



Millionaire Mindset Report

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Do A Little Each Day

If you want to see fast, consistent, and profitable results with this training, then you need to stop what you're doing and read every word in this report.

That's because these are the habits of the most successful people on the planet, and just following them will get you closer to your goal.

Now whether that goal is a few bucks in your pocket, or millions of dollars each year in client accounts, these tactics and resources will see you reaching it.

You Might Have The Wrong Mindset

Whether you are studying this course to make a life-altering journey into business ownership, seeking to build a nest egg, or just need to pay some bills; if you're reading this training, then *something* is *just* off.

Let's be honest; you wouldn't need courses like this if you were already making great money with some business idea or high paying job.

You are seeking better...

The wrong mindset will mask your true potential and always make things seem worse than they are.

Truth is, you don't even *realize*:

Where you are **now** is right where **you want** to be.

There has never been this much **opportunity** in all human history.

Modern living has given us effortless ways to make a living...

Yet most major troubles do come from a problem of money

– not enough of it.

Money certainly can't buy you happiness, but it can pay for everything else.

**Money Can't Buy Happiness, Yet It Can
Help You Become "Mostly Carefree"
And Still Be Miserable**

I'm not saying you should make RAW GREED your ultimate motivation for chasing your dream of financial independence.

Greed is dirty.

Yet generating wealth, prosperity for you and your loved ones, and helping other people with their challenges is **good**.

If the driving force behind all business is making money, then that is what should be the driving force behind your own actions.

Your Motivation Beyond Money

Besides a desire to put cash in your pocket, there is another important question:

Why do I want to make money?

Very few people can make money for money's sake; there is always another reason behind the drive.



Common Drives:

- Sex
- Power
- Fame
- Status

Is your reason on the list?

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Probably not – I've found that most regular people are not driven solely by sex, power, fame, or high social status.

Most of us have more important reasons behind the actions we take.

These reasons are what keeps you going and on the path towards progress.

For example:

John, a father of modest means, works two jobs for a year so he can pay for a two-week vacation to Disneyland with his wife and two kids.

Sheryl wants to purchase and stock a She-Shed with art supplies so her two daughters could enjoy crafts outside.

Jeremy spends 12 hours a day on sales calls because he wants a Lincoln Navigator and still afford his mortgage.

Kenny wants to travel to exotic beaches and kite surf.

These characters all have income goals **because** they want to do something with that money. Just banking the money could be a reason; but the real reason is that you want to buy stuff, build a nest-egg, a legacy, do something fun, or create security for you or someone else.

Know What Those Reasons Are **And Think About Them Every Single Day**

Write down your reasons for earning income on post-it notes, stick them on the bathroom mirror and on your visor in your car. Post them to the fridge: front & center – everyday.

How to Get Started, Today...

Read and study this guide multiple times.

Engineers don't build bridges after reading their textbook once in college.

Don't expect to start or grow a business doing things once.

Everything from your prospecting, outreach, and follow-up need to occur multiple times to get traction.

The Trick to Getting Started Is Time Management

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Don't rush. Rushing leads to mistakes.

Just start with 1 hour per day.

As you are learning, that 1 hour will be for studying and experimenting.

Once you learn the ins & outs of this program, that one hour should be spent building lists and conducting outreach.

Most of your efforts will and should be related to outreach.

For now, just keep these things in the back of your mind:

Set aside a dedicated hour to work this project.

If you have more time available, use it!

Every hour spent is one step closer to your goals.

Eliminate all distractions. Turn off the TV. Find someone to watch the kids.

Of course, you can get things done faster if you have more than one hour per day, so do more if you have more, yet progress can be made simply with 1 hour of time.

Fun Note: There was a study I read a while back (2003ish) that said employees in many corporate offices do less than 2 hours of actual work per day!

If you track how you spend your time, you will find time you didn't know you had.

The Magic of Exponential Growth

If you were to take a penny, and double that penny every day, you will see an incredible return.

That's because that penny, doubled each day, compounds, and grows exponentially.

After two days, you got two pennies.

But after thirty days of doubling, you would have over \$5.2 million dollars!

Yet, if you stopped at day 27, you'd only have around \$670,000.

The point here is that each day you spend an hour or more working on this project, the more the results will add up.

Visualize Your Future

There's plenty of coaches and gurus who preach that you should visualize where you want to be...

To see your goals in your mind, and picture what it will be like when you finally make them real. Unfortunately, just visualizing them doesn't make them real.

You need to do something with that vision and put into practice steps and tactics to make them real.

Yet, when you have the vision – a clarity of vision – then each day you know WHY you are doing this project.

How Your Personality Impacts Your Vision

A **successful personality** would make a statement such as:

I don't know how to do social media marketing, but I'll give it a try.

Where someone who has a **less than successful** personality might say:

I don't know anything about social media, so why bother trying...

Do you see the difference?

The person with the successful personality has a mindset with a positive vision, where someone who has the wrong mindset has a negative, defeatist personality.

The defeatist might have a vision, but their negative outlook ensures they never even try to make a difference, learn new things, or even get out of bed in the morning.

Your personality and mindset are a choice.

You can choose to visualize and make real your goals and dreams.

Or you can choose to give up and go nowhere.

Is nowhere a place you want to be? I don't think so.

Reinvest And Grow

As you start booking clients, you will naturally start generating revenue.

What a wonderful place to be!

Booking clients makes you feel good.

It is the definitive sign that what you're doing is working and that you can scale it from here.

Cashing your check or spending the money you earn as a social media consultant makes it even better.

Victory is a sweet wine.

But don't get drunk on victory.

Resist the urge to spend your proceeds lavishly or irresponsibly.

Here's what you should do with your earnings (profits).

- Take 20% and put it away where you won't touch it.
 - This covers taxes (discuss with your accountant)
- Take 30% and save it – consider it as a salary but talk to accountant.
 - Spend some of it on yourself – something fun, cool, or satisfying.
- Save 20% in the business account as a general fund
 - You can take this as profit at some point but collaborate with an accountant to come up with the right plan for you.

Now, take the remaining ~30% and reinvest.

This reinvestment can come in several forms.

I submit to you a list of the things most purchased with 'reinvestment' funds:

- Professional Skills Training
- Personal or Sales Coaching
- Small Business Training
- General Accounting Principles Courses
- Marketing And Sales Materials

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- Assets and Tools
- Office Equipment

This is by no means a complete list...

But it shows you what's out there.

What's available to you, so that you get help, get the job done faster, and grow professionally and personally...

Just hording the money you have earned won't help you.

You need to keep that money moving and working for you.

Hire Out The Work

Outsourcing Has Incredible Benefits

If you're like me, you see the clear benefit to having someone else do the work.

We both know time is an irreplaceable resource.

If you can buy yourself just an hour of extra time each day, what could you accomplish?

Imagine this; your outsourcer lets you have an extra hour per day.

What would you do with that hour?

Spend it with your family and do something you really love?

How much happier would you be spending time with your kids or your spouse, knowing that the challenging work is being done by somebody else?

More time is a prime benefit of having an outsourcer, but it not the only one.

Everybody has weaknesses. Mine is artwork.

The extent of my artistic ability hovers somewhere between stick figures and arranging letters in my alphabet soup.

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I always go straight to two graphic design outsourcers because they make impressive covers, flyers, and presentation artwork in less than an hour.

I know what they make will look and work better than anything I can produce in a few hours of toiling in Photoshop.

So, the other benefit is filling in the gaps, or making up for your own weaknesses.

In other words, if you're incapable of making banner advertisements, an outsourced graphic designer could create it cheaply in a fraction of the time it would take you to learn design, Adobe Photoshop, and Adobe Illustrator.

Another benefit is productivity.

If you can have someone producing custom widgets for you, how many various products could you have to sell to clients?

If software development is not a passion and strong suite, an outsourcer can increase the volume and value of products you offer.

So, hire out your weaknesses.

And play to and grow your strengths.

Clearly you are better positioned to do this as your grow and start taking on accounts but go into this knowing that one day (soon) you will be building at least a team of outsources to help you enjoy the business you've built, instead of being married to it every waking hour of every day.

Before you go looking for someone outsource your work, it helps to know what you need.

For example, a source might know how to make a flyer in Adobe Illustrator, and they may even be able to give you a few designs, but they won't know what you want to say on the flyer itself.

This is because they don't know what your mission is. They will only have a loose idea about what it is you're trying to accomplish. You'll have to fill in the details by providing ideas, instructions, and a starting point.

Take a few minutes and imagine what your finished job will look like.

So, for this example, imagine a flyer.

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What does it look like in your mind? What colors will be used? Can you see any pictures on it? What might the headline say? What is the flyer selling?

These questions help you define what work needs to get done, so you can give the source the proper instruction to finish the task.

NOTE:

I've included a list of outsourcers in the Bonus Zero Hour Outsource Guide.

Check out that guide and use it as a reference when there is work you want to outsource.

Where this will be most appropriate is after you've gone through the process a few times with clients.

On the other hand, if you don't consider yourself a good writer of this type of content, and since social media is writing-heavy, you can hire an outsourcer to pen the content you need for clients or even as example content that you can use in your sales proposals.

Reading List

The following is a reading list that I highly recommend you go through.

There are 12 books here.

They are easily read, and you can read one per month at a leisurely pace.

- Psycho-Cybernetics – Dr. Maxwell Maltz
- The Slight Edge – Jeff Olson
- The Ultimate Sales Letter – Dan S. Kennedy
- The Ultimate Sales Machine – Chet Holmes
- 12.5 Principles of Selling – Jeffrey Gitomer
- Think and Grow Rich – Napoleon Hill
- The 7 Habits of Highly Effective People – Stephen Covey
- Awaken The Giant Within – Tony Robbins
- Extreme Ownership – Jocko Willink
- Win Bigly: Persuasion in a World Where Facts Don't Matter – Scott Adams
- The Entrepreneur's Guide to Getting Your Shit Together – John Carlton
- How To Win Friends And Influence People – Dale Carnegie

But don't just read them once.

Remember, repetition yields result. Read each one of these books more than once. Every time you go through them, you will learn something new...

Something helpful.