

7 STEPS TO RESULTS
Your Blueprint for Online Success
Within the Four Percent Group

ORIENTATION

Welcome to the 7 Steps to Results - Your Blueprint for Online Success.

This guide has been created by the digitooly.com and is based on the 7 Steps to Results training within the Four Percent Group free members' portal.

We have created this guide so that you can hit the ground running within 24-48 hours of activating your free membership. We know that you might be skeptical at this point. Can you really achieve the type of success that you see in the forums and on the web?

Well, we want you to let your guard down. You are not here by accident. You are looking for something, a vehicle, and we promise you that if you go through the steps in the order that we have laid out, you might just be looking at a total transformation, and not just in your finances.

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INTRODUCTION AND ACTIVATION

What Do I Mean by Results? (Again, Vick Strizheus speaking here!)

Lots of folks will beat around the bush or give you all this theory and your need for meditation and what not. Let's just cut to the chase.

Results = deposits in your bank account!

As an entrepreneur or an online business owner, your most important scorecard is your bank account. Are you creating profit for yourself? Yes, helping others is nice, giving back and all that corporate charity has its place.

But you can't contribute, what you don't have.

And so in this training, I want to get you up and running as quickly as possible so that you can experience RESULTS (i.e. profit in the bank). What you do with those profits is up to you.

Before I Begin

Before I get started there are two important principles to understand:

1) You can apply these principles to any business opportunity

Many of the things you'll learn in the 7 Steps to Results are the building blocks for any type of business, whether online or offline. So feel free to pursue your dreams in whatever way you wish.

I hope you'll hitch your wagon with us and that you'll plant your flag with the 4 Percent Group. We have an amazing community of entrepreneurs here and a business plan that is second to none in the Internet Marketing industry.

2) You are not defined by your past

I don't care if you've failed 300 times before. I don't care what color you are. Your past does not define you. If you are here, you want to create a better future. We believe that you can be successful. We believe that anyone can be successful with the right plan.

7 STEPS TO RESULTS
Your Blueprint for Online Success
Within the Four Percent Group

My job is to give you a predictable roadmap to help you achieve that.

Five Specific Ideas to Master

Here is an overview of very specific and important ideas that I will return to again and again as you go through this training. These function as a series of foundational ideas upon which the 7 Steps to Results are based.

#1 - Awareness - You must be aware of what activities produce 98% of the results

Let me ask you a question. Why do so many entrepreneurs fail?

Most entrepreneurs fail because they are not *aware* of the right actions to take to create success. Those that fail are grinding it out or spinning their wheels on actions and activities that are only generating 2% of their results.

In the 4 Percent Group, we want to reverse that formula. We want to make you aware of the 2% of activities that generate 98% of the results.

#2 - Systems - You need systems that work

We all understand this.

Why do McDonalds and Subway work as successful franchises? How is it that even teen-agers are able to profitably run an operation for its franchise owner?

The answer is systems!

And so another reason that people fail is because they don't have a systematic way of getting results. In the 4 Percent Group, we've already built much of that system for you.

We're going to give you the keys to the Rolls Royce. We'll show you how to set everything up so that you'll have a realistic shot at creating real wealth for yourself. No guarantees, of course, but a legitimate shot.

Again, it's OK if you are hesitant or doubtful. But for the moment, all I ask is that you suspend your disbelief. Open your mind and see if all of this doesn't come together for you.

7 STEPS TO RESULTS
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Within the Four Percent Group

#3 - Environment - You've got to create an environment for success

Did you know that you are the product of your environment?

Being an entrepreneur can sometimes be a lonely place. You're sometimes fighting against the tide. And even your family and friends may not even be on board with what you are trying to achieve.

But if you want to succeed, you've got to create an environment that is conducive to success. You become like the people with which you surround yourself. In the 4 Percent Group, you will be surrounded by the most positive, caring, supportive, creative, excited and forward thinking entrepreneurs anywhere.

If you embrace our community vision, there is no limit to what you can achieve.

#4 - Success Habits - Success leaves clues

This is not quite meditation or as I like to say, "all that voodoo stuff". But we are practical. We want you to develop success habits, which you can then apply to your business or to any part of your life.

#5 - The more problems you solve for others, the bigger your payout

Sometimes, in the Internet Marketing space it's easy to get hung up on the numbers. How much someone made over there, six-figures over here.

Yes, this is important. After all, we started out by saying we want results. But the way that you achieve that is to change your paradigm a bit. Here it is:

If you help enough people get what they want, you will get what you want.

It sounds a little mysterious so let me break it down for you.

You want to be a person who is in the business of solving problems. The bigger the problems you can solve in the marketplace, the bigger will be your payoff.

7 STEPS TO RESULTS

Your Blueprint for Online Success Within the Four Percent Group

All of the products in the 4 Percent Group portfolio are structured so as to provide massive value for those who purchase them through your offers.

Even the 4 Percent Group membership, which provides funnels and marketing training for its members is solving a huge problem for people. It is simplifying and systematizing the task of affiliate marketing and wealth creation. People are willing to pay for that.

But, and this is important, we remove the human component from the selling equation.

The system does the telling and selling for you. All you've got to do is hitch your wagon to this system as a beginner.

The customer will be on one side, his or her problem will be on the other. You are the connector. You are the problem solver (with your done-for-you 4 Percent Group funnel) and this makes your job valuable (and profitable).

Who is Vick Strizheus?

Who am I? Why should you take any time to listen to what I have to say?

I started in the online marketing space in 2005. I was greener than green.

Initially, I started for selfish reasons: I had a family. I had just gotten married. And I wanted to provide a better life for my family. You might be in the same boat wanting to provide for your family. Or you want to travel, buy a car or home.

There's nothing wrong with that.

But in 2005, I didn't have a clue about anything, actions, systems, solving problems for the marketplace, etc. I was doing what everyone else was doing. And I got to the point where I didn't have \$1.19 to my name.

But my mentor taught me a few things and it's the reason I am here 13 years later, having created various teams, having been at the top of the affiliate leaderboard for multiple products and having founded the 4 Percent Group.

I've also been on both sides of this money equation.

7 STEPS TO RESULTS
Your Blueprint for Online Success
Within the Four Percent Group

There wasn't anything particularly special about me but I did have two things going for me:

1) I had a burning desire to be successful

I didn't have a plan B. This is why I keep saying. It doesn't matter where you came from or what situation you are in. It doesn't matter if you have bills or are struggling.

You can do this. And hopefully I can help you.

2) I was coachable

At the time, I had a mentor who was clearing \$200K per month! I told myself, "I'm going to do everything this guy tells me to do."

You see, 96% of the people you meet on the Internet are pretenders. They talk theory, not from experience. They have never made 6, 7 or 8 figures.

When I was starting out, if my mentor had told me to call every person in the phone book, using a particular script and then had said, "stand on one foot and do that for 20 days" I would have done it.

I was coachable to that degree.

So now you get to learn from me. I've been there and done that. And I'm going to walk you through the steps for online domination. I'm going to give you the strategy. Just open your mind and your heart, be passionate about your own success and listen to what I tell you.

Go through these steps as if your life depended on it.

My goal is for you to have results (profit in the bank), within 24-48 hours. We have an amazing training here in the 7 Steps. If you follow this plan, you can get results.

On the final step, I will give you access to Operation 100K. There is no other training like it. This is where you get to witness how I craft a campaign to go from \$0 to \$100K in 90 days. You will get to watch over my shoulder. You will get to see every click of that campaign and you can model it if you like. Just stick to the plan. Good luck my friend!

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7 STEPS TO RESULTS

Your Blueprint for Online Success Within the Four Percent Group

STEP 1 - THE STRATEGIC PLAN FOR DOMINATION

What is the 4 Percent Group?

So let's talk about this concept of the 4 Percent. It's a powerful concept that will get you excited about our vision for online domination.

Let's suppose that this pie represents 100 people in the Internet Marketing industry (actually, you can apply this principle to any industry). These 100 people want a better life for themselves. They are interested in making money online or creating wealth, etc.



Applying the Pareto Principle or the 80 / 20 rule, out of these 100 people who want success, 80 will just talk about it. Of course, they'll make excuses about why they can't achieve success or complain about how life is difficult or not fair.

The other 20 people (from the 100) will do something about their situation.

But they too have a slight problem. They are grinders. Have you seen them? They work hard, they try different things, but they never quite achieve the type of breakthroughs they seek or dream about.

And you want to know why?

It's because they lack the awareness of those top 2% of activities that lead to most of their results. (Do you remember I mentioned the need for awareness in the introductory lesson?)

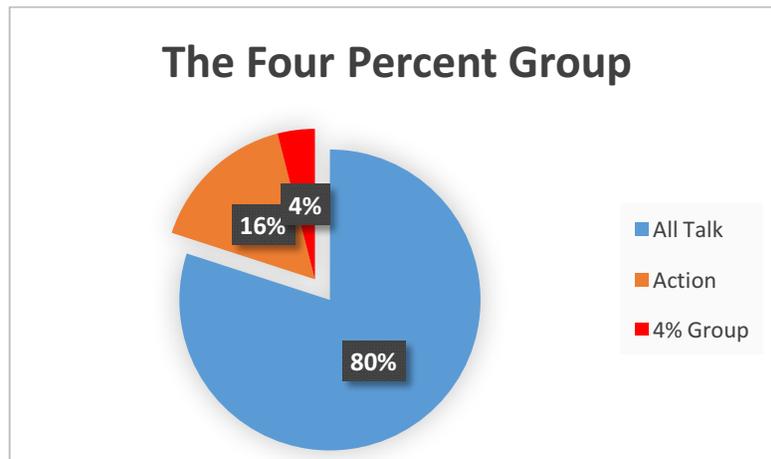
7 STEPS TO RESULTS

Your Blueprint for Online Success Within the Four Percent Group

So these grinders will focus on 98% of the activities, actions and steps that lead to only 2% of the results they want. This is why they give up after spinning their wheels. 96% of those people are earning less than \$100 per month for all of their efforts (and it's the people you've probably been listening to all this time telling you how great they are).

The 4% Group (80/20 Within the 80/20)

Now you might not be aware that you can apply Pareto once again to the 20 people who took action. Thus, within the top 20, there is another 20%, *the 4% Group*. When you are in that category, you become unstoppable.



In any industry, these 4% are the movers and the shakers. We call them the 4 Percenters. They make the economy go around. They earn about 97% of the income in any industry.

So let me ask you a blunt question.

Which group do you want to be in? Obviously the 4%! Do you see where this concept comes from and how powerful it can be for you?

Why are people failing?

There are two big reasons why people fail in this industry.

1) *They get overwhelmed*

7 STEPS TO RESULTS
Your Blueprint for Online Success
Within the Four Percent Group

First off, people fail because they get overwhelmed. Think of information in this space like food for the body. If I consume everything that I see and if I don't filter what I put into my mouth, I'm going to get sick. I will be overweight and unhealthy.

And this is exactly what happens in the Internet Marketing space.

You are consuming information that you don't need to consume. Information overload weighs you down. And so the solution is for you to go on an information diet.

The other solution is to start eating healthy food. And this is what I'm going to give you.

This is one of the reasons we created the 4 Percent Group. We wanted strip away all of the fat and excess and garbage that you were consuming in the market and give you lean systems and information to get you to where you want to be in the quickest amount of time.

The 4 Percent Group is not just an idea, it's a movement. It's not just a company, it's an identity. When you become a true 4 Percenter, you become unstoppable because you are moving and doing activities that only the top 4% of marketers move in and know about.

We believe everyone can be a 4 Percenter. Will you follow the plan?

2) One Source of Income

The other reason that people fail is that they only have one source of revenue or income.

If you are a typical affiliate marketer, you only have one product to promote. If you are a network marketer, you are locked in. You immediately become captive because you aren't allowed to promote anything outside of the network marketing company.

But here's my definition of a true entrepreneur. It's called freedom.

I want to be able to promote anything I want. I want to be able to create my own economy. And that's why we created the 4% Group.

There are only two things we focus on in the 4% Group. Nothing else matters. You don't need all that voodoo stuff.

7 STEPS TO RESULTS

Your Blueprint for Online Success Within the Four Percent Group

We focus on simplicity and results.

Simplicity means breaking down and giving you only what is absolutely essential to your success and results means producing real income for you.

Again, we are trying to reverse that awful 98%-2% statistic. We want to focus on the 2% of activities that generate 98% of the results.

Listen, if you are a beginner, who aspires to be successful and you still have that little spark inside of you, I want to help you. If you are someone who said, I'm going to give this one more shot then this can be your last rodeo.

I'm going to give you a realistic shot to change your situation, to create something meaningful, that you won't hesitate to share with others.

What are the top 2% of things, elements (healthy proteins), the most potent info to get the results? If you focus on those things, it will generate 98% of your results.

I'm going to show you how to hit the ground running tonight.

Basics of How to Succeed Online

For you to succeed as an online entrepreneur you should initially be promoting other people's products (this is the fastest way to succeed in the online marketing space). A company has different products and you promote those products through what we call a system.

Back in 2010, I had a company I was promoting.

It was a directory of Ezines selling for \$197 per year. The directory had a 50% commission rate on every sale and the model was to drive traffic to the sales page of that product. The sales page was converting at 2%.

And this is where I had my big a-ha moment.

One of the things my mentor taught me was to stand out from the crowd. How are you different from the other marketers he would say? Everyone was driving traffic to the sales page.

And so that's when I first stumbled upon a way of leveraging a system.

7 STEPS TO RESULTS

Your Blueprint for Online Success Within the Four Percent Group

I asked myself, what does this product deliver? What is the biggest result that my customer is looking for? (Now think about this carefully, because this applies across any industry and across any product.)

Whenever you promote a product, don't sell the product, sell the results.

Honestly, no one cares about the product. What will it do for people? That's why people buy it. What is the result that people were getting from this product?

So I created a landing page. How would you like to get x result? I would drive traffic to that landing page (not the sales page). As soon as they opted-in, I had the beginnings of a list. (By the way, if you don't have a list, then you don't have a business.)

I was driving traffic to this wrapper, this landing page, this pre-frame that was talking about the result that people wanted. I wasn't even talking about the product. As soon as people opted in, I gave them a little appetizer of the results. I gave them three videos that helped people get a little bit of the result that they were looking for?

Then after the videos, I would recommend the product. "If you like these results and want even bigger results," I asked them to check out the product.

At that point I would direct people to the sales page.

My conversions went from 2% to 20%. That's a factor of 10x greater! The people that were coming through my funnel, they didn't care about the product or the sales page. At the end of my video series, they were going straight to the check-out page.

System Work, People Fail

After this I asked myself, could I replicate this success? What were the actions (the awareness again) that could lead to those results?

Well, first of all, I was promoting something that looked very different from the typical affiliate sales page. When you do that, you will dominate that market.