



## EXECUTIVE SUMMARY

### One Year Anniversary of Smart Start Giving

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Guest host: Jeff Herring

### Highlights

- 1989 – Started frozen yogurt/bakery store as his first business, turned into humiliating business failure
- Single biggest mistake was trying to start a business with no knowledge of entrepreneurship. Fell in love with ‘being in business,’ while knowing nothing about the business
- To start an Internet business, go into something you’re sick and tired of because you know it so well, then see if there’s a way to sell it online. Spend your time learning marketing, not the business itself.
- Learned the lesson of building rapport by creating an inviting buying environment, “dancing” with buyers until they trust you enough to “eat from your hand.”
- Crowning achievement: 1<sup>st</sup> Teleseminar Secrets Reunion, first hosted event
- Biggest mistake led to defining moment, which led to crowning achievement – 20 years’ time
- “I teach entrepreneurs how to boost their productivity and profits faster, better, with less effort utilizing virtual events.”
- Anyone who wants to “undertake life” can be an entrepreneur. Having any level of profit left after expenses moves you from amateur to pro.
- On the way to your crowning achievement, acknowledge the little jewels along the way
- Big idea – Learn to do preview teleseminars as intermediary promotional event to build buzz for any event, getting people to boiling point (decision point). Build anticipation!
- You are your rituals. Get your critical productivity work done before checking email in the morning. One day/wk is just to think. Everyone needs critical thinking time.

### Top 3 Takeaways

- ALEX:**
1. Be willing to “dance” with the ones you want “eating from your hand.”
  2. An entrepreneur is anyone who’s in the middle between a message and a market. It means “to undertake.” In failing forward, you’re undertaking things.
  3. If you think “everyone knows how to do this,” it’s a clue, that’s your topic of expertise. That’s how Teleseminar Secrets was born.