, kind of thing. So all of that, everything that's synchronous and scheduled fits in that one o'clock to six o'clock time zone. And if needed, then I'll add something at six, or in our case here, this is 7:30 right now, in the evening, because that overlaps our times for you in Australia.

**James:** Yeah, there's a good story behind that, too.

**Dean:** Yeah, it's an outlier, you know?

**James:** You got to have them occasionally.

**Dean:** Yeah, that's exactly right. But overall, that schedule has been really great. Because what I really love is to have the mornings for thinking and journaling and brainstorming and outlining and doing all the things that I need or want to do, and just having all the things stacked into those zones.



Because I find there's a high cost of switching if you're trying to spread out appointments throughout the day. Like, there's nothing for me worse than having just little, you know, having an hour here and then having a two-hour break and then an hour with something else, and then another hour off. That kind of thing is, I don't do well with that, you know? I prefer to let's do what we're doing in that time. So far, so good on that. I really am enjoying it.



**James:** Yeah. You know, I've been chipping away at that routine for many years as well.

**Dean:** Yeah.

**James:** Our backstory is, I was very much inspired by your rules. We've talked about this in previous episodes, and I had it stuck to my filing cabinet. It was one of the earlier conflicts, in a way, because when I first learned about lifestyle design, I still had a job and I learned it from some property and accounting expert.

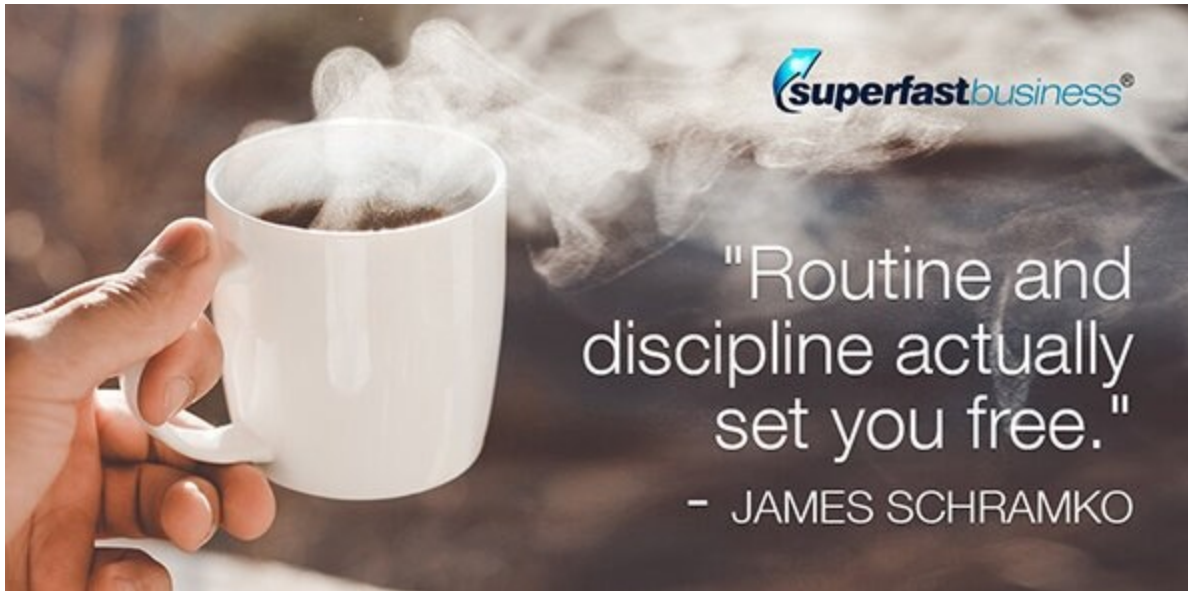
This is when I started on Google AdWords, back in about 2005 or four. I got a coupon for Google AdWords. I was still at the dealership. I went to this conference and they talked about how they part their week. They have Tuesdays for client days and Wednesdays for blowouts. I think, wow, I'm in one of the most reactive places on the planet, a motor dealership. Like, you literally cannot control who's going to walk in the door the next five seconds.

**Dean:** Right.

**James:** Your marketing is designed to get people coming in seven days a week. So it's such a reactive world.

**Dean:** And somebody's got to be on deck right that minute when they walked in.

**James:** I used to make the rosters. You had to have two people on deck at all times. I had two floor desks and two telephone people rostered on at all times. And you had to have a backup for each of them. And there were 21 sales people. So I had to rotate floor shifts, phone shifts, and somehow manage their three days off a fortnight, cover for sick leave, backups, etc. It was like a logistical nightmare.



Anyway, I went from that to having my own job. And my concept of then was, having my own business meant I could do whatever I want, whenever I want. But I didn't really understand at that time how much routine and discipline actually sets you free. Until I was in the coffee shop. Remember that little coffee shop that used to be behind my place in Manly?

**Dean:** I do, yeah, over by the surf shop.

**James:** With the very reluctant salesman?

**Dean:** Yeah, right.

**James:** So I'd be sitting there, you know, drinking coffee. And I noticed the floorboards down the middle of the shop are worn. And where I'm drinking my coffee, it's like, still brand new varnish. And that sort of helped me realize, there's this delineation between the high traffic area and then the comfort zone where I can sit to the side and enjoy.

And it makes me sound weird, right? It's like the guy in A Beautiful Mind watching a leaf or videoing a leaf floating. I'm not a nutter, I tell you. But it did, I did start to understand by having time on, that automatically created time off, because you can't have one without the other, really. If it's all a mishmash, it's just a mess. Like, if the coffee shop, if they cut a new path every time, it's going to be chaos. So you delineate, this is the time on, this is the time off.

So where my routine is at now, it's quite similar to yours, although I think because of my geographic region it's not going to be very practical for me to start after one, because of the US market. I would miss them pretty much all together. So I take Friday, Saturday, Sunday and Monday off from any scheduled calls.

And I really try to stick to that, even to the point where, when I first heard about you from Brad Fallon, and he said, there's a guy, there's this guy, he's the guy behind Eben Pagan. He's the guy behind Marie Forleo, he's the guy behind John Reese. You know, if you could meet with this guy, it will change your life. And I said, Tell me about this guy. He goes, He's named Dean Jackson. He's in Florida. And I said, Do you think you could help me connect with this guy? He goes, I would. Would you be prepared to fly over there and meet with him, even if it's just for half an hour in a coffee shop? And I said, Make it happen. I'll do it. This was back back probably 2009 or 10... Maybe eight? Two thousand and eight? It was just quite some time ago.

Anyway, so I was prepared to travel across the world to spend 30 minutes to meet you. Right? That was me back then. Lately, last week, when we were organizing this call, you suggested maybe we do it on a Saturday. And I said, I'd rather not take the call on Saturday. If we could do it, you know, on a Tuesday, Wednesday or Thursday, my time - that's Monday, Tuesday, Wednesday for you - that would be awesome.

And you said, What a relief. Because you know, I was going out of my way just for you. And I would rather do it those times, too. It was like, basically, I learned a lot from that interaction. I learned, firstly, I've changed my value on time. And the connections that I've got now have changed from the old me. So we've gone from strangers to friends. I've gone from dropping anything and doing anything to really fortifying that routine. Because that's the discipline that actually gives me a good life.

And you and I would have both done it, but we managed to find a way to do it where we didn't have to compromise. And you were just being outrageously generous and flexible because it was me. But you've got your solid routine. And so, so many lessons in that.

But my routine now is I do one call on Tuesday - so my work week starts at 9am on Tuesday morning. And for me, 9am's a bit relaxed, because sometimes I used to take calls at 7:30 or 8am, because that's my North American time zone. And it starts at nine, I do one call for an hour. And then I'm free until 6pm. I do one call at six, and I do one call at eight. That is my Tuesday, every week. SilverCircle/SuperFastBusiness intensive call, Tuesday morning, Tuesday night.

I used to do three calls. If you went back seven or eight years ago, three calls. But I managed to find out that two work better. If I do a call at nine and eight, then it's like I've had a whole day in between. Like, I could surf, sleep, eat, watch, travel, whatever. It doesn't make much difference. Like, by the time it comes around, I would have to look at my notes about this morning's call.

And the six o'clock is with a partner. It's my number one customer/partner relationship that is the single most profitable activity I do. And I block it in up to an hour, but it never takes an hour every week for that. Because it's so valuable.

And then I do a couple of calls on Wednesday morning, sometimes Wednesday afternoon, but generally not at all. So I actually take, I've sort of been leaning into taking Wednesdays off, bar a couple of calls in the morning.

And then Thursday, that's where I hit it hard in the morning. And then I have a light finish. So I have two or three calls on Thursday morning, and I'm okay with that. I might go from nine until 11. And then I have, on Thursday, this is where my week finishes. I have one recurring call at two o'clock, which is a high-value client. And then I have a 2:30, because only 30 minutes, right? I have a 2:30 team meeting, that's our team meeting every week, 2:30. It takes 12 minutes. And that's it. I'm off then until nine o'clock the next Tuesday, no scheduled calls.

Now it doesn't mean I don't work. No, I still answer my forum posts every day. But I do that in my own time. I go to my forum when I want to go to my forum. And this is kind of weird, but on the Friday, Saturday, Sunday, Monday, it's quite typical for me to not log in until about 10 o'clock at night. And I might do 30 minutes.

I know it's weird, but I typically go to bed at 11 or 12. I usually start work no earlier than nine, so I've got plenty of time in the morning to have coffee or go for an early surf if I want. But almost always I surf during the middle of the day. And I surf during the middle of the day mostly because that's when everyone's at work. And it can be a very different experience if I go after work, or early morning. It's crazy, but it's, like, peak hour at 6:30 in the morning. It's like peak hour, and then during the middle of the day there'll be, like, three people there.

**Dean:** Yeah, I've seen that. Yeah, from having been there.

**James:** It's unbelievable how active the people in my area are at sunrise.

**Dean:** Yeah.

**James:** Everyone's out the door in Australia.

**Dean:** Right. And the beachwalk there in Manly is...

**James:** Esplanade.

**Dean:** Esplanade. Is just packed with runners and you know, skateboarders and walkers.

**James:** Fitness boot camps, surfers.

**Dean:** Yeah. And yoga, yoga on the beach.

**James:** It's all happening. Volleyball.

**Dean:** Yeah, it's all happening in the morning. You're absolutely right. Yeah. Well, it's a healthy lifestyle kind of environment. And hey, you got a new neighbor now, too, right? Taki's moved in right around the corner from you.

**James:** Yeah. He is literally, I could almost throw a tennis ball to his house from my house, he's so close.

**Dean:** Yeah. Isn't that great?

**James:** Yeah. We meet a couple of times at the local coffee shop. There is a new shop now in my corner.

**Dean:** A new coffee shop on your corner?

**James:** Yeah. And so it's a very easy commute.

**Dean:** Yeah.

**James:** It takes one minute to walk to there. And we do catch up from time to time, because we're so close, and of course, he's not traveling. And that was something that made it harder for him. I think he traveled a lot more than I did. And I travel a lot.

**Dean:** Yeah, yeah. Well, he's recuperating now. Have you seen him since he messed up his ankle or whatever? Yeah.

**James:** Yeah, that sucks. And it's a tough time of the year to have a breakage, when it's summer. This is the ultimate time of the year for me, from now, from late February through to, I'm going to say my birthday in May. It's the perfect time, because there isn't the summer crowds so much. The water is still super warm. And the waves are good. And it's like, that's the time to be a good local.

And then of course, it gets a little bit cooler - cool for us, not for you, but for us - over a few months. But the best thing, you get the bonus, you get the big waves in winter. Winter's when the good waves come, so there is a silver lining in that cloud.

## **How James's portfolio has been adapting to change**

**Dean:** So what does your business portfolio kind of look like now?

**James:** Yeah, I've made changes there. Made significant change.

**Dean:** I want to hear. Yeah, tell me.

**James:** When the pandemic came, I spent a bit of energy thinking about forecasting. I felt a responsibility to do that, because I have a portfolio of, let's say, 500 customers I work with in various capacities. And I bought a book called Superforecasting, or something to that effect. I hooked into various information sources. I've got really good connections in anything from medical. So like, I knew, for example, before a border was going to close that it was going to close.

And I hooked into people who really, very carefully study trends in markets and so forth. And I wanted to try and as accurately as possible plot my way through the year. I also, you know, I was very early to get supplies. We didn't run out of food or toilet paper or anything like that. And so I was taking a cautious approach. Because I've lived through a couple of recessions before - firstly, when I was a kid, and secondly, when I moved from my job to my own business was when there was that financial crisis last time.

So I've been planning for this. Built my business to be as robust as possible. I'm paid by multiple people in different markets and so forth. But what I did want to do was create a safety net for people who are going to be reactive and start cutting. You know, people sometimes, they just start trimming expenses and going into shutdown mode.

**Dean:** Yeah. Right. Yep.

**James:** So I created two brand new businesses, actually, in probably April or May. And by the way, my event in March, like literally on the last day of my event, the 13th of March is when, you know, America just switched off borders and Formula One was cancelled.

**Dean:** I remember. Yeah, I was sitting right in my living room, watching President Trump shutting down. European travel. And I had an event. Yeah, I had an event coming up at the end of the month that I had someone coming from Brussels, and someone coming from London who were going to be at the event in Orlando. And so I knew, boy, we got to do something.

**James:** Yeah. Well, literally, by the second day of my two-day event, probably a quarter of the people in the room was supposed to be quarantining from then on. Like, it was all starting to get real. So I could not have possibly run my event, even one day later. It was game over. So I'd already decided prior to COVID and prior to this event that I'd rather probably just do it virtually anyway, for a while. And now, virtual's too common, so I won't do that.

But anyway, I created a new brand called [SuperFastResults](#), which was a reactivation of my original forum.

**Dean:** Oh, that's great. Nice. I like that a lot.

**James:** SuperFastBusiness forum used to be called SuperFastResults in 2009 when it started, but it was a partnership. And the backstory on that is I ran it for four years, and I ended up not being able to make the partnership equitable. It was a 50/50 split, but I was doing a lot of the work. I was getting all the customers, like, 99.9 percent of the customers. And I was serving most of the customers, like, 75 percent of it.

And I tried to readjust the percentage, and there was no real progress there. And then I offered to buy out. And I offered a very generous sum. And there was sort of, No, I'm just happy with how it is, reaction. And so in the end, I started a new business, I called it FastWebFormula. And within three months, pretty much everyone just went to the new one, and the old one got switched off. And then I rebranded it to SuperFastBusiness.

So come along here in 2020, I really like that brand. I like the domain. So I set it up again, I set up a [\\$10 per month subscription](#) where people can ask me questions and get an answer. And I've also framed it as, they can ask my team, and they'll get an answer from a qualified person. So it's not me, the brand is not me. And the answers don't have to be me. I wanted to make it scalable.

And it was just a simple concept of seeing like, you know, I don't want a paid newsletter where they pay me \$10 a month and I send them out tips every week. That's work. I just want, like, a private Facebook wall, where they can just ask a question and get an answer. Because they go in these groups, I've seen groups with 40,000 people and they ask questions and they get the dumbest answers ever.

You need to have a controlled environment where A, you get a good answer, and B, if someone answers a stupid answer, it can just be deleted. So I wanted quality control, and I wanted it to be private. I wanted it to work from an app. And since I'm a huge advocate of the platform, [10XPRO](#), I wanted a working case study, proof of concept, something my clients can replicate.

And I'm pleased to say it worked really well. My customers love it. They don't leave it. They join it. It's become a front door where people can start with me and see if they want, and I've had several people go from that product up to [SuperFastBusiness](#). My best example of that is a guy called Matt Dippl. An amazing German biohacker. He started on that program, and he got such a success with that that he could reinvest in SuperFastBusiness.

So that was one pathway. That was one use case. Another one was the inevitable SuperFastBusiness customer who wants to exit. So now we have this soft landing for them, Hey, it doesn't have to be goodbye forever. Why don't you come along to SuperFastResults and you can still ask your questions and get answers? And it's just 10 bucks a month until you're ready to come back.

**Dean:** Oh, nice.

**James:** And guess what? Downsell product in place.

**Dean:** Yeah. Perfect.

**James:** And it's a soft landing. They don't have to leave or disconnect. They can just switch plans.

And then the other use case is, I think there's one other one that I'm thinking of, it's where they buy an individual product. So for the first time in a long time I set up individual products. I used to have individual products like Traffic Grab or [Own The Racecourse](#), but it's a lot of work. You know, new domain, new website, a lot of admin, a lot of hassle, segmentation. It gets complicated really fast.



But hey, now I've got [SuperFastResults](#) - this is kind of like my personal Udemy type site where I can just put multiple courses on there, so I just added products, and then I added free opt-in. So I've got a 30-day, [Work Less Make More in 30 Day Challenge](#). It's free, you join it, and every day for 30 days, I send you one tip on how you can work less or make more. By the end of 30 days, you'll have improved your [effective hourly rate](#).

I've got a free [lifestyle design course](#). So if you love what we're talking about before about schedules and stuff, it's my discoveries of how I sort of, I get a lot more from a lot less. Okay, so that was good.

And then I've got these courses, and most of them I sell for \$9. So a lot of them have come from my SuperFastBusiness monthly training, we do a training every month. So I've got about 80 of them. And I've picked the ones that are useful for the general public that people could do one time. Like, I've got my [LifeSheet System](#), how I organize my digital brain. I've got [How to Sell on the Phone](#). I've got the autoresponder [cart abandonment sequence](#) that will just, like, stuff money into your account. You'd like that one, right?

**Dean:** Yeah

**James:** I've put these individual products. And then I hired a copywriter to create the product descriptions and to write me an email sequence that moves people from the one-time products into the recurring product. And then it moves people from the recurring product to the bigger recurring product.

So one way I was able to track it is I put a coupon. So this is a little bit of a hack. But let's say someone buys a \$9 product on SuperFastResults. They will get offered a coupon for SuperFastBusiness, which is \$99 a month, they'll get a \$70 off coupon. So you can spend \$9 to get \$70 worth of coupon to redeem SuperFastBusiness for \$29 for the first month, so for less than a dollar a day, they can actually access every single one of my products, all my recordings, and every post the members have ever made.

So that, I've seen that the number of coupons redeemed is phenomenal. And my [average lifetime customer value](#) is somewhere around \$3,000. So then the goal is, how do I just feed this new website? So I've started Facebook ads for the first time in ever, for ages, like years.

**Dean:** Ah.

**James:** And now I've got small campaigns just feeding the [Work Less Make More](#) funnel, and so forth. So what I'm seeing is, I have basically got this whole new level that comes underneath the product I have. So the technique is putting an entry level underneath the layer that I've already got, which is usually not the first thing I'd recommend anyone do. Everyone always starts with the first low ticket and tries to build on top. Right?

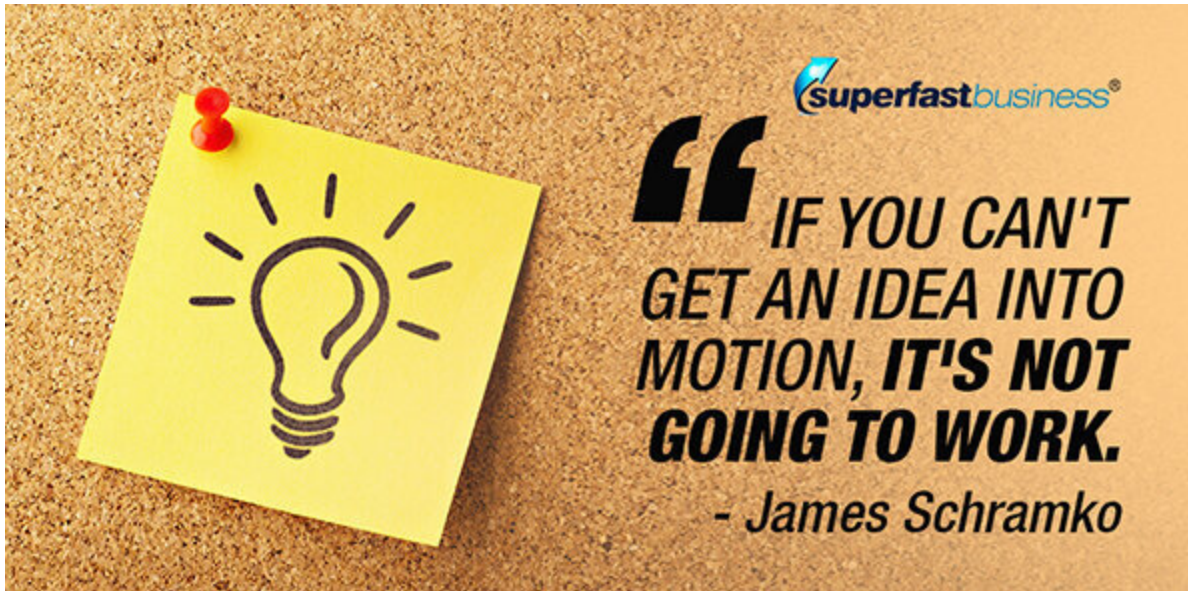
I've started with, in this case, I'm adding a lower layer to an already existing medium. But I would say generally people should start with the higher-ticket product, because you need less volume to make it work. And that's how I quit my job. I got two customers. Build the top and then build under it is what I would suggest people try. I only needed two customers at \$5,500 each to quit my job, when I already had my affiliate income coming in and I had my info products, so I was able to match my income.

And so then what I did is I'm having a look at my other end of the business, like the top end of town is my [revenue shares](#). And I had 11 of them. And through the year, I worked closely with them, and some of them started to really start to shine. And of course, some credit to you, because you and I talked in one of our long in-depth conversations, like, walking along the Corso. I think we bought frozen yogurt at the time. And we were talking about how revenue share deal contracts work and what percentages and what we look for. Remember that discussion?

**Dean:** Yup. I do, because we had some learnings.

**James:** We both had learnings. They teach.

**Dean:** Yeah.



**James:** I've started to 80:20 my rev shares, and in January of this year, I dropped two rev shares. And I found out there was one thing they were missing that the others had that caused them to not succeed. And that was the ability to execute on all my genius ideas and great advice. Like, if you can't get that idea into motion, it's not going to work for us.

**Dean:** Yep. Right.

**James:** I dropped two because they weren't performing at a level that I need them to perform at. I then took the top four, and get this - this blows my mind. The top one revenue share deal pays me about the same as half of all of SuperFastBusiness. If I stack the top four together, they pay me more than SuperFastBusiness earns.

**Dean:** Wow.

**James:** Four rev shares pays me more than 400 plus members, and answering all those forum posts and making a training every month. It's mind-blowing, right?

So what I did in about September, October is I turned off [SilverCircle](#) coaching for new customers. So at that time, it was \$5,000 for first month, and then \$3,000 per month after. And I'm able to get customers. I can get customers for that program, there's no trouble selling it, customers are very happy.

A few things happened. Because I'm not taking one or two customers a month, I freed up, I think it was five hours per week. These are estimates, rough numbers. But I stopped five a week of direct consulting at a fixed rate. Because I know that I could spend that same hour with a rev share partner, and I can make multiples of that \$3,000 per month.

Second thing that happened is, nobody, not one SilverCircle member who's already in the program has left. So I've got this core base of, I'm going to say 16 or 17 SilverCircle members who are still on the old program, I left them in there. So I still have my roster. Every three weeks, I chat to them one on one. And they're happy, they love it. I love it. I've been working with some of these people, in some cases, for over 10 years. But many of them are five or six. So I've got my core base.

So then this turns my attention back to SuperFastBusiness. And I've got two levels - a \$99 level and a \$599 level. And the question I always get is, what's the difference between the \$599? The difference is the personal private coaching with me. And if they take an annual plan of five grand, then they get their one-to-one diagnostic process with me on Skype, you know, face to face, etc.

But then I had this weekly call for SilverCircle that I'm not going to need any more. So, you know, the Tuesday morning, Tuesday afternoon. And I thought, what am I going to do with that? Do I stop it? Because most of my existing SilverCircle clients have sort of moved on to one to one. So it sort of slowly morphed into one to one. I'll blame [Tom Breeze](#), because he said, I don't want to come to group calls. But can we just chat, you know, two or three weeks? I said, Yeah, okay. And then I moved everyone.

And the success rate of that is just phenomenal. They can still come to the group calls, and some do, but most don't. So I've got this call. And I thought, I'm going to give this to SuperFastBusiness intensive level members who are paying \$599 a month. So I just logged in, I said, Good news, you can come to a weekly group call. So apart from the forum and the membership in the group calls we do with the rest of the members twice a month and the private coaching, you can come to a group call every week. And we'll go through our three-part framework, and you will get results.

So what happened then, Dean, is they come and I get seven or eight, nine, 10 people on these calls in the morning and the afternoon. And retention on that program, it just dramatically changed. Instead of people coming in and sticking around five or six months, they don't leave. I've only had one person leave since I gave that option on that level.

**Dean:** Wow.

**James:** It is like the glue of all glues. It's a massive value for them, actually. They're pretty much getting what people paid three grand a month for, for \$599, if you want to think of it in terms of money. Big lessons here for me, and for them. So in summary, I know that was very long-winded, and I promise you you can tell me all about what you've changed, because I'm sure there's plenty.

**Dean:** No, this is fascinating.

**James:** I added a layer below my existing layer that is highly leveraged, that I could then drive scale with paid ads and build my list. My list is growing. I then trimmed the high-burn, high-energy, high-paid work from SilverCircle, because I had a core, and then I turned up the heat on my rev shares. I dropped the bottom two. I took the top four, and I put them in what I call a 64:4 group. So I've created my own little super-hyper club of just four people. And that's where I put most of my energy.

And then I just massively tuned the value on SuperFastBusiness for all members. And what does it mean? Okay, I'm working 15 hours a week now instead of 20. My income is going up, my profit's gone up, my enjoyment has gone up of what I'm doing. And my list is actually positively growing.

And we're just doing our core. Like, what feeds the whole machine is still pretty much two podcasts a week, one social media video per day. And now, a little dribble of Facebook ads, which we're going to, you know, figure out and turn up a bit. And in the meantime, I'm just working on a couple of books, which when I think, you know, when I drop them into the mix, they'll be pretty leveraged as well, and deliver me the right customers.

And I still got work to do. I know I can find leverage. I'd really like one day to have rev shares go so well that I could sell SuperFastBusiness. So I think my next stage is to take myself off the website, and to readjust the promise of coaching. I want it to the point where in two to three years from now, someone could go to that website and not know who I am.

**Dean:** Right. I love that.

**James:** That would be my next stage of modification. It'll be a hard challenge for me to do, but I can do it, I think. Because then I would create an asset I can sell. I can't sell SuperFastBusiness at the moment. And it is still the most work, but it's also very rewarding. I mean, gosh, it's been going since the beginning of 2009, in effect, and it's the community, I love the community as well.

## **A profitable education in investment**

But one day, I'll just go. And this is a side note - while all this mess was going on with the world, I really took that opportunity to teach myself more about investing. Because it's sort of the unwritten chapter, is okay, you've got some money. Can I make my money make more than I can myself? And I've been able to do okay with that. In the last year, especially since April, from April to now, I've really had a huge education in different investing methods.

**Dean:** Did all your education point you to either Tesla or Bitcoin?

**James:** I'm definitely Bitcoin. I've done very well with Bitcoin.

**Dean:** I bet. Yeah.

**James:** Yes, very, very well with Bitcoin. And I also had, I was able to, you call it 401k. But we call it superannuation. I got a hold of my superannuation. And I started making some investments there in April when all the big banks dipped in Australia. I was bought in. So that's pretty much doubled. And, you know, it's a good year when you can double your cash reserves.

**Dean:** Yeah, exactly. Amazing.

**James:** But, you know, I also pay attention to currency rates, because I collect in US dollars, and I live in Australia. I've got opportunities to decide which currency I want to keep that money in. So by just switching currencies, you can have a massive transfer difference on a large sum. And that, of course, interestingly, they say, property here's gone up about 30 percent, or 17 to 30 percent, depending on which suburbs. Obviously, averages are very misleading.

**Dean:** Wow.

**James:** People are sick of living in a house, they've been at home for a year, they want to move. My property buying expert tells me he's seeing more divorces than he's ever seen in his life. I reckon your Stop Your Divorce book might be ready for a rerun, because he had four last week in the rich suburb of Mosman. Because they're not going overseas, they're not going on work things and stuff. Now they have to spend all this time with someone and they realized their relationship wasn't as good as they thought it was, or not what they wanted.

So very interesting time. But I've got to say, from my perspective, this last year of spending every day with my little girl, watching her go from one to two...

**Dean:** Yeah. I saw a picture of her on the beach. Adorable.

**James:** Everyday, Tracy and I are walking and cooking, and we just have the best little family unit you could ever imagine.

**Dean:** Oh, so great.

**James:** And that's been, that's been the gift. The gift of COVID is I've got rid of my sore back. It's enhanced my surfing. It gave me challenges to change my business model. And by the way, and this is very important to point out, my customers have done particularly well. And that's important, that's everything for me.

It's great that I've gone fine and no one really gives a sh\*t, I imagine. But my customers, apart from the one who's been in the trade show industry, which was a tough gig, and he's still with me, which is another lesson I learned, having six-month or annual billing can save you from people making panic decisions and save themselves. Because he's coming good now. The trade show market's turning up again now, people are booking events, and he's going to be fine.

But if you have monthly only billing, the first thing you'll notice is a blip. When there's a blip, it'll be reactive.

**Dean:** Reactive pull the plug, right, instead of looking at it like an asset. It's prepaid when you look at it.

**James:** Yeah. My most finicky, nervous-type customers, just like, immediately pulled the pin. And, like, only a massively, like a tiny, small fraction, like 3 percent, or something. It was, it was barely a ripple. But most importantly, my customers have done well. Clearly, a lot of them are online, almost all of them are online. And a lot of them have been subscribing to the beat of the drum that I say, over and over and over again, [own the racecourse](#). And you know, we just saw Facebook switch off news in Australia last week.

**Dean:** That was something.

**James:** When the tech digital giant controls the government that you know, we're in a different zone. So [I've podcasted about that](#), too.

But Dean, I've been pretty selfish with my rant here, I'd love to hear what you've been up to.

## **Plugging into Cloudlandia and loving it**

**Dean:** It's been so great to hear everything. You know, I love the fact that you adapted, you know, and everything's joyful. When I was sitting here on March 13, when European travel was cut off, and I had an event two weeks from then, and knew that that wasn't going to happen, I immediately went into action of, you know, getting my Zoom studio built out in my house here, and made the decision I was going to do it by Zoom, and sort of pivoted, had people do that.

And that became, it was a wonderful, delightful thing. I had people from Brussels to California, to Bangkok and London. They were all on in the same Zoom boardroom, you know? Because the events I do, as you know, are 10 or 12 people in a boardroom. And that is perfectly suited for Zoom. And so I switched all of the events to Zoom.

And I've actually, with a little bit of adaptation, I switched the event, I do two different events now. I do my Breakthrough Blueprint event, which is the one that I've done live everywhere. But I do that over two days now. Plus, people get a 90-minute one-on-one card that they can use after the event. So I found that was really, like, a great combination, you know?



So we do the two days of the regular event, and then people can use the one-on-one time to get clarity, questions answered, check in, whatever they need help on. And so that's been a great thing. I did all the same number of events that I normally do.

And then I added, I do a lead conversion workshop, where we just focus on from the opt-in forward, from the opt-in to the shopping cart, that segment. And we do that over three separate Tuesday afternoon sessions. We do three hours, from three o'clock to six o'clock for three Tuesdays spaced out with a week in between. And that format has been wonderful, because we can take action and get results in between the sessions. I love that about it, you know? We've had some amazing things happen.

So I'm really enjoying the Zoom events like that. That's been a big shift for me. And of course, I've spoken at a lot of events that way, too. I can participate.

**James:** Yeah. I think you were perfectly designed for this virtual world. I was thinking, of anyone I know, you're one of the people who are ready to just plug in when it's ready. When you can, you're ready to plug in. Was that a conversation we had once before? Just plug me into, what did you call it?

**Dean:** Oh, plug me into Cloudlandia. Yeah, exactly. That's right.

**James:** You're ready to roll.

**Dean:** Ready to roll. And so, that opens up great opportunities, because I like contributing. And I like being a guest at somebody's event. But I don't like to travel to get to them or anything like that, you know? So now that I can just Zoom in, and be there and contribute, and then be done, it goes a long way with me. But I love that. It's like, I'm enjoying Cloudlandia.

**James:** This reminds me of something. After doing 80 or 90 training months in a row, I was ready to let someone else have a go. And in the absence of having SuperFastBusiness Live, which was a great opportunity to bring my audience together, I think the community aspect's wonderful, but it also was where I collected content to put into my membership.

I thought well, why don't I just manage both of these situations by having guests contribute to monthly training for a while? And I've brought in outside guests to deliver high-grade content for my members. It's customized for my audience. Like, I'm there as well. I'm the audience's delegate. But they're also there, asking questions. So we man the chat.

It's not one of those, I'm not getting people to come along and just pitch, right? Which is what a lot of other memberships try. It's like, just high-grade content. It's as if they would be speaking at SuperFastBusiness Live, but I'm spacing it out over a year. So it's easier for the audience to consume.

It's tailor-made and customized for the moment. And I'm handpicking experts who have skills that we need in our community, or I'm aware of from my coaching. And I didn't have to plan and prepare and deliver it, which I'm loving. So that was a big win. I'd love to formally invite you to deliver a training with me for SuperFastBusiness members at some point on email mastery.

**Dean:** Hey, there we go.

**James:** They're going to find out about your programs and stuff, which I heavily recommend. Because it's not a stretch to say that almost every single marketer that I am aware of is using Dean Jackson techniques, whether they know they were yours or not. And that's everything from capturing an email address - yes, you heard that right - to putting a little sales pitch underneath a PS in the super signature, or sending a form of an authentic or variation/butchered version of a nine-word email. Because that has been bastardized beyond belief, any kind of email that says, Hey, are you still interested in such and such?

**Dean:** Yeah.

**James:** It went a long way from the, Do you take party bookings type thing, you know?

**Dean:** Do you do birthdays? Yeah.

**James:** Yeah. Do you do birthdays to the, you know, Are you still interested in that luxury yacht? There's a couple of people out there that just really abuse this technique, and think they know what it is, which is even worse.

But yeah, if you use any of those, that's Dean Jackson's. If you talk about who not how, if you talk about more cheese, less whiskers, these are all things that stem from your evil scheme hatchery. So yes, if you ever want to pop in, I would love to make that happen.

## Is investor status the next model to aim for?

**Dean:** Yeah, let's do that. You know what, I was thinking about, as you were describing that, I was thinking about the investor mindset, right? That you've built up SuperFastBusiness and SuperFastResults, you've built those into something that doesn't have your name on it.

**James:** Right, from day one, on purpose.

**Dean:** Yeah, yeah.

**James:** And SilverCircle.

**Dean:** Yeah. And now, you start to think about, you've got an opportunity to perhaps do something like a Netflix or a Spotify or something where you could curate the best leading training in whatever needs to be trained, and have an investor position in that, by just buying content.

**James:** Nine years ago, I bought the domain, Learnstream.com from auction, and my idea was to have a Udemy/Netflix channel with other contributors. I ended up selling that domain for a large sum to someone who had the same idea. And, you know, I called myself on not having executed on it by then.

And then SuperFastResults, I've always liked that domain. It's broad enough to cover any kind of topic, but it also speaks to getting a result. And that's obviously, in marketing terms, we should be focusing a lot on the result someone gets rather than the process. And I like the domain. That's why I wanted to bring it back. It was time to bring it back out and put it up there. And I think it has, at the moment, I even have had some people contribute content, but I haven't published it there. I've just kept it to my trainings.

Here's one little goal I could do, is I could bring over, like, find the 80:20 of my 90 recordings. Let's say there's only 20 of them. Bring them across, then I start a new forum there, or two levels of forum. And then eventually, I could migrate SuperFastBusiness across to SuperFastResults, where there would be the core forum, and then there would be a package that they get all the programs.

So that's kind of the ultimate destination that could be configured in many ways. And yes, I could bring in external. I could have an experts bundle. So there are definitely people out there doing that. Like, I think [Justin](#) does this with his site. You've got Tom Breeze is doing stuff with an ad buyers club, I helped him with that, it's wildly successful.

I do like the idea that I need to step further away from the front line. And really one of my mentors showed me this. He showed me, it was kind of cool. But I had this sales rep come into me, a brand new sales rep. I hired this guy, I ran an ad, interviewed him, hired him, trained him for two weeks, put him out on the showroom floor. And then one day, he comes running into my office and he goes, This guy out there, he's really cagey. You know? He just asked me to leave him alone. I hope I didn't offend him. And I said, Show me the guy. I looked out. And I said, Okay, yeah, just leave him alone. He goes, who is that guy? I said, He owns this place. He's the owner.

**Dean:** Leave him alone. That's funny.

**James:** This guy, he was just having a coffee in the coffee shop, and my little rookie sales cadet, he's gone up to him and said, you know, Is someone looking after you? He said something along the lines of, Buzz off. And he felt obliged to come and report this to me. But that was a real lesson. This guy did not have an office. There were two partners, and one of them had an office, he had this classic ivory tower up on the, you know, glass looking down observing us. Micro Orwellian scrutiny happening there. And then the other one, no office. He barely used a mobile phone. He didn't have a computer, didn't do email. And he would just drop in and drop out at random times, sometimes disappear for months on end, which is what happened here.

**Dean:** I love that.

**James:** And the lesson there for me was, wow. Like, you could have this whole thing and not be grinding it out. So I think that's a revelation. But for me, [revenue share deals](#) were the fastest way to access that. I am nowhere near the front of brand on any of those rev shares.

And I'm only now consciously ramping into one of them in that capacity, because it's just so successful. And it's going to help it leverage a lot more if I do that. But I also, I'm really happy to do that, because I don't have to do any of the hiring, training, fulfillment, or any of that. All I have to do is lend personality. So on that line, this is very important. I activated one of my other domains that I've been sitting on for a long time, called [James.co](#).

**Dean:** Oh, wow, that's a great one.

**James:** I think we're in the era now where it probably pays to build some influence or authority around your personal brand, even if you lend it to your other brand. Like Elon Musk does to Tesla or his solar business, so forth. So I've been so late to that party. I'm not an extrovert. I'm not comfortable chit chatting on social asking people dumb questions, like, you know, what, what superhero would you be or whatever. That's not me.

**Dean:** Right.

**James:** But I do feel that with a couple of books coming out, I need a place for that to be the home, the masthead. And I want those books to feed the businesses. And I'll be happy to sell some of my business. But I'm even more than happy to build other people's businesses for a small slice of the action. And even when they sell, and it is the plan to sell some of them, I get a little payout based on the way the contract is written.

I'm happy. I've got a royalty income that's not James-dependent to a large extent. And that's why I think what I did last year was brave, to switch off a perfectly good \$3,000-per-month business model, per customer. I'm talking about, I probably cut 12, nine to \$12,000 a month of income to say no, I'm going to focus my energy elsewhere.

And I've done this repeatedly in my career. So there's a big takeaway, if you're listening to this. Sometimes you've got to let go of the vine in the jungle to swing to the next vine if you want to make it to the next stage of the journey. And so comfort is the enemy of growth. That's really the phrase that comes to mind. And I gave up something.

But when I donated that same call slot to SuperFastBusiness intensive members, I actually picked up that income within the month, and it hasn't stopped, it's just growing. So I still find it fascinating. I can still work less and make more. And I haven't found the limit. And just the plans we've spitballed today, and I'm very, very interested in what you say, because you're very smart. I think you're right. I do think you're right at this time, too. I want to move more to that investor level.

**Dean:** You could be the curator of the content for SuperFastBusiness. I think that's such a great opportunity. I mean, look at Joe Polish, who is two months now into a one-year sabbatical. And the Genius Network is continuing to run and thrive, really without him. Because it's really a platform for the members to share, because that's where the content is coming from, right? To bring in experts from the top level of everything. And, but also from within the Genius Network, there's a lot of really smart people, right? And so it's creating the environment that Joe's really been a host of. He's never been the guru in the equation, you know?

**James:** Still, though, he's got an incredible personal brand and strong character. Like, the first time I ever heard of Joe Polish was at Yanik Silver's Underground 4 event, 2008. And Yanik called him out from the audience a few times as an authority at the time. This is going to make you laugh. He was talking about the flip camera. He was running around this conference with a flip camera and it was like this greatest discovery ever, and no one else was using flip cameras then. He was like, I get this. I think this is the future.

And Yanik called him out. And he pointed out how good this thing is. And I think it was in reference to a Gary Vee presentation or video. I can't remember now, it was so long ago, I can't remember whether Gary was actually there or Yanik showed us a video of Gary. But in any case, he was right. He called it. That was definitely, you know, video is going to be the way forward. So well done, Joe.

## The Work Less Make More book funnel, four years since writing

**Dean:** Yeah. That's great. I mean, I'm excited for you for that. That was really good. Like, that's a clear path, you know? But you know, what I'm curious about, that we haven't talked about, is your book. How long has [Work Less Make More](#) been out in the world now?

**James:** Going to say it's about three or four years. It came out in December.

**Dean:** No, it can't be that long. That's not true.

**James:** It is. Yeah. Look, I'll look it up on Amazon. Just because it's easy to do, and we'll see. I think there's very big opportunities for that. It came out in...

**Dean:** It can't have come out before 2018.

**James:** Let's have a look here. It says here 10th of December, 2017.

**Dean:** Okay, so wow. Okay.

**James:** That's been a good little performer, that book. It's been, I only sell it on Amazon as paperback, Kindle and Audible.

**Dean:** So tell me what you can share about that, how that's going.

**James:** So looking up the bookshelf here, it reports on sales. Every single month it just tips money into my account, it still sells every day, the whole time.

**Dean:** That's great. You self-published it, which is...

**James:** Yeah, so I get to basically keep whatever Amazon send for that. But I'm also getting some distribution paid copies. I notice people, you know, bulk orders coming through. So some shops are stocking it. Which, I mean, that would be the massive ego play, wouldn't it, to hop off an airplane and see your book on the shelf there?

**Dean:** Yeah, right. Yeah.

**James:** You often talk about the difference between a book that sells and a book that's good for your ego. This book, I found some real efficiencies. One thing that was annoying me was, I send a copy of the book to everyone who joined SuperFastBusiness. And at one point, I had semi-automation, the email system would send me an email as a task with the details of the person, and I would actually get the books sent in bulk here, stick them in an envelope, take them to the post office, and I'm like, screw that. I couldn't convince my kid to do it.

So now I've sent the email to my team member in the Philippines and she logs in and orders it for me on Amazon and sends it straight. So now that I figured that out, I think I'm ready to do a book funnel with my [10XPRO](#) site SuperFastResults. Could more than easily have a book funnel where I'm actually giving away or selling the PDF, upselling the Audible, upselling the print copy, and bundling it with other things, getting more people exposed to that coupon.

I really feel it would be a huge growth thing for me as I talk out loud and I'm coaching myself here. I'm not using the book as well as I could, but it certainly has paid for itself and more. It's given me fantastic opportunities to speak on shows and podcasts and be invited to events. It's given me a guiding principle for what it is that I actually do, which I always struggle to figure out, how do I help people.

But I'd say, more than anything, I am helping people work less and make more. And there's finally a bit of a movement against hustle and grind, which is good. And it is a good conversion tool. A lot of people read the book and then join my membership. Like, when I ask them, Why did you join? They say, I read your book, loved it, I want more.

**Dean:** Yeah.

**James:** So it has been very useful. And Amazon have been doing a good job of promoting it, and I have run some Amazon ads to sell even more of it. So since they're such a big player, I think it's nice to play on that platform. And, you know, if I lost it all, if they didn't want to sell it or whatever, fine. But it's also collected a lot of good reviews. It was important to me that people actually liked the book. And I wanted a good book.

And I've now had, through the help of [Kelly](#), she's written with me, the next book, or say, for me. Like, I gave her the entire presentation and manuscript of all my material, and she's now formatted and turned it into a proper book. So that's another one in the pipe.

And I've also got another book coming, which is much more your type of book, which is how to do profitable memberships. And that is drafted, and they're tuning up the chapters, I'm getting help on that book. And that is more or less a facsimile of [my course that's at SuperFastResults](#). And it's by far the number one selling course on SuperFastResults. I think it's currently 99 bucks. And it's a proper course that teaches people memberships. And it's a perfect foil for my partnership in 10XPRO, because it drives people into the best possible tool they can use to parlay their dreams into reality. So I'm a huge fan of that platform. So I needed to put things in front of it.

So there's a recurring theme in this episode. What have you got? And what can you put in front of it? So that's kind of my book experience. We have 318 ratings on Amazon, and 85 percent of them are five star, and 8 percent of them are four star. So that means there's only two percent one star, two percent two star, three percent three star.



One of the one stars I read - I don't read the reviews, by the way, because I'm just going to get annoyed - but one of them said that the pages fell out. So Amazon fulfills this book, and they kind of let me down. I've never heard of anyone else's having that problem. But there's not much I can do. I offered in the comments, please let me know where I can send you a new copy, you know, of course.

**Dean:** Oh, yeah. So Amazon's printing and fulfilling, you're using their service?

**James:** Yeah. So it's all on KDP. And my assistant can go and log in and order author copies and send them to anyone from that system.

**Dean:** Yeah.

**James:** And it's been good. I don't have a garage full of books. In fact, I think I've probably got three in my entire household. And the Kindle sells, the Audible sells, people rent the Kindle, it's on that program, because I'm exclusive with them. So I'm, I'm able to rent them out, the normalized pages and all that stuff.

**Dean:** Right.

**James:** I don't have any language translations or whatever. And the thing that I put in front of that recently was my 30-day work lesson, [Work Less Make More in 30 Day Challenge](#). And people like that. That was a minimum viable product. I just, I actually recorded 30 videos in one sitting, took maybe 40 minutes, gave them to my team, they put them all into 10XPRO. They loaded up 30 emails.

**Dean:** What was the context? What was the 30 videos?

**James:** You get one little email each day.

**Dean:** Thirty videos?

**James:** Yeah, one little video each day with a tip, which when you take action on that tip, and they literally, they're the bite size of a bite size. They're so small.

**Dean:** I gotcha.

**James:** You do one thing. And after 30 days, I ask you to measure your [effective hourly rate](#) in the beginning and at the end. Then you should see an improvement. You will have done something in those 30 days to have justified the time investment. Even though it's free, obviously you have to open and read the emails. But what it does do, it helps people stick into my email system. It familiarizes people with some of my other products and the platform that I'm using to send it. And it gets them a result.



As you would say - and this is another Dean Jackson, this Project Cyrus - it's, how can you help someone get a result in advance of them paying you a single cent? And what's their dream desired outcome that they would like to have? And I think for most of my audience, they would like to make more money and work less. So it did fit.

And I came up with this concept with my friend, [Kory Basaraba](#). He looked at all my stuff, because sometimes it's good to get other eyes on stuff. And he said, You know, I think what's missing is just something to introduce people and bring them that we can buy ads for on scale. And we've been running ads, and watching them go through the machine. And they do return on ad spend eventually, I think about 45 to 60 days, somewhere in that zone. We're making it back. It's time to turn it up now.

**Dean:** That's awesome. So it's free to come in. Are you sending traffic right to the free trial?

**James:** Yes. It's not a trial, it's just free. It's just straight to it, like, [SuperFastResults.com/30](#). I think that's where we put it. They go to that, and Facebook let us run those ads, which was nice. And people opt in for it. And then they get a little bite-sized email every day. They also can consume this in their app. If they log into the membership over the time, it drips one per day. Over time, they'll end up with 30. So they can actually go in and look at it.

But it did a lot of things on a completely separate level. I know 30 days is an incredibly long time for a challenge, right? Don't do that unless you have a reason. It should only be three days or five days, it should be one little thing. This is very counterintuitive, but my team got to learn 10XPRO, they got to build a working model of a drip course, which was our first one of those, because there's different ways you can stretch your content. It got me to find a Facebook ad rep who can help me. It got us to build our email list. Like, there's just a lot of things that it allowed us to conquer at a minimum effort.

**Dean:** Yeah. I love it. That's awesome.

**James:** I think what comes next for this one is I film more lifestyle videos. I replace the videos that are there with me out and about, or me, you know, doing an example of something in the moment. So more, basically, more storytelling, more production value would be the next logical step for this one.

**Dean:** Well, this is great.

### **It's not the end of the conversation**

**James:** We haven't really talked about you very much, Dean. I'm a bit concerned about that.

**Dean:** Well, look at this. I just realized what time it is, too. But we've got lost in the conversation.

**James:** Should we come back and do the next episode on Dean's changes?

**Dean:** We could. Yeah, yeah, we could do that. Because I'm feeling like, this is just the kind of conversation we would have had halfway through breakfast at The Pantry right now. You know?

**James:** I know. This is good. It's good. This is Part Seven of our 25-part series. So I propose we have Part Eight to talk about Dean's changes.

**Dean:** Okay, let's do that. Yeah. I'm happy to do that.

**James:** Preferably not on a weekend.

**Dean:** No, this is a good time. This year, I keep these clear. So this would be fun, a good time to do. Let me look at my calendar. We'll do it right here. Everybody can listen live.

**James:** Live scheduling.

**Dean:** Live scheduling. But I think we could do same time next week, if you want. If that works for you.

**James:** Oh, yeah, I can do 30 minutes later than we started today next week, or I can do a similar time as we started the week after.

**Dean:** Later's good.

**James:** If you'd like to do early, I can do on your Tuesday, the ninth. I can do significantly earlier. If you've got a spot there.

**Dean:** No, this is fine. Let's do half an hour later on next Wednesday, on the third. Yeah.

**James:** This is the best. Thank you.

**Dean:** Yeah, this is going to be great. This is good. I feel a little bit caught up. I forgot we were recording the podcast there, for a bit.

**James:** Hopefully you're okay, we publish this and then we will find out what's going on in your world, next time.

**Dean:** Yeah, this is great. This is funny, because, you know, I mentioned about the virtual events. Part of the fun thing now is instead of coming to Australia or going to Amsterdam, I'm doing events that are timezone-friendly for those things. Like, most of the thing, nobody from Australia can come to one of my events in the regular US business hours where I've been doing them, so I'm doing one that's going to be evenings, my time. Like, go from 6pm till midnight, my time, which is sort of mid mornings for everybody in Australia and Singapore and places like that. So it's fun. Stay right where we are, and everybody gets to participate. It's cool.

**James:** Yeah, that is awesome.

Okay. Well, thank you.

**Dean:** Yeah, this was great.

**James:** I'll see you next week.

**Dean:** Good to catch up. And I'll be here next week. Same time.

**James:** Thanks, Dean. This is Life Behind the Scenes with Dean Jackson and James Schramko. That's Part Seven of 25. And there's more coming.



Tailor your life and business  
to your goals with help from  
James

[CLICK HERE](#)