

## **Are You a Four-Percent Achiever?** by Mark Matteson

I recently attended a two-day seminar presented by my good friend and fellow international speaker and best-selling author pal, Patrick Snow. He is a publishing coach and an expert on writing, marketing, and selling self-published books. As I reviewed the notes in my journal from the seminar, it occurred to me, "Only twenty percent of the attendees will take any real action to move forward and produce and market their books to sell ten thousand copies or more." I remembered a statement by Tony Robbins: Only four percent of the people who bought his best-selling audio programs in the '80s and '90s actually listened to the programs all the way through and did what he suggested! How sad. How true. They are the Four-Percent Achievers! Are you one of them?

Why don't we DO the things we know we need to achieve? What holds us back? We invested the money and time; why don't we take massive and continual action to achieve our goals? Here is my short list of the reasons why we don't:

1. We lack self-esteem and confidence. We don't think we deserve success.
2. It seems like a lot of work.
3. The needed actions are outside our comfort zone. We have never developed the habit of first stretching our comfort zones in the little things.
4. Our self-talk holds us back. ("I don't want to be pushy.", "Who do I think I am?", "What if people criticize me?")
5. We don't hold ourselves accountable to someone else for the results and actions we need to take. We don't have a partner in crime.
6. All of us move toward pleasure and away from pain.
7. It all seems overwhelming, so we procrastinate.
8. We don't have written goals for our desired outcome.

9. We don't review our goals on a daily basis.
10. We don't have enough (or ANY) reasons to succeed!

I told my good friend and webmaster, Andy Fracica, to list his TAKEAWAYS after the seminar we both attended. I asked him for FIVE. I promised I would do the same and went over my notes. Here are my TAKEAWAYS submitted for your approval:

1. Print Patrick Snow's *55 Steps to a Best Seller* and review it daily. Take three actions each day to move toward my goal of 10,000 downloads of my newest e-book, *IAT [It's About TIME: How to Get Twice as Much Done in Half the Time!]*, for \$2.99 in 2013!!!
2. Hire Amazon to print *IAT*—500 copies to start—to mail to influential clients, bloggers, media, etc.
3. Record *IAT* onto CD and MP3 and put on Amazon, iTunes, and Audible.com for \$9.99!!! [This is] Passive Income.
4. Learn the self-publishing system, taking notes along the way, so the next book will take one-third of the time and effort. Write about it as I go and post articles on my Web site, social media, etc. (Hey, it will probably become another e-book!)
5. Meet with my team weekly and discuss actions, ideas, and deadlines.
6. Throw a massive book party with the goal of 500 people [in attendance]!
7. Engage in "Reverse Shoplifting" [the practice of placing a book on a bookstore shelf without permission] at every airport bookstore when I travel.
8. Align my branding with my Web site: color/logo/marketing materials (business cards, thank you cards, notepads, letterhead, etc.)
9. Create a Web site just for *IAT* to send to prospects and clients.

10. Add the 10 testimonials created at BSPI [Best Seller Publishing Institute, the seminar we attended] to *IAT*!
11. Add “Cash Copy” [information about the author located in the back of a book] to *IAT* and work with Andy Fracica to fine-tune it.
12. Draft and improve my “elevator speech” for *IAT*.
13. Put my other book on hold for now. Invest the next 18 to 24 months in making *IAT* a best seller!!
14. Speak every chance I get locally, even if for free.
15. Learn what I need to do conduct an indie bookstore tour of the Pacific Northwest and do it!
16. Post something daily on Twitter and LinkedIn to raise awareness about my writing. Offer “Value First” 80 percent of the time and use the other 20 percent for shameless self-promotion marketing.
17. Invest more time THINKING on paper (just like this!) and share with the world. Think, plan, do, calibrate.

Napoleon Hill wrote 70 years ago, “It’s not more information we need, rather a better use of what we already know!” It’s more doing and discipline I need, not more information. Drilling the fundamentals, delegating to smart people whose strengths are my weaknesses—THAT is what will take me from HERE to THERE!

What do I need to START doing? What do I need to STOP doing? These are the hard questions each of us must ask and answer honestly in our journals and planners and calendars. Twenty years ago, Mark Victor Hansen and Jack Canfield made a list of 33 things they did to market their books. Then they did FIVE THINGS A DAY for two years to make it happen. The result was five million copies sold of *Chicken Soup for the Soul*. Amazingly simple and simply amazing! If THEY can, we can, too!

**WHAT** are your five TAKEAWAYS?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**WHAT** actions will you take every day?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Here are a few thoughts to consider:

- *Those who stand out are those who want to! How do you stand out? What is your UVP (Unique Value Propostion)?*
- *The future of branding is marketing WITH people, not AT them! Become a Go-Giver.*
- *No one wants your product or service. They want THEIR problem solved. Does your book or service solve problems?*
- *Those of us who are willing to fail will win in the end. How many times are you willing to try something new? Keep what works and toss what doesn't. Embrace failure as stepping stones to success.*

- *Being a contrarian works! How are you different? Remember the Purple Cow (Seth Godin)!*
- *People respond to those who challenge the status quo. People respond when they receive WAY more than they expect (think Bruce Springsteen live). How can you add value? What can you do to go the extra mile? Always offer the thirteenth donut in the dozen. That is "lagniappe," a Cajun term, for an unexpected bonus or gift. Give them more.*

Now is the time to become a Four-Percent Achiever! Write out your goals on paper and put your number one goal on 3 x 5 cards. Post them everywhere: the dashboard of your car, on the mirror in the bathroom, as a bookmark, in your planner, and everywhere else you will see it. It's true, "We become what we think about!" See you at the top!

I hope this helps you. I know it has helped me to clarify my thoughts and identify future actions. Drill the fundamentals. There are no secrets. Success leaves clues. We have to A.S.K. (Ask, Seek, Knock) for what we want. Now it's your turn. What will you DO differently? What got you HERE won't take you THERE. Now get busy and keep me posted. I will do the same. Thanks, Patrick and everyone who let me play in that wonderful sandbox last week! You guys and gals ROCK!!!

## **My E-Book MARKETING and SALES Reading List**

- *Million Dollar Referrals* by Alan Weiss
- *How I Sold 1 Million eBooks in 5 Months* by John Locke
- *Endless Referrals* by Bob Burg
- *An Ingenious Guide to Twitter* by Steve Eason
- *Self-Publishing for Smart Cookies* by Emily Hill
- *The Self-Publishing Manual* by Dan Poynter
- *Writing Non-Fiction* by Dan Poynter

## ABOUT MARK

Mark Matteson is an inspiring international speaker and the author of the international best seller, *Freedom from Fear*. For over 20 years, Mark's positive humor and peak-performance tools have impacted organizations around the globe, igniting personal and professional success for tens of thousands of people. Mark's clients include:

- Microsoft
- Honda
- General Electric
- Conoco Phillips
- John Deere
- Carrier
- Honeywell
- T-Mobile
- York
- Trane

When you schedule Mark, his high-powered, highly entertaining message will be tailored to your specific group. Your audience will enjoy the take-away message **you** want them to hear. Mark will leave your people feeling encouraged, energized, and empowered. They will feel good about your event, and they will feel great about the future. Use Mark to keynote your next corporate event, awards program or sales conference, to lead breakout sessions during your program, moderate a panel discussion, or emcee an event. Your attendees will thank you! Mark Matteson gives over 75 presentations each year. Book him now to secure the inspiring message that will spark your group's success!

**To watch Mark's demo video, go to:**  
[www.sparkingsuccess.net](http://www.sparkingsuccess.net) or call 206.697.0454 or e-mail [mark.enjoythejourney.matteson@gmail.com](mailto:mark.enjoythejourney.matteson@gmail.com).