

# The Nitro Marketing Mindset Revealed Training Transcripts

Featuring Kevin Wilke, Matt Gill  
& Special Guest Tellman Knudson!



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# **"The Nitro Marketing Mindset Revealed - How to 'Re-Program' and 'NITROize' YOUR Brain for SUCCESS Using the Power of NLP! On-Demand-Training**

**LOCATION:** [www.nitromindset.com/webcast](http://www.nitromindset.com/webcast)

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Kevin:

I want to welcome everybody to tonight's webcast. This is going to be a pretty exciting one; very different from any of the ones we've done in the past. We are going to be talking a lot about the philosophies and things we do over here at Nitro to produce all the kinds of successes that we have, it's not about the details on traffic or conversion or anything like that, it's more about the mindset that you have and really the more successful you become the more you realize your mindset is what allows you to be successful and get more successful, so really it is a key part that you really need to focus on to get to that next level that you want to get to and we are really excited to be able to share everything that we know about this with you as well as enhance it with our special guest tonight. So if you are interested in learning the secrets of how we get started fast, how we focus on our projects and follow through to completion and launch dozens, probably more than dozens of new projects every year then this is exactly what you want to listen to.

So Matt, do you want to introduce the secret Mr. T?

Matt

Yes I sure do. First I want to mention to everyone to be sure to stick around to the end of the call tonight because we are going to be giving away a \$97 product of ours to everyone who is in attendance live tonight just for listening in and we will give that out to you a little bit later on actually towards the end of the training tonight. Like Kevin said, you are in for a real treat because we brought in real special guest tonight we have been calling Mr. T, keeping his identity under wraps until now, and I am very excited and happy to reveal his identity to you. It's not the Mr. T that you are thinking of, "pity the fool"; gold chains and mohawk; this gentleman's name is Tellman Knudson. Let me tell you a little bit about Tellman, he is the founder of NLPexpert.com. You can get his newsletter there. He is a NLP practitioner which stands for Neuro Linguistic Programming and he is a certified hypnotherapist as well and he started, owns and runs five hypnosis and NLP offices in Vermont and Massachusetts. Tellman specializes in working with Attention Deficit Disorder children and adults but now he has decided to take his business global. We met Tellman I guess probably about 5 months ago or so and had some very interesting conversations with him that led to the development of the product tonight, which we are extremely proud of the way the product turned out. We're excited to launch it to you to help others achieve the breakthroughs and success like

we've had. A lot of it has to do with right between your ears - I know a lot of people have heard that term before, but it is very true. You can have all of the knowledge and tools that it takes to succeed, but still never realize that success until you get things right in your mind. And Tellman is going to help convey the ideas, techniques and the mindset that we use here at NitroMarketing to create homerun after homerun in our projects.

A little more about Tellman, he works with a number of other highly successful marketers as well besides us and other top performers in their fields of expertise to develop audio programs based on how they effectively produce specific behavior results in their life just like I discussed a minute ago. And they all use the powerful concepts and ideas found in NLP. Tellman's style is very result oriented and focused on change, rather than simply talking about change. He has a real profound ability to teach you to literally reprogram and upgrade your mind for success, in this case tonight, for Nitro success. So prepare yourself for something totally amazing tonight. With that I introduce you to Mr. Tellman Knudson.

Tellman

Hey guys, how are you doing?

Matt

Hey Tellman, thanks a lot for joining us tonight.

Tellman

Well, it is my pleasure, my pleasure to be here. So I guess I would just like to talk a little bit about where this whole project came from and why it is that everybody is on their phone, well, in front of their computer right now listening, you know why is it that thousands upon thousands of people are so excited about how all this works and basically I've been studying and researching internet marketing methods for several years working towards brining my own practice global, just as you mentioned earlier and one of the things that I found as I was reading ebooks and taking ecourses, reading newsletters and so on and so forth was that there is a statistic that was floating around online about the fact that 90% - 95% of the people that are out there who purchase any given ebook or go to any given seminar actually don't utilize the information that they acquire and I was curious about this and I was actually wondering, come on now, is that realistic, or how real is that kind of a number. And my father is a dentist and I thought well if it is true in internet marketing I wonder if it is true in dentistry. So what I did was I gave him a call, I said hey dad, what's the story. Is there any kind of statistics out there where people talk about dentistry and going to seminars and learning something new and he said you know what about 1% of the people out there utilize what they learn in the dental seminar. As a matter of fact, if you take just one little teeny tiny thing away from a 3-4 day dental seminar and actually use it, you are in the top of your field in terms of actually utilizing the newest and most advanced techniques and principles. I thought that was the most ridiculous thing I have ever heard. You have all these people going to these seminars for days on end that could be making a ton of money in their office and they are not there because they wanted to take the time to go to a dental seminar or an internet marketing seminar or what ever type of seminar you are going to, spend a ton of money going, it's

obviously not vacation, you are there from the first thing in the morning until late at night learning all this stuff by the time you are done your head is about to pop and a very, very, very small percentage of people actually use anything that they learn so I was wondering why that was because what I did then was I turned around and started looking at the results I get in my private hypnosis and NLP practices; when I am working with people one on one and I said well what percentage of the people that come into my office actually get results. I found that 95% of the people that come through the doors achieve what they are looking to achieve. That is a pretty astronomical figure.

Matt

That's like the opposite side of the spectrum there.

Tellman

It is. It is the opposite side of the spectrum. So then I had to ask myself the question, you know, "Why is this?" I realized something, when I am working with a client to quit smoking or to lose weight for example, do most of my weight loss clients know how to lose weight when they walk in the door, most of them do, they might not know everything there is to know but they know an awful lot of stuff that they are not doing, yet when they leave, they do it, what I'm getting at is the type of work that I do and the principles that we are going to be discussing here tonight and some of the things that you are going to be learning about and begin to actually have some tools available to you to start utilizing will teach you how to get your brain to do what you want it to do, not just talk about doing what you want it to do, not just read about doing what you want it to do, how are you going to actually get that ebook that has been sitting on your computer for the last six months that you have been meaning to get to sometime, how are you going to read it from beginning to end and then actually implement some of the ideas, techniques, and principles outlined in that, are you actually going to capitalize on hundreds perhaps thousands of dollars you've spent but you haven't started to use yet or you haven't started to use effectively. Are you going to remain in the 95% of the people who aren't doing anything or are you going to step up to the plate and become one of the 5% of people who are successful online. And that's really where all the inspiration for this came from. I said if I can get someone to lose weight, which is an exciting thing to do, I certainly, certainly can apply some of the same principles to help internet marketers, really, really get the Nitro afterburners on fire and start moving.

Matt

Before we get started on the questions that we have for you Tellman, can you touch briefly on the product we created together? Specifically how the principles you just mentioned apply to the mindset and the tactics and techniques that we use here at Nitro Marketing.

Tellman

Absolutely, the first question was let's say I want to create this product, this audio series, who am I going to do it with? The fact of the matter is nobody knows who I am in internet marketing, why should they? What I wanted to do was approach a tremendously, tremendously successful marketing company or marketing business and work with them

one on one to create a powerful product that was not only a useable powerful product but it was actually based in real life principles that have caused people to see real success – bank-account style. So what I did as Matt or Kevin mentioned a little bit earlier, I went ahead and got in touch with Nitro and said “hey guys, this is the idea” we can, utilizing some of these NLP based principles, begin to literally tap into your subconscious mind, to extract the necessary concepts and ideas simply by asking the right questions that allow you, Matt and Kevin, to be so successful and then we can turn around and we can apply mental techniques, teach people how to apply these same techniques in ways that taught their minds to literally act and behave in a more effective manner, literally upgrading your habits and your beliefs, your abilities, your strengths so you can begin to think a lot more like Matt and Kevin. So that’s where the idea came from and then what we really wanted to know is well, we can know what we want to do and that’s really fine but ultimately what is it that people need the most in order to be successful and even more importantly what is it that subscribers, people who are already connected with Nitro, need the most to be successful. We could just come up with something off the top of our head and it may or may not be what you really need, and what we found out was there were three primary incredibly, incredibly, essential ingredients that people wanted in order to become successful. They needed to develop abilities, skills, habits, behaviors and thought patterns in the ability to get started, to take action, to take the first step. They also needed the ability to focus after they had taken the first step, to focus in on the task that needed to be done, to learn how to block out distractions, and really understand what it is that is important to focus on and how to get your brain to do that. And finally after you’ve achieved that focus people really wanted to develop the ability to follow through, to finally get that last web page up, to get the payment option set up on your website, whatever it is you are looking to do, to follow through on that project in order to make something happen. What I did was spend several hours on the phone with Matt and Kevin to ask them questions that they didn’t have any idea how they were going to be able answer when we started about how they kick, about how their brain works in those abilities and based on what they told me, based on what they explained, I turned around and applied some of these different mental training techniques and principles to begin to teach you quite literally, how to take control of your mind and consequently take control of your marketing and your success.

Kevin

Tellman, the information that you were able to extract out of our mind really amazed me and what we were able to share with everybody on those audios is just so much more or better than I thought it was possible going into it.

Tellman

It really is quite amazing, the types of profound answers that people will give you if you ask them the right questions but it is all about the art of knowing what questions to ask and that can take a lot of study and a lot of practice. Yes, but the information was absolutely phenomenal and it made my job almost easy because both of you understand so clearly how it is you get things done, even if you haven’t consciously thought about it before.

Kevin

Sounds pretty amazing. So let's dig into tonight's webcast and share some great knowledge with everybody tonight. I am sure going into this the big question in everybody's mind - I know it would have been in my mind if I was in their place - is what exactly is NLP, what does it stand for and how does it work?

Tellman

Well, there are a couple of things I'd like to throw out there about NLP and basically I use NLP on a daily basis and there are thousands upon thousands of other people in the world that use NLP all the time working one on one with people. It is a tremendously powerful system, if you will, or body of knowledge, concepts or ideas that were developed by quite a few people, but the co-founders of NLP back in the '70s range of time were Richard Bandler and John Grinder and they worked with quite a few other people including Robert Bilge who has done quite amazing amount of work on modeling to develop the principles, the techniques, the ideas that you will find in any of the hundreds of books on NLP that are out there today. There are trainings in every major and minor city in NLP every single month. There is an amazing wealth of information there is the original stuff that was developed and there's been a continual research study application variants that have come out and been developed as a result. So it's really important for people to understand and know that NLP is not only tremendously powerful but I didn't develop it. There are so many people involved. NLP was actually developed by studying the minds, the brains, similar to what we did with you, Matt and Kevin, NLP was developed by taking a close look at the minds and brains and the communication patterns of some of the most successful communicators, in this case some of the most successful therapists, of the time back when Bandler and Grinder worked at creating NLP and some of their names were Milton Ericson who is a phenomenal hypnotist there is Virginia Satir and Gregory Bateson there were a few other people involved as well. So NLP generally speaking in most schools of thought stands for Neuro Linguistic Programming and you will find that different people will give you different definitions of exactly what that means but most people would agree neuro meaning nervous system or brain related; Linguistics meaning communication and programming meaning learning how to program your communication with yourself by communicating with yourself more effectively and using your own models of thinking and processing information so you can, in fact get yourself to take action but the most interesting thing about this is it also turns around; it can be applied directly to other people as well. This is where you will find books and other trainings on NLP in sales, NLP in writing, I know Joe Vitale knows a lot about NLP when he talks about hypnotic copywriting so there is a lot involved. And what it comes down to is the techniques that we use in the Nitro Marketing Mindset are all about; it's kind of like if you were to take a training course in a particular programming language and then turn around and use that programming language to write a piece of software for your computer and of course, you have to understand what type of computer you have, you know, in order to do the right type of writing, you have to write the program for that particular platform. Are you talking about IBM or McIntosh? What system are you running, how much RAM and hard drive space do you need. You know, what are the requirements? And these concepts and ideas allow

you to begin to literally write programs that people can then turn around and install in their brains simply by going through the exercises outlined in the Nitro Marketing Mindset. It is a pretty powerful thing. It is almost like accelerated learning. It is an absolutely amazing thing. So NLP stands for Neuro Linguistic Programming and my experience of both hypnosis and NLP is that it's all about accelerated learning and learning how to tap your mind's potential. Your ability to learn a new habit, thought pattern, reaction, just incredibly rapidly and in as little as five minutes or as few as one to five run throughs of a given technique or idea. Bam! You now have a new habit or reaction for your brain to use to be much more successful and effective in whatever it is you want to do and in this case we are applying these programs to effective marketing skills.

Kevin

I guess what you are saying, Tellman, is that NLP was developed and then over the past 30 years or more it has been proven to be an effective process at accelerating the learning phase and implementation phase for people out there to accomplish whatever they are wanting to accomplish, whether it be in sales or weight loss or in our case be more effective at marketing online.

Tellman

Absolutely. I mean you will find that sports NLP is very, very big and most Olympic and professional athletes actually work with hypnotists or NLP practitioners to literally tune up their mind's ability to perform more effectively in whatever it is they are doing. Whatever your favorite baseball team is or your football team or soccer team, chances are pretty good that they have a sports hypnotist or a sports NLP practitioner that they work with to really amplify their abilities. It is a really amazing concept.

Matt

All right, well thanks for setting that up for us and explaining exactly what that is and what goes into NLP, Tellman, I appreciate that. I guess the next question we have for you is what are the three main ways that people process information?

Tellman

Well, number one, this is a pretty complex question because there are literally hundreds of thousands of ways that people process information. The real question is, if people are going to be processing information and thinking in different ways what we are really talking about here is how do people communicate and how do people go about affectively learning something and what we are talking about in this case for the purposes we have in this question are the three primary senses that people tend to use and again this is within the overall spectrum of NLP the concepts and ideas that people use to learn things effectively and different ways you can communicate. The first one is visually, everyone sees. You see things with your eyes and you also create pictures in your mind. People also hear things with their ears, so that's auditory and finally people feel things, both physically and they feel things emotionally and of course, that's kinesthetically. So in terms of what we look at different ways of writing copy for example, you will find that a lot of really successful and effective copywriters will touch on all of these areas in order

to affectively communicate their message to the widest possible, variety of people; however it's also important to recognize where your personal strong points are. How do you learn the best? How do you communicate the best? You may find that it is a surprise, you may have no idea or you might find that it's pretty obvious maybe that you may always think about things in pictures or maybe you are always thinking about things in words or tone of voice or you are really tuned into sound. As a hypnotist and working with audio a lot I tend to process and learn things very easily if it is presented in an auditory fashion but of course all people learn all things all ways as well so visually, auditorially, and kinesthetically are the three top ones that we talk about often at NLP.

Kevin

Cool. All right, well let's dig into the core of tonight's call and that is how people can get results. So what are the key elements that determine that people reach or exceed their goals or they just continue failing?

Tellman

You know this is a really important one and you will find a lot of people out there in self-help in general talk about goal setting. Goal setting is a very important thing, but unfortunately there are a lot of people out there that set goals that never reach them and the question is why don't I; what's holding people down? What is stopping people from reaching their goals? It's a very, very, very, very, very simple concept and it has to do with focus. Now when I say focus, I am not necessarily talking about being highly focused, I'm just talking about what you are thinking about on a day-to-day basis. More importantly than what you are thinking about is how you are thinking about it, but without getting into too much theory here, what it really comes down to is how are you focusing. Are you focusing on what you want or are you focusing on what you don't want? There are different types of people that are motivated by different types of things. There is no arguments about it, but if I say don't think about a pepperoni pizza, what are you going to think about? A pepperoni pizza, it's the first thing that pops into your mind. But if I say think about alfredo sauce, then you are going to think about alfredo sauce. The question is do you want to be focused and thinking about your goal and what you want so that you can begin to strive toward it to notice those things in your life and to begin to bring all the pieces together in order to achieve that goal or do you want to be focused on all the things you don't want? Do you want to be focused on all of the terrible things in your life or the fact that, you know if your goal is just to get out of poverty, you are probably not going to get very far. But if your goal is, you know what, I am going to make \$10,000 this week or this month or this year, it all depends on where you are at, but at least it's achievable. Getting out of poverty isn't achievable because you don't know when you've done it, there is no benchmark and there is no deadline so ultimately it has to do with how you are focusing. Are you focused in your mind in a way that is going to drive you towards achieving that goal you set or are you focusing it in a way that is going to leave you scattered, unsure about what to do next; what are the next steps to take and when we are talking about goal setting, you know this is a big, big thing in the Nitro Marketing Mindset and in the inner workings of one of the main, primary things that we started finding out about when I started asking Matt and Kevin questions for this amazing audio series that we put together. There were just some tremendously powerful

techniques, ideas, strategies that Nitro uses literally on a daily basis from the ways they check their email to the ways that they communicate with their thousands of affiliates and the many different project managers and colleagues that they have to achieve the amazing success that they have achieved so goal setting is very, very important and how you're focusing on your goals is essential but the question really becomes, well so what; what am I going to do next and I will tell you just personally I was blown away; I learned an amazing amount, personally about goal setting just from talking to Matt and Kevin and I have applied... you know that's the greatest thing about doing some of this stuff is it doesn't matter how successful you are, you can learn so much from someone else who is already successful as well or even more successful than you are so goal setting and focus are something we cover a lot in Nitro Marketing Mindset.

Matt

The amazing thing, Tellman, was that I think Kevin and I both learned a lot from even our own answers. Like you said before, you were able to ask specific questions in such a specific way that it pinpointed some of the things that we are doing that we probably couldn't actually put our finger on ourselves and therefore we are able to now duplicate some of those things and do them time and time again. It was a pretty amazing conversation.

Kevin

Yes, Tellman going into it, we never would have said that, or would have talked about goal setting because we don't view it that way so it is a very unique way that we go about setting goals and how we view those goals that we presented in the audios and like we don't sit there and say here's our goals that we set for ourselves we have to accomplish; it's kind of a different twist to it.

Tellman

Absolutely. I mean it's...that's the biggest part about this whole process, in terms of finding successful people in very, very particular areas; niche markets for lack of a better term or niche areas of interest and to find out how it is that they run their brain in order to be successful and that's really the key to all of this is that it's all about the habits you have, it's not about the conscious things that you are doing on a daily basis, because those change. It's about the habits that you are doing every single day that you are probably not even aware of that determine whether you are highly successful or whether you are highly unsuccessful so and that's exactly why it is that you started learning a lot of things about the inner workings of yourself as we went through this process.

Kevin

Well, while we are talking about goals, what are the two reasons that people set goals and more importantly what's that one reason that's most overlooked?

Tellman

Well, I will tell you, this is absolutely, astronomically huge, how many times have you heard when you ask someone well why don't you just do this? Right, maybe you are on

the phone with a new affiliate and you say hey, why don't you go out for this and then you hear something like oh well, I just don't think that is realistic. Do you ever hear that?

Kevin  
Yes.

Tellman

People sell themselves short on what they accomplish all the time because they often can be...for whatever reason afraid of failing, afraid of being wrong, afraid of not accomplishing what they set out to accomplish and so the two reasons that people set goals is, the number one is people set a goal based on what they think they want to achieve. You know, what do you want to do? What do you want to accomplish? Great set a goal, now what. Now that's fine and you need that. That's component number one. That's what most people do and that is where most people leave it; what do you want to accomplish? Well I want to make \$100,000 this year, well that's great, if you made \$100,000 last year how excited are you going to get about just doing the same old, same old again? Probably not that excited if you've already done it once. So the second reason and this is the most overlooked one, is you have to set a goal if you want to have a chance at achieving it. You have to set a goal that gets you motivated. Not only get you motivated to think about it but gets you motivated enough to do something about it and actually take a step toward achieving that thing you want to achieve. It has to be big enough that you are going to stay up late and get up early in order to achieve it. You are going to open your eyes and say I am ready to work like a steam crane in order to achieve this goal every single day until it's done and everything else goes by the wayside because this is what I am going to accomplish and I am absolutely excited.

Kevin

So what you are saying, people should start setting goals that are motivating them, I mean they are not setting the right types of goals or don't focus on the right type of motivation that is important to them?

Tellman

Bingo! You have to set a goal that's essentially going to get you pumped, that's going to make you feel like you will do anything to achieve this goal so and that's where most people sell themselves short. Yes, it's going to be challenging, you know, if a goal isn't challenging then you're probably not going to accomplish it anyway because you're not going to put a lot of work into it. Does that make any sense?

Kevin

Oh yeah. Definitely. I mean people just need to focus on like when they come up with a goal that they want to achieve they have to evaluate, do that self evaluation; is this something that gets me motivated? If not, then you either need to rethink that goal or either rephrase it to yourself or think of a new goal to replace it that does get you motivated.

Tellman

Absolutely. This is a rule that I live by, both personally and with all of my clients and the most interesting thing here is that I was really hoping that this was the way that you guys think about things. Because of the process that we go through I am much more interested in finding exactly what you think about, not telling you what I think about because, you are the successful marketer, you know, you are the one that's doing this over and over and over again so I want to know exactly what it is you think about and how and this is one of the top issues that came up during the interview process and that we really focused on in developing the Nitro Marketing Mindset.

Kevin

All right. Well let's move on for people following along, we just wrapped up question number 6 and reason number one is set goals to get what you think you want to achieve and then the reason number two, which is the overlooked one is setting goals that get you motivated to take action towards achieving what you want to achieve. The key there is the goals that motivate you to take action. Let's move on to number 7 and I think this is a problem that a lot of people have out there and there's so many people out there that buy products that never seem to actually implement the ideas that they contain. I mean for the most part all these products have great information in there if you just pull out one great idea it could dramatically help your business so why are people doing this?

Tellman

Well as you know we live in the information age and finding information on anything you want isn't hard. You can find, you can buy information, you can take seminars, you could read books, you can buy e-books, you can take e-courses, you can listen to audio sets, you can watch videos. There is every possible way to get information that you can possibly imagine. The fact is we are inundated by information, whether you are talking about spam emails, billboards, advertisements in the newspaper, online, information overload just puts people over the edge. You have no idea how many people I've heard talk to me about information overload and all this craziness about what are they going to do and they don't understand where to turn and what to do next and so on and so forth. Basically, in an interesting kind of way information overload is very similar to goal setting and let me explain. Basically, when people don't set a goal that's big enough and motivating enough to start moving forward and taking the steps necessary to achieve it and then as you mentioned earlier adjust along the way if necessary. If you apply that same principle to really beginning to utilize some of these products and ideas then you say I am going to start with this; pick a random ebook you have sitting on your hard drive, doesn't matter what it is, go through it from beginning to end, utilize whatever principles you possibly can with your current knowledge and there may be things that are over your head, there may be things you don't understand, there may be a lot of stuff that you don't implement on the first time through but the thing is you are not supposed to understand it all on the first time through, you have to learn more, there is a learning curve. So, rather than letting information overload stand in your way, stop focusing on what you don't understand and start focusing on what you do understand. So information overload really slows a lot of people down, and it's a very unfortunate thing. You need to recognize that you are going to screw up, you are going to make the wrong choice and you are going to learn from it but if you don't screw up, if you don't make the wrong

choice, you are never going to learn anything and you are always going to be on information overload. So what we really need to start doing is stop hesitating and start developing the necessary confidence, the necessary attitude and the habits that you absolutely must have in order to plow through information overload and start getting something done, which is what getting started is all about. Taking those first steps even when you are unsure, taking those first steps, stepping out into the open and seeing what happens. That's actually the biggest section that we covered in the Nitro Marketing Mindset is getting started and how to utilize these techniques and principles in order to overcome information overload and start moving forward.

Kevin

Yes, we covered a number of different things on information overload in the audios, just one that I will talk about briefly here, or habit that I have to overcome it or one of the habits is whenever I read a book or listen to an audio or whatever I take notes on that and it's not very detailed notes, it's probably less than one page, maybe a handful of bullet points, a different topic or ideas or concepts or tactics that really caught my attention that I knew that I was interested in to either learn more or apply, I just write down a brief note about that as well as where it's at in the product like the page number or whatever so then I can always go back and review those and I can just look at my half page of notes or whatever and know exactly what caught my attention in that product so I can go straight there and review it or what have you.

Tellman

So that's another important thing, is that's a great way to filter out the stuff that's not useful or the stuff that you don't understand as well.

Kevin

Yes, pull out the information that is relevant to you.

Tellman

Right now. You can always go back and reread it if you want to.

Kevin

Yes, the majority of that information I don't know where to apply right then but I know where it's at so I can always go back and review and when it becomes more relevant or pertinent and I can apply it at that time.

Tellman

Absolutely.

Matt

There were a number of other hard hitting and useable ways that we covered in the Nitro Mindset Product itself that to overcome information overload and help people to actually get started as well but we don't have time to cover all of those tonight. I know that we

spent several hours I think on this particular topic just alone in that product, and Tellman you created a whole NLP power session around this as well right?

Tellman

Yes. I did.

Kevin

Let's move on to number 8 on the cheat sheet for everybody following along and that's your secret super simple change-a-week technique that you are kind of known for here.

Tellman

There's actually one thing, the next two questions were actually things that we were planning on covering but that couldn't fit on the cheat sheet itself so for anyone who is confused on that this is just some extra information that was really important that we wanted to put in here for you that you can take some extra notes on if you like so you won't find as far as question number 8 and question number 9 in my section for future reference.

Matt

Hey, what is this super simple change a week thing you got?

Tellman

So basically this is my newest and one of my most effective concepts and ideas that I've come up with. It's just amazing. So basically, here's the idea. If you made one change to your life style, your habits, the way you go about getting things done in your business or your soon to be business each week for the next year, okay, make one change each week for the next year, of course at the end of the year you are going to have 52 changes. I think anyone would agree if you made 52 changes to your business right now and you could fast forward a year, you would make some pretty big headway, you would make a lot of progress. Agreed?

Matt

Yes, definitely.

Tellman

So basically, here's the idea behind the super simple change a week technique. Most people out there aren't going to make 52 changes in the next year, that's not going to happen, that's a lot of habits to develop in the course of a year so the question then becomes how do you know which ones to focus on? So the question becomes, how do you know which habits to change, which ones not to change? How do you know which ones you are going to be willing to change? How do you know which ones you are going to stick with and follow through on versus the ones that are just going to fall by the wayside? How are you going to stop yourself from beating yourself up when you try to change something and it doesn't work? It happens and it does happen a lot for a lot of people out there, including myself. Well the super simple change a week technique is the simplest, most obvious and most useable technique as far as I can tell on the face of the

earth for changing things in your business. Here's how it works. You come up with a list, you brainstorm a list, initially of say 20 or 30 things that you would like to change about your business or the way you do things, now here's the key. Each one of these things absolutely must take less than 15 minutes a day to do. Preferably less than 5 minutes a day to do and optimally negative time to do and I will explain that in a second. Basically you want things to take a very little amount of time to do, you want them to be things that you truly want to do, that you actually get excited about thinking about doing, okay, they can't be drudgery. If it is something that you really don't like then don't even put it on the list and you start with whichever one you want. You can start at the top of the list or you can pull a random one out or maybe you listed them in priority, whatever it is the case. The first week you go ahead and you schedule in the time that you are going to implement that technique, okay. It should be very easy and I will give you some examples in a couple of minutes. Then what you do is you write it in; in your schedule book, in your palm pilot, on your program on your computer, whatever is the case, you write it in and you might even have an alarm go off at that time when you are trying to do that thing. You do it every day for seven days and if you do it, if you follow through and if you accomplish that everyday for seven days and for some people out there maybe if it is business oriented you are only going to want to work five days, that's okay, just do it five days instead of seven, but if you've accomplished it everyday that you set out to accomplish it, you know that's a winner and that's a keeper and you want to keep doing that same one the following week as well however, if for some reason you forgot to do it, you didn't want to do it, so you choose not to, you made other things priority, that's cool, that's obviously not going to be something that's going to stick with you right now, you throw it out the window and you never touch it again and you move on to something else or you change it in a significant way and then try it several weeks down the road and see how it works then. Essentially what you are doing is you are weeding out each week different types of techniques that are going to work and not work for you so you are pulling away the ones that are not going to work and as you choose a new technique to start implementing each and every week what starts happening is you are carrying over all of the ones that did work and that you did stick with and then you are adding on something again that takes a very short amount of time to do each day. As you do this more and more you will begin to learn the types of techniques that you hate, the ones you don't like, the ones you are not going to do and you begin to learn the types of habits and changes that you are willing to make and for whatever reason your brain is actually willing to follow through on. So over the course of a year, you can make a tremendous number of changes, even if you only made 12 changes and you dropped 40 of them; right now, Kevin and Matt if you made 12 significant changes, forward motion changes in your business, would you make more money next year?

Kevin

Yeah. You're getting me pretty excited about that concept there.

Matt

Maybe just a little bit.

Tellman

It's totally awesome and it's so easy to do, but the key here is you have to write it down and you have to do it every week. You can even go ahead and schedule in when you are going to write down the new technique for the week. You know write in Monday morning or whatever into your book and again if you have a hard time what you can do is bounce your ideas off of somebody else. You can find somebody else to come up with some ideas to talk about business or if there is somebody you can bounce this off of maybe they want to do it too and you can touch base with them and the end of the week and say hey man, how did you do with your change you were making this week; somebody that will hold you accountable if you know what I am saying and really begin to utilize this technique in a way; and maybe you will make all the right choices and you will make 52 changes, maybe you will only make 5 but the point is if you make 5 they're are going to be 5 very well educated changes that are actually going to make a difference. Don't waste your time with things that don't work, throw them out the window and move forward.

Yes that's a very good twist that you have added to that is, evaluating the ones that actually work for you and resonate with you so that way the habits that you are changing are habits that are very strong for you.

Tellman

Bingo!

Matt

That's totally awesome, Tellman.

Tellman

Yes, it's an amazing, amazing thing and I actually apply the super simple change a week technique with every single one of my clients at this point because it is so successful, it doesn't matter what you are trying to change, it's an easy way to make it happen, but the other thing is the super simple change a week technique, just use it for one topic meaning for these purposes we have here just make changes in internet marketing. If you try to make too many changes you won't make any progress, you know too many changes for too many types of things.

Kevin

All right, well let's quickly cover question number 9 and then dive right into the second half of tonight's call.

Tellman

Sure.

Kevin

And for those people that don't have this on your cheat sheet it's "What are your most powerful techniques for really retraining your brain for success?"

Tellman

Well I have to admit to you that I use hundreds or thousands of different techniques on a regular basis and there are a lot of things out there. You can use hypnosis techniques. You can use NLP based techniques. You can use other types of motivational techniques. You can even use techniques that help you to change your brain wave patterns that involve sound frequencies that are called bi-neural beats. There are thousands of ways to change the way you think and really drive yourself forward and there are several different possibilities but what I do is I use a lot of hypnosis and self hypnosis techniques and hypnosis and self hypnosis relate very directly to NLP in terms of learning to reprogram your brain effectively, I could list off 40,000 different NLP techniques, but the point is that the basic ones will really help you out a lot and some of the different twists and different concepts in terms of the way that we've begun to apply those in the Nitro Marketing Mindset is tremendously powerful. You can also use, as I mentioned earlier, sound frequencies and bi-neural beats, but that's a whole other conversation when we start talking about brain wave technology. Finally, there is an amazing technique that I've created that really synthesizes all of this knowledge that we are talking about here called the Tellman Technique and that's where you're really utilizing your own communication to change the way you are thinking about things. Some people will call this affirmations and that's fine, except there is a big difference in terms of it's almost like you are painting a picture, you are telling a story about your life, the way you really want it to be and if you tell yourself that story, if you paint that picture vividly enough, enough times you begin to feel it, really believe it, as this starts to happen you start noticing those things in your life necessary to achieve that thing, it's almost like super powered goal setting. So when we start talking about what are the most powerful techniques I would say that there are quite a few. If you are really interested in studying any of this on your own and you want to look into NLP techniques, you want to look into hypnosis and self hypnosis you may wish to study bi-neural beats and finally, ultimately you are going to be exposed to some of the most powerful methods in the Nitro Marketing Mindset.

Matt

Speaking of the Nitro Mindset product, Tellman, those orders are pouring in as we are talking and I don't have time to count them all but I do want to point out that we are only making 500 copies of this product available during this promotion so I want to make sure that everyone listening in does get a chance to get their own copy along with the \$1,109 worth of special bonuses that we are throwing in for tonight only. We will get into more details on those bonuses later on but I wanted to point out that those orders are already pouring in since there is a limited quantity. We recommend people reserve their copy right away.

Tellman

Awesome. Well I have some questions for you guys if you are up for it.

Matt

I guess it is time to turn the tables again.

Tellman

All right. These questions are pretty interesting and they are going to begin to scratch the surface of a little bit of the types of things that we covered in the audio series, but what I'd really like to start with is something we haven't talked about. So, I hope you are ready because I would really like to know how you guys actually got started, you know, how did you two meet and begin to develop Nitro Marketing and the whole Nitro philosophy in the first place.

Kevin

Well this is a question we get a lot. I think that is a general interest, people want to know the history of the people they are studying or looking to for information. I guess Matt and myself first met up back in the late 1990s working on a similar project together and that's when we first worked together and over time, even though we were doing our own things, we were working on projects together as well and the more we worked on projects together more we realized that was a better use of our time to do things together as a team rather than separately on our own. So over time we just began to focus more and more on the projects that we were working on together where it got to the point where we decided that we needed to do something with this. I guess you would say that was when Nitro was officially born at that point. Which would have been about 3 years ago.

Tellman

Awesome. So I guess then you could say that if you work so well together you must really be accountable to each other. I mean that must be a really fantastic thing having a business partner, somebody to bounce ideas off of. How does accountability and really having some sort of partner, partner in business, help you guys at Nitro to be successful?

Kevin

Well that is one of the things that really came out of our conversations together, how important accountability is to our business because like most people out there that are working on their own, they really have nobody to be accountable to except themselves and my personal experience, and my past is that you really have a hard time holding yourself accountable to yourself. By having somebody else that you are responsible for, a partner or whatever, it really motivates you to get things done and to make that personal commitment.... You are making that personal commitment to that other person so you kind of hold each other accountable for the success of the business that both of you are responsible for. So I'd say accountability is a key aspect to our success and really it's something that other people can duplicate, they don't have to start a new business with somebody else, I would not necessarily recommend that, but by finding other like minded people that they can kind of work together, share information, hold each other accountable for their individual businesses.

Tellman

Well just out of curiosity any thoughts on, how would people go about doing that?

Matt

Finding an accountability partner?

Tellman

Yes.

Matt

Well, one easy way would be to purchase this product we are offering tonight and we will help every single customer of this product find a partner, someone that they can work with in this accountability fashion.

Tellman

That was one of the funniest and most amazing things to me that came out of the conversations with you was the idea that being accountable to someone else really helps you to take action and to move forward. You can't just slack off, not show up and not get the job done and so what we decided to do was, I had the idea, hey if there are going to be all of these hundreds of people buying this product, why don't we hook them up with an accountability partner that has a strength that they really want to develop in themselves and that's where that whole idea for an accountability partner came from, but I guess we will be talking about that a little bit more later on.

Matt

Sure. The funny thing is when we are talking about accountability here is it is not so much, someone hovering over you and saying hey, where is this you said you were going to do, how come you didn't do this, you know, its' not like that, for us it's more of a personal pride thing, it's like, for instance when Kevin and I are working together, it's like hey, this one particular step, I am going to take ownership of that and I am going to make sure that that gets done. You never find us going back and forth, like hey man you sure dropped the ball, how come you didn't get that done? It's more like, you know, oh I got this in the works and I am going to have it done by this day, so it's not like something that's just painful, it's something that just helps. If you have any kind of personal pride at all, something that helps keep that in check and something that helps keep you motivated to do what you know needs to be done. Does that make sense?

Tellman

It makes a ton of sense. It's all about keeping your mind in the right place to stay positive and move forward rather than, one of the nicest things about being a marketer online is that you don't have anybody else hovering over your shoulder, it's you, but if you have somebody to help motivate you, it is a really powerful thing.

Matt

If you told someone you were going to do something and your goal is to get it done by a certain time then it's more likely, if you have to answer to them and say if it's done or not done, you better have a good reason, it helps keep you on track.

Tellman

Let me ask you a question then in terms of, obviously you two work really well together and what can you tell me is the mindset that you use to get projects started quickly and take them from the initial idea to launching them within weeks or even days instead of taking months or years the way a lot of people do and what are the components of the mindset that you utilize in doing that?

Matt

First let me answer that from a high level, you mentioned the components of our mindset and when you break down this Nitro Mindset it falls into three categories. One is just getting started, just getting going. Number two is focus, staying focused on the project at hand and what you set out to do. Number three is following through on all that, tying them all together and actually executing what you've set out to do and let me tie those three aspects together and it becomes a really powerful synergy that really helps us launch an idea and get it to market and actually have success with that in a relatively short period of time and I guess to drill down a little bit further on that the part of the question where you said taking that from an idea to launch within weeks or days instead of months or even years, you know that's just something we learned, to create a system, we will talk more about systemization later on, we created a system where we can tie those three components together and execute them in a relatively short period of time because we are such a result oriented company, we don't have time to invest our time and energies in a project that we are not going to see a return on for a long time, we've learned to tie it all together into something that works relatively quickly. Again that comes down to our systemization I would say.

Kevin

Yes, to look at the process from a high level in tonight's call, here's kind of the steps that we go through in launching something or getting anything done in general with a project. First, you have to look at that project and break it down into major steps or tasks that it's going to take to launch that project or move it to the next level or what faces you in the next 30 days with that project. So those are the major tasks, it might be four or five or maybe even a dozen, who knows and then take each major task and then break it down into smaller tasks that is going to take to accomplish that big task but we have one big task to accomplish, let's say it's create the follow up sequence for your auto responder, so then you take that major task and break it down into individual tasks. First you would have to sign up for the autoresponder account, second you would have to implement the signup form at your website, third you would have to plan out the sequence of messages that you are going to send out and then after that you would have to write those different messages, get it uploaded and get it into the autoresponder and test it out. So all along the way there are smaller steps and you just assign dates to everything. So you assign a date to the major task you want to accomplish as well as assign dates on when you want to accomplish each of those minor tasks. So that way you kind of put an accountability into your business that way by putting dates on when you need to accomplish things that you say need to get done. The final phase of it is just the weekly evaluation, evaluate where you are at with everything each week and the great thing about the package you put together is we share with you exactly what we use over here at Nitro to accomplish

all of this. We give you the exact forms and processes that we use so you can duplicate it exactly the same way in your business or modify it or however you want to. So I think that is one of the very powerful things that we give you in the package is those forms and processes.

Matt

I agree. Reflecting back on all that is in there, we might need to go raise the price real quick, there's a lot of stuff in there - this is a steal.

Tellman

One thing that I would really like to point out about that, is that all of the things that are in there are as a result of what everybody wanted in order to be successful. It wasn't like we just grabbed a bunch of stuff and tried to come up with things to add in there, as we went through the process of investigating the subconscious patterns and habits of Matt and Kevin there were these holes that were left that we didn't have the ability to communicate effectively in an audio program, like what do you do...step-by-step, is there a checklist, are there sheets that are available, how is someone going to have an accountability partner, Nitro has it and that's great that you guys met, was it fate, who knows but what about the thousands of people out there, sitting at home, alone feeling like they are alone in this internet marketing game and don't really have anybody in their own town or city to talk to, this is going to take care of that problem so I know that one thing you talk a lot about is building confidence in terms of being a really important piece of the Nitro Marketing Mindset. What are a few examples you can give of ways that people who are maybe new to internet marketing can use to start to build the necessary confidence that they need in order to continue to move forward?

Kevin

Well there are three main parts and the first part is a lot of confidence comes from success, the more success you experience the greater your confidence becomes so first would be to focus on your past successes in your life and really it doesn't have to be anything huge, just accomplishing anything is a success in itself, so you build on that. So you've got the first step done on your checklist, that's great, you did something positive, now you move onto the next step and you always focus on being successful and not focus on the things that didn't work or those type of things, the negative aspects of it. I mean you can definitely learn from things that don't work, learn why it didn't work and how to improve it moving forward, but really focusing on successes and the greater your successes become the more successful you become moving forward as well. The second part would be really celebrating and getting excited about when something happens in your business. It might be getting subscribers to your newsletter or new sales for your products or commissions for something and starting out it might not be huge, that very first sale you get, it's a huge thing, you really should celebrate that and each time things come in like really pay attention to that, like those sales notices that come in those are like a little celebration each time that happens, so just don't ignore that, take pride in those things when they happen. And then the third part would be breaking everything down into doable tasks, breaking each of your major goals down into doable tasks, which we kind of briefly talked about before. So you have your big task that it is going to take

to get something accomplished or a project done, well those big tasks are like very overwhelming like doing one huge thing, like setting up your autoresponder campaign with 10 messages, that's like a huge thing and if that's all you are focused on, it is going to be too much to overcome but once you break it down into very small, bite sized pieces and assign when you are going to do each of those, then it becomes very doable and easy to accomplish each time you do each minor task that is another success that you can celebrate.

Tellman

How many emails do you send out in a day? Writing one is not that big of a deal but sitting down and trying to write ten of them and have them all be good in one shot that's going to take several hours of your time but just one a day every couple of days is entirely doable.

Kevin

Yes, a lot of this stuff we talk about in much greater detail in the Nitro Mindset Audios, so I highly recommend people dig into that part of it and really put that to use for themselves.

Tellman

So you know, as we've talked about for an awful lot of people, getting started can really be a hard thing, you know, really getting started and trying to define getting started and what does getting started mean and all of these types of things. How would somebody apply the Nitro Marketing Mindset and everything we've talked about here tonight if they really are just getting started and they really don't completely understand where to turn or maybe they are a little bit confused. Could you talk about the three top ways that people would use to get started by tapping into the Nitro Marketing Mindset?

Matt

Yes, sure I can address that one Tellman. We kind of touched on some of these earlier in the call tonight but they are setting goals is one way of doing that and one way to get started that we described in the Nitro Mindset is setting two types of goals, one is the very big goal, this is what you are setting out to achieve on a very high level, the big kahuna that you are going to go out and beat the world with and the other is short term goals. So there are two different types of goals you are setting when you are getting started and that's what you can do right now to start moving in the right direction, that's your short term goal so not only do you have the big goal which you are going after which is really important but the short term goal is something you can achieve and a milestone that you can achieve in a short period of time. We break that down quite extensively in the Nitro Mindset product itself. Another way like Kevin mentioned earlier is to celebrate each small victory. For instance a couple of things that we talked about in the Nitro Mindset product is whenever we make a sale, we turn that into kind of a mini-event for every single sale, you know you can have fun doing it. You can have every sales notice come in be something that's something kind of crazy or off the wall or some kind of celebratory phrase, "cha-ching!", something that lifts your spirits. You can ring a bell in your office, do a little money dance and celebrating each little victory like

that really helps get you going and propels you on to bigger and better things and then another thing we mentioned previously to help you get started is to break down each goal into doable tasks. That's something that we have found that really helps us accomplish things. When we set out to accomplish something really big it can seem kind of insurmountable, intimidating, but when you break that down into smaller, bite sized pieces and like Kevin mentioned before, assign dates to each one, when you are going to have each one done and you create dependencies on certain of your tasks on other ones it really helps you move along the path of getting things done. Because you've got small, bite size pieces that you can attack and it doesn't seem like a big deal anymore.

Tellman

All right. Well, I know there are a lot of people out there who may have set goals and who have gone ahead and actually broken things down and one of the blessings and for some people that are the curses of being a marketer is you have the freedom to be doing your work at your home, some people get distracted by family or other household chores, some people get distracted by roommates or whatever the case is I mean there are all sorts of people out there who are working on these types of things, some people get distracted even if they are living on their own just by things that need to get done and when we are talking about people who are really trying to focus, you know, there are a lot of types of people out there and it just so happens that there seems to be a fair number of people who are really great with coming up with ideas and I know that both you Matt and Kevin are really fantastic idea generators yourself so what I am wondering about is how do you know what idea to focus on and you know how do you go about focusing on an idea instead of skipping from one idea to another to another, to another?

Kevin

Well Tellman I have to say there is really two different approaches people are going to take. First I would like to address that if somebody feels like they are an idea generator but none of their ideas...they have never done anything with any of their ideas, I think there might be a bigger issue involved in that they are kind of trying to avoid doing the work to make an idea successful instead just focusing on coming out with all of these new ideas and not really focusing on making them successful. So if that is your case I would highly recommend going to the Nitro Mindset Audios and really take a strong self assessment and apply what we talk about to your situation and start to develop these processes and systems and actually try to take one of those ideas and go through the process of making it work and once you've done that I think you will see your whole view point changed dramatically, no longer are you concerned with coming up with all these ideas, you are now concerned about taking those ideas and making them work, so you are going to be so consumed on to see it be successful that you now want to duplicate that again and again, it's not necessarily that you are so passionate with coming up with new ideas now you become passionate about making ideas work. So if that is your situation, that is what I recommend is focusing on the task to make something, take it all the way through completion and making a successful business with it. However, if you have done that and you have found that is just not what you are passionate about that just isn't your passion then I would say focus on your strengths and becoming a top notch excellent idea generator, not just coming up with ideas, but also coming up with a plan on

how to make it successful and then find somebody to take that idea and run with it and then you kind of create a joint venture that way. You're the business development type of guy, you're coming up with ideas and figuring out how to make it work and how to fine tune it once it's up and running to make it better then you have kind of a doer in the business that takes that idea and takes concepts that you developed and puts it to work and then fine tunes it, and works with you to fine tune that idea. So there is really two separate ways you're going to approach that, kind of depends on the situation you are in currently.

Tellman

Got ya. Through this whole process of working with you guys one of the things that I have enjoyed the most is that you kind of joke around an awful lot and you really make everything an awful lot of fun as well during our interview process you really talked about making your business fun and making your interactions fun, so can you tell me something about why it's so important to you to make all of this stuff fun? Why aren't you just sitting at a desk in an office somewhere and working hard from nine to five?

Matt

Well, I'm not sure the best way to answer that but I just know that we definitely have made it the point to inject fun in just about whatever we are doing, I guess it's because we work so hard, when we are doing our jobs here we spend quite a bit of time and our life working on what we do so I guess we figured we might as well have fun while we are doing it because that's just how we approach life is you know whatever we are doing we try to make it enjoyable. So it's true, we do, there are a number of ways we inject lightheartedness and fun and kind of tongue in cheek things into whatever we are doing. We do it in our marketing, I guess because one of the reasons is it helps make whatever we are working on, not seem so much like work because we are having fun while we are doing it but I think it really shows through and I think our audience and our customers and our subscribers, I think they enjoy it too, because it's kind of a break from the seriousness that most people, I guess what it boils down to is most people they take life and they take business too seriously and although we are serious about delivering quality products and quality customer service there are ways to enjoy doing that and we try to do that day in and day out, it helps us to stay positive and keep a healthy mental aspect of things. I mean the truth is even bad things happen people no matter what business you are in so if you are able to keep lighthearted and keep a perspective on that then you are going to get through it and you are going to get back to business as usual and you are going to keep having fun all along the way.

Kevin

You know a separate kind of note to that is that you just kind of briefly touched on, when you are in business there are always going to be ups and downs and one thing you definitely want to do or prepare for is to properly handle those negative aspects that you come across in business that happen to you in business. That's something that I'm glad we really went into on the audios because we have had a number of negative things that we had to cross in business and we shared our viewpoints and what we learned and our philosophies on how to properly how to handle that on the audios. I think it is extremely

helpful to anybody that's experiencing or has experienced that or you definitely probably will in the future if you haven't had any like negative aspect that come across in your business.

Matt

Yes things don't always go perfect, that's a great point Kevin. The easy way to overcome that is to make light of the situation sometimes, that's the only way to get through it so I guess another thing to point out is we try to keep things on a light note whenever possible. There is a time to be just deadly serious and to get stuff just done and get it cranked out but then there are also times you can be a little humorous about the situation and that's one thing I want to point out is we always poke fun at ourselves, at each other, make up crazy nick names for each other or whatever there's all kind of ways to inject little bits of fun into business on a day to day basis. Like we mentioned earlier, one way is sometimes we will put a funny subject or a note in each order notice that makes us chuckle whenever an order comes in or something like that. There are lots of ways you can do that.

Tellman

Well, you know I know that with all the fun involved obviously you get a lot of things done and we've talked about getting started, we talked about focus, we talked about following through but you know basically what I am getting in here is there are a lot of other things that are necessary in order to be successful in marketing and one of the amazing things that you guys are really, really good at is finding people who are really good at the other things that are necessary in order to take your business to the next level and you went ahead and you hand picked some other people for me to interview, to pick their brains, to find out how they work they are directly associated and work with you on a daily basis to make Nitro so successful and we decided to cover the topics of systemization which is a big one we've talked about tonight and we also decided to cover the topics and contents of personal and business communication and affectively communicating with people as well as really beginning to see things from your list perspective and since we have talked about systemization so much tonight I guess what I am wondering is you know at Nitro you do things like this webcast for instance, you do one of these every single month, you know, why is systemization so important to the Nitro Marketing Mindset? Why is it that you decided to include things like systemization in the whole concept?

There is a number of different reasons why systemization is so important and bonus audio that comes with the Nitro Marketing Mindset by Eric Owens, who is kind of like a right hand man here at nitro and is an extremely critical part of our company talks a lot about systemization, the importance of it and how to apply it to your business.

The reason why is because first once you have a system down you know it's going to produce consistent results for yourself so that way you can depend on that system to do what you want it to do and then it also helps you become more efficient in whatever you are doing, it allows you to evaluate your business and systematize the things that you no longer want to do so it frees up more of your time to do the things that are most important

to you so there are a lot of repetitive activities or other things that are not the use of your time so by creating a system to handle those things you can now focus on the more critical things with your business or the things that you enjoy doing more. It allows you to produce consistent results while you become more efficient. Also, one of the cool things is once you have a model down that works, a marketing model down that works you can use that and apply it to multiple businesses so that's what we do here at Nitro, we have our model of how we run a business and we apply it to all different kinds of markets on the internet. Probably dozens of different markets that we went into that we applied our marketing model to, the reason we were able to do that is because the systems and the processes and the concepts that we put in place that are universal and a couple examples of those are like how to properly implement auto responders and things like that into your business, like one of the marketing systems that people are familiar with on this webcast is our webcast marketing system and if you look at it, it is all a very duplicatable process that we've put together and we do month after month and we can apply that and do apply that to multiple markets out there on the internet and besides marketing systems there is outsourcing, how to get other people to do things that you are not interested in doing and that can either be like having other people handle the customer service for yourself for your customers or handling the programming that's needing to be done or the website design or just all different tasks that are best done by other people that are experts on that particular task.

I guess another unique thing that we do is having project managers run different projects so for example, we talked about these people that are really good at generating ideas but don't know what to do with them, you can follow our model and find somebody to manage that project for you and that's a big part of our business model, is we have different project managers who are really the experts on a particular project and then they run that from A-Z with our support and assistance and guidance.

Tellman

Wow, Wow! That's a lot of stuff, I hope people are paying attention to that, you just told a lot of things you didn't have to tell them. You even went over some stuff that we didn't cover in the audios, that was fantastic!

Yes, that was a great explanation there.

Tellman

Cool! Cool! Well that's all the questions that I have for you guys.

Kevin:

All right well before we get into giving away that \$97 product we promised everyone for attending this presentation tonight what we would like to do Tellman is talk a little bit more about the product we put together, more specifically some of these super duper bonuses that we threw into the package, some of them for tonight only and again there is only going to be 500 of these packages sold during this promotion.

Tellman

Sure, sure.

One of them, I can't believe that you offered it at all Tellman, but it's a 30 minute custom NLP power session for each person that jumps on this offer tonight only. Can you explain a little bit about what they are going to get out of that?

Tellman

Yes, I would love to. Basically, as I mentioned earlier, I work with people one on one everyday, but above and beyond that I work with people all around the country and the world for that matter, utilizing these principles, concepts and ideas to really propel yourself forward in whatever it you want to propel. Of course most people out there are very interested in internet marketing, however, I would put money down that a lot of people have other areas in their life that they would like to improve in too, whether it is weight loss or something a little more complex like learning how to focus your mind if you have attention deficit or attention deficit symptoms. So basically what I am offering here is a 30 minute phone consultation, an NLP power session based on specifically what it is that you want and you need whether it ends up being directly related to marketing or not is besides the point. I am assuming for most people it will be. So you know you can pay, it depends on who you want to work with but you can pay from \$75 to thousands of dollars for this kind of work with some of the best practitioners in the world, so what I would like to do is really get everybody off on the right foot, is anyone who picks up the program, number one, go through it, listen to it all, use the sessions so you can really familiarize yourself with the style, the concepts, the types of techniques that we are going to be covering and then we are going to turn around and tap into a personal issue that you're looking to improve on, begin utilizing and I would love to be able help everybody to do that.

Matt:

That's awesome, man and if people can't tell the speed at which you work, you are probably going to be able to accomplish quite a bit during that thirty minutes as well.

Tellman

Well that's the whole point. That's the greatest, greatest thing about all of this stuff is it works fast. You don't have to spend the next sixty years in therapy you can get something done now and that's why I love it so much, you can move at the speed of light of you are ready to.

Matt:

We've got that listed at the conservative value of \$125.00; I think it will probably be worth much more to them to have this pinpoint session with you.

Tellman

You know, I've charged people over \$250, so you know.

Matt:

Well let's move on to the next bonus for tonight only. Master your Communication and Master your Marketing. What is this about?

Tellman

This is an entire crash course in how to really communicate effectively with yourself and with other people to begin to motivate yourself and motivate other people to do what you want them to do, whether you are just trying to get that email typed or whether you are trying to get someone to purchase or you are looking to purchase, this is almost like if you are looking for more information, more understanding about how your brain works and what you can do this is a tremendously powerful product that I sell for \$197 and what I'm doing is I'm offering it because it is so important that I know that anyone that picks up this product is serious about improving so why not do it as well as you possibly can, that's what Master your Communication, Master your Marketing is all about.

That's extremely generous of you, that's almost like doubling the value of their investment right away.

Tellman

Easy, easy. So I decided I wanted to put that in there just because there is a lot of stuff that I covered in that product that there's no way we would have had time to cover in what we did, so it's kind of more of a background to some of these techniques and how to use them and apply them. You will notice that it relates closely and is a great connection with the Nitro Marketing Mindset, almost like they were made to go together.

Matt:

Like a supplement.

Tellman

Bingo!

Complimentary supplement, how about that?

Matt

All right. Next one on the list, this is pretty darn cool, an entry into our 2004 Summer Beach Bash Super Grand Prize Business Makeover Extravaganza. That's a mouthful. Kevin you want to give some insight into this one?

Kevin

Yes, here's what we are doing is anybody that purchases the Nitro Mindset product this month is going to be entered into a drawing so your chance to win is 1 in 500. That drawing is to have an all expense paid trip to in effect go on vacation with us; we rented beach house down at Destin, Florida and we are going on vacation there, it's kind of one of our little retreats, it's going to be Matt, myself and some other friends of ours, maybe some other people involved with Nitro.

Tellman  
One in 500?

Kevin

Yep, a little better than the lottery I would say. You know the lottery down here in Texas got up to \$100,000,000.00 and I looked at what the odds were in winning and it was like one in 50,000,000 or something, or no it was much higher than that, like one in 250,000,000 or something, it was just...so a little better odds here.

This is a once in a lifetime opportunity here, we have never done anything like this and I don't know if we ever will again either.

Kevin

Yes, so what we are going to do is pay to fly you down here up to \$500.00 and you are going to stay at a room at the beach house that we rented for 3 days and 2 nights and one of those days you get to hang out with us exclusively, you get to really pick our brains, it's really up to do what you want to accomplish at that time. We can give you business strategies, we can go over the whole Nitro Marketing Concept and then help you apply it to your business, we can critique your website or your marketing or whatever you want, you can have our undivided attention for that day and I think not only will that be extremely valuable to you, I think even more valuable is kind of the osmosis effect that is going to go on to sit there and like witness what this kind of life style is like once you have been able to achieve that internet lifestyle, what that really means to you personally, how you can have the freedom to go out and take a week off and rent a pretty high priced beach house down in Destin, Florida and just sit back and relax and have a great time and what that really means up close and personal and that would be so motivating to you and you would have such a vivid picture of that, that I'm almost positive that that will kind of propel you to untold levels because of the motivation it gives you. Not only do you get that personal interaction with Matt and myself, but you get to see this whole internet lifestyle that people talk about in, up close and personal.

Matt

You can ask us any question you want, no holds barred and we will probably even turn the tables on you and drill down into your business and do some fine tuning and make some very specific suggestions and give you some ideas you can leave with to quickly implement to make a difference in your business. If you don't have a business I am almost positive we can help you create two or three things you can leave and roll with. We will probably do that anyway, even if you do have something going. Guaranteed to boost your income when you leave by quite a significant amount and like Kevin said we are going to have a lot of fun too.

Kevin

Yes, Id say it's kind of a matter of personal pride that whoever wins the drawing and comes down and does this, it will be a matter of personal pride for Matt and myself that person is becoming wildly successful maybe directly or indirectly what they again out of this meeting so we are going to do whatever we can to make that possible for you.

I mean who knows we might find a project of our own that is a perfect fit for this person and wind up working on a hugely successful project, you never know.

I think this is a really cool bonus, we've never offered it before and will probably never offer it again and one in 500 chance of winning.

Cool. All right the next super bonus for this Nitro Mindset package is what we talked about early is connecting each product owner of the Mindset product with their own accountability partner. Tellman do you want to mention anything else about that or have we already covered that pretty well?

Tellman

All I can say is this is, absolutely awesome. I am going to have to buy a copy of this just to get an accountability partner because I tell you what I've been working on internet marketing for three years on my own and sometimes it was a teeth grinder you know trying to say am I complete moron, am I doing the right thing, am I making a mistake here, oh come on, why haven't I gotten anything done for the last week. If I had an accountability partner, the progress I would have made would have been amplified by one hundred thousand times easy. This is just huge! This is such a fantastic opportunity, not only are you going to have an accountability partner we are going to do our best, and I'm not going to promise anything here, we are going to do our best to hook you up with somebody in your state so that you can actually meet with them physically if you want to.

If not in your state, then someone who is in a similar type position as you are.

Tellman

What we did was created a form where people can write what their strengths are and what they are well educated in and so on and so forth and what they are looking to learn about the most from somebody else so we can actually create a great affect, a dynamic where two people have two different strengths that each other want in their accountability partner to have somebody to bounce ideas off of who has a body of knowledge that you are looking to acquire yourself, it's just awesome.

Matt

You just read my mind Tellman, what I was going to say probably one of the biggest benefits is just having someone to bounce ideas and thoughts off of and using it as a sounding board.

Tellman

Yes, it is totally awesome.

Matt

Sometimes it will be just a sanity check, you know, hey I am thinking about doing this and get some feedback on that. Sometimes it will be someone that can just proofread your website copy or an email that you have written, proofread that for you.

Tellman  
Bingo!

There are all kinds of ways people can help each other out and I guarantee you, like you said by having someone to work with in this capacity you are going to propel each other onto much bigger things than you could have done if you are trying to work in a vacuum by yourself.

Tellman  
There's a factor that people should consider, right now, which is this; everyone who purchases this product is already highly motivated, they are already forward thinking and you are going to be educated on how to think effectively in the same way so it's not like you are going to be going into this blind with somebody who has none of the same education as you. You already will have learned the same things. You will already have worked with me to develop something personally for yourself as well so it's just totally awesome.

And just for anybody that's wanting to know how to place their order, it's really easy. There are two different things you can do. First, click on the image in your Real Player right now, if you click on that it will take you straight to the website. Or you can go to <http://www.nitromindset.com/nitro> and you can read all about what we are talking about right now these different bonus offers that are included with the package tonight as well as place your order.

But wait, there's more! There are the nine different NLP power sessions that Tellman himself went and created after speaking with us and extracting from our brain everything that we do, our entire Nitro Mindset when it comes to approaching business online. He created these power sessions specifically around the information that we shared with him and I am going to let Tellman speak on that a little further and exactly what he put into this because it is quite amazing.

Tellman  
All right well basically here's the deal. What we did is, this is, I don't know it's the final key, it's what really unlocks the treasure chest of information that we've quite literally cracked open the skulls of Matt and Kevin and just sucked the info right out. But the question is like everything else, like every other ebook you've ever read, information isn't enough, information is not enough to get you to where you need to be to be successful, so what we did was created power sessions to begin to implement these concepts and ideas and we did it for each of the areas of what we covered in the interview. Again what those are, so people are clear, is we started with of course getting started, then we went ahead and went to focus and from there we went to follow through, then I turned around and utilized some of these techniques and principles in talking with Eric Owens and talking with Rick Thompson and Craig Perine about how to affectively see things from your list perspective, about how to effectively really begin to communicate personally and business wise affectively with whoever it is you are talking

to, whether it's your joint venture partner, a subscriber, whatever it is you are dealing with then we turned around and we interviewed Eric Owens for systemization, which we talked about earlier, it's a tremendously, tremendously, powerful and essential part of the Nitro Marketing Mindset and what makes everything work. Basically what we are getting at here is these ideas, these concepts are techniques that will allow you to begin to immediately develop the necessary habits, thought patterns and experiences necessary to succeed, that's really what it comes down to. That's what the NLP Power Sessions are really all about. Have we talked about the question and answer sessions yet?

Matt

No, we haven't even brought that up. It's several hours, or at least two hours where we took specific questions that our subscribers wrote in with and answered them with the best of our abilities.

We had subscribers submit hundreds of questions and we tried to group it according to common themes and answer those specific questions. I don't know how many of those we answered but we covered dozens of different topics and answered the most pressing questions that people had on our list.

Kevin

I think like Matt said, several hours just on that aspect on that alone.

Tellman

There is a ton of specific hands on real world marketing questions, mindset questions, and miscellaneous questions. The real stuff that people need to know and of course you need the habits and you need the abilities but you do need the information and so we tried to cover that to the absolute best of our ability there.

Matt

I thought that turned out to be a pretty cool thing. I wasn't sure what to expect going into it but we got into some specific questions and I think a lot of people are going to be able to benefit from the answers that we gave to help people overcome very common obstacles and questions and issues that almost everyone faces.

Tellman

Definitely. They say that for every one person that steps up to the place and actually asks you a question, that can represent as much as 10% of your list, so we answered just a ton of questions which means that, that one thing you've been trying to figure out that nobody has been able to answer for you, it's there so again I highly recommend that people listen to that.

Matt

We got down to some nitty gritty there.

Matt

Guys you mentioned some of the other bonuses were those special bonus interviews that you did from other key personnel here at Nitro like Eric Owens on systemization, Ric Thompson, and Craig Perinne on...what did you cover with Craig?

Tellman

We actually covered a phenomenal, phenomenal topic, on how to communicate effectively, by seeing things from your own list perspective.

Matt

Then you went and made three bonus power sessions specifically around the information that you pulled from these 3 people. So again, that's going to be very powerful to help people program their own minds to think just like these others and achieve the specialties that they've become experts at, and do it just like they do it for themselves. And then finally, we talked about this earlier tonight as well; if I was out there I would probably buy this package just to get my hands on these things. And that's our proprietary business forms and templates that we use internally, to stay on track, meet deadlines, maintain accountability, within our company and set some lofty goals, and create step-by-step action plans. People are going to get these exact forms and templates that we've created and use ourselves and be able to use those in their own business. Like I said, I would pay the price of this product, pay THREE TIMES the cost, just to get my hands on these, if I was a marketer out there that had any inclination to achieve big things in the marketplace.

Kevin

I would highly recommend people listen to the getting started, focus and follow through sessions and then because we talk a lot about these forms and templates and how we put them to use and then take that information and apply it to your business this week and I almost guarantee you will start seeing results from it and just really transform how you are looking how to get things done especially if that is a major challenge for you, getting things accomplished or if you feel that you are overwhelmed.

Tellman

Cool.

Matt

We assigned a very conservative value to all of those bonuses that we just covered at \$1,109, I actually think it is a multiple of that, but just something that people can actually grab on to, it's very conservatively worth at least that much, and several of those are tonight only, so if you are thinking about it at all, I would jump on this. In essence every single one of those by itself is worth much more than the price of the product, and then when you put it all together it is just going to be an incredible package that's going to really help a lot of people break through to new levels of success.

Tellman:

Start using those resources that you've already spent money on to develop start using them tonight, you don't have to wait, but you do need the right habits to make them happen.

Matt

Well we talked about earlier Tellman, by owning this product, and actually using it and learning how to consume and put things to use is going to help people put to use products - almost every product they have ever bought in the past that they never have used, and put to use probably any product they buy in the future as well.

Tellman

Absolutely.

Matt

A sound investment in their life and their business.

Kevin

The nice thing about this package is, yes we put a lot of bonuses into this, some of which are only available tonight, but really we put it all together as one complete package. These bonus items aren't just some crazy thing we threw in there. We put it in there to add value and support to the package as a whole so it all kind of goes together and supports each other and I think that is very important.

Matt

Do you want to give people the location one more time Kevin?

Kevin

Yes, it is at <http://www.nitromindset.com/nitro> and just an important reminder that the 30 minute personal NLP consultation with Tellman where he walks you through an NLP session right there with you to accomplish whatever you want to accomplish and you would be amazed at what Tellman can do in 30 minutes. It can almost be life changing if you really go in with the right frame of mind and focused to get what you want out of that 30 minutes, so I highly recommend people to jump on that and grab that while it is still available. We can't continue to offer that forever, it is only available for tonight only because there is only so much of Tellman's time to go around.

Matt

Just in case there are any reservations this product does come with our 100% satisfaction guarantee. Try it and use it for 90 days, if it doesn't do everything that we said it will, and if it doesn't live up to your high expectations, we will buy it back from you, no questions asked. So there is really no risk at all.

Kevin

Do we want to give away that \$97 gift to everybody?

Matt  
Let's do it!

I'm sorry to say that we are going to have to overdeliver again. This bonus is actually worth quite a bit more than \$97. To get your hands on it, you need to go to this location that we are about to give and I do highly suggest that you go and claim it and download it right away because since it is a live attendance bonus, we are going to take it down before long. You can access your bonus at <http://www.nitromindset.com/pistons>

Kevin:

I want to thank Tellman for taking time out of his busy schedule to share this great information with everybody tonight. And I also want to thank everybody for tuning in tonight, I hope you got a lot of great information you can put to use from this webcast. And also, I hope you really give serious consideration the Nitro Mindset Product because we really put a lot of effort and thought into creating it because we knew what a dramatic impact that it could make in your life and your business. So we took it seriously and I hope you really take it seriously as well, so you can experience the same results.

**Get Your Copy Now at:** <http://www.NitroMindset.com/nitro>

## ***This is going to blow your mind...***

Would you like:

- To hear each and every detail of The Nitro Marketing Mindset that Matt and Kevin have spent years developing?
- To hear what Matt and Kevin have done in order to create this Mindset in their Nitro Business Partners?
- To learn about the power of accountability and how you can use this amazing principle in your life and business in a way that almost guarantees you will consistently follow-through until you reach or surpass your goals?
- Access To 3 other powerful Nitro NLP Modeling Interviews and sessions on:
  1. Personal and Business Communication
  2. Seeing Things From Your List's Perspective
  3. The details and Importance of Systemization
- Tellman's 7 Secret NLP techniques that instantly train your brain to use these concepts in your own life and business -- propelling you towards success?

- A gigantic \$984 Bonus Package For Taking FAST action?

Go to [www.NitroMindset.com](http://www.NitroMindset.com) right now to get this special, limited (only 500 134 will be sold) package deal.

**[Click Here Right Now!](#)**

**[www.NitroMindset.com](http://www.NitroMindset.com)**

**Special update – extra bonuses for the next 49 orders include the following:**

*What if you woke up tomorrow with an almost super human ability to get more done this year...*

... create more websites  
... more marketing  
... more content  
... finish more projects

**And what if you magically had 48 hours every day instead of the normal 24 hours?**

**Would your income rise, your financial goals be attained, your life dramatically improved?**

I just came back from my annual end of year retreat. This is a time where I get away from everything, even the computer, email and the internet, lock myself up in a hotel suite (away from my normal day-to-day environment) to reflect on the past year and plan for the coming year.

Every high performance person I know has a similar ritual, one that I highly recommend modeling.

**The purpose of this letter**, though, is to share some of my insights with you. Particularly the ones on getting more done - a topic you have repeatedly expressed a high interest in. So read on.

Despite personally being what I consider woefully unproductive, last year was still a very good year at Nitro. Did over \$1.8 million in revenue, launched the highly regarded Nitro Incubator coaching program, launched 4 membership sites, released 4 major new products (plus a host of smaller products), put on 10 massive free webcasts that helped 37,954 people become more successful online, got serious about offline marketing and the use of direct mail, attended 4 high priced seminars to soak up more knowledge, studied countless other material and courses and saw the various "Project Managers" we work with do some amazing things.

## **Sounds like a lot?**

Maybe, me personally I was disappointed with 2004. More in myself than anything. You see, I only really applied myself about 20% of the time... that means if I just applied myself 40% of the time the results would not be double, but instead 4 or 6 times greater because of the compounding effect.

**That is the amazing power of personal productivity. The better you get, the results increase exponentially.**

I see this in myself all the time. When I spend more time working on myself - reading books, studying info products I purchase, attending seminars, working on self-development... I ALWAYS see a noticeable increase in results. Never fails.

I could write 10 pages just on that topic because I know what a lot of people say is "*I don't have time to do that, I'm too busy, I would rather spend my money on other things.*" **However one sentence would solve it all up and allow us to move onto more productive topics...**

...whatever your excuse is, it is just that an excuse that you have made up to keep you from achieving the success you deserve. You can either keep making the same excuses and getting the same results or you can do what other successful people do and get different results.

## **Onto getting more done in 2005...**

I probably spent 80% of my time just on this topic last week in that hotel room. I knew if I am able to just double my productivity and improve my focus on the important tasks then 2005 will be an amazing year.

And the notes, insights and changes I am making can have the same impact on you.

Let me share some with you.

**If you feel you deserve greater success in 2005 than you had in 2004, take these 3-steps to get you there.**

**FIRST**, I highly recommend getting a solid grounding on our philosophy by listening to our free 90 minute training on our Nitro Mindset at:

<http://www.nitromindset.com/webcast/>

Listen along and use the cheatsheet as we dig into the 3 critical topics of Getting Started, Focusing Your Efforts, and Following Through And Finishing What You Start.

NOTE: Imagine what your life would be like if you too also considered a year like we had as a "bad" year. The key is the mindset. Changing your mindset to one that supports you instead of holds you back.

**SECOND**, tame the email BEAST.

**This is the biggest time wasting black hole for people doing business online.**

First it starts out as checking email frequently to stay on top of things, then checking email because it is an addiction, using your inbox as a to-do list, constantly fumbling around in email and before you know it the day is over and you didn't get squat done. I know, this can be very painful reflection and "admitting" to having similar bad habits, but if you want to improve in 2005 you have to 'fess up to the areas you need to improve in.

The email umbilical cord becomes the worst habit to develop and one all of us are guilty of to some degree or another. Yes, you too.

This year I am radically changing my approach to email. Actually changing my approach to a number of things, getting rid of bad habits and replacing with good ones. More on that in a second.

**THIRD**, you need a daily plan of action system you believe in. One that you believe in and will follow for the next 30 days until it forms a lasting habit in your subconscious so you stick with it long term.

Most people, myself included, take the "easy" approach each day and do not force ourselves to develop good habits, especially how we approach our work time.

Being a work-at-home entrepreneur we rebel against the idea of "confining" ourselves to a schedule. That is what I thought... luckily I finally realized that poor way of thinking definitely did not serve my financial goals. Unless your desire is to lounge around and be lazy, you need to have a daily plan of action to follow.

There is plenty of time to be lazy when you are completely and totally financially secure and can retire without having to worrying about making another penny. By getting productive now, that day will come much, much sooner than you realize. Otherwise by keeping your current habits that day will never come, remaining a mirage in the distance you never seem to catch up to.

## **What am I going to do today to give you the support you need to make 2005 your year?**

First, you will receive the Nitro Mindset audio program and I will even pay the shipping for you. But this is not all you will receive.

What is the Nitro Mindset?

In 2004 Matt, myself and master interviewer and NLP expert Tellman Knudson recorded over 9 hours of content. Tellman was asking us the questions you would want asked on how we excel in these 3 areas - Getting Started, Staying Focused and Following Through. We then edited the audio down into the best of the best for you, eliminating any fluff that might have tried to sneak in there so your time will not be wasted when you listen to the audios.

Yeah, even though I am not pleased with my level in those areas, 99 times out of a 100 anybody else would give their right arm to be as productive as we are (I'm just a perfectionist when it comes to always striving to be better in everything I do). The fact is there are many things we do and share with you on the CDs that will dramatically help you in those three key areas.

Tellman then used his expertise in NLP to create 9 NLP sessions to help you program your mind for success.

After you listen to these audios you will have a new found level of belief and usable knowledge on these three key areas.

... getting started quickly, decisively and effectively  
... having laser light focus  
... stellar follow through

In fact, the program is designed in such a way that if you just listen you will begin to see more productive changes in your habits. Imagine what you will achieve if you actually put it to use.

### **To recap, here is what you are receiving in the Nitro Mindset program:**

- **6 Audio CD's that let you listen into your 'Nitro Mindset' for success.** We reveal secrets we have never shared with anyone ever. Tellman did a great job of getting us to reveal some amazing content.
- **9 NLP Power Sessions With Tellman Knudson** where you'll really start to program your mind for success. These pre-recorded Power Sessions are based on the habits, skills and abilities of the Nitro Team. You will be able to use these Techniques to literally instill these same qualities in yourself. These NLP Power Sessions are the keys to taking the information in this series and actually putting

it to use in your business.

- **Special Bonus Interview With Eric Owens:** In this interview Tellman gets Eric to discuss the power of systemization and how you can create systems for most any repetitive task to save yourself time, money and energy.
- **Special Bonus Interview With Ric Thompson:** In this short and succinct interview Tellman grills Ric on how he effectively uses personal and business communications to increase his business. Ric is Nitro's Project Manager for the Nitro Incubator program. In just a few months Ric has helped get this program of to a fast and profitable start. You'll love this interview as Ric reveals some solid information you can immediately apply to your business relationships -- so you can increase your profits.
- **Special Bonus Interview With Craig Perinne:** Craig and Tellman discuss the power of trying to see things from your customer's perspective when creating marketing materials. If you haven't heard, Craig is an absolute master at working a cold list into a warm list via simple bonding strategies. He reveals some of his best stuff on this call. Don't miss it.

That is not all though, some might even consider these next 3 items more valuable than the Nitro Mindset audios.

**Plus, I put together 3 brand new  
"Getting Started Right in 2005"  
bonus reports you will also receive.**

All 3 of these reports are brand new and updated. Plus the first two are ones created specifically for our "Project Managers".

To the uninformed that might not mean much. You see, we treat our Project Managers like gold. We spend the majority of our personal time and resources working with them. And when either Matt or I have something important to share, we get it typed up and sent out in a special package to them. All of the Project Managers we work with treat these like million dollar treasure maps. This is the first time we have ever shared one of these confidential reports with anybody other than our Project Managers -- and you are getting two of them.

**First is this special report...**

**"What I am doing in 2005 to double (or triple) my productivity - to get more done in less time."**

These are my personal notes I took and enhanced with much more commentary and explanation of what I am personally doing this year to increase my personal productivity. From changing bad email habits, to my daily action plan.

Yes, you get to look over my shoulder and see exactly the changes I am making in my own habits so you can learn and apply them yourself too.

You are actually going to receive this at the same time our Project Managers do, so you know this is "hot off the presses" information and personal insights.

I must warn you though, I am serious about doubling my productivity this year, so what I am sharing with you is not for the faint of heart.

**Second is this amazingly helpful report...**

**"How to Tame the Email Beast - The Proven Step-By-Step Process to eliminate 95% of email overload and how to tackle the other 5%."**

Two years ago I got fed up and completely redid how I handled email. I spent 3 full days examining what was going on, what consumed the most time and solutions to fix the problems I found.

The result was this report that has been shared with every person who works with us personally. **Every person who has implemented it cut the amount of time they waste messing with email by 2 hours a day - that is 10 hours a week of wasted time they have been able to reclaim.**

I went back and have updated it for 2005, to include all the things I have added over the past 2 years to eliminate even more wasted time from email.

**What would is 10 hours a week in extra free time worth to you? If you value your time at \$30 an hour, that is \$300 a week, \$15,600 a year.**

**Third, Tellman created for you a special Hypnosis/NLP session called...**

**"The Secret To Keeping Your New Year's Resolutions."**

This will help you turn these productivity enhancing changes into lasting habits. Everything you will gain from this package is too important for you to have it turn into another try today, give up on tomorrow new years resolution. Let Tellman give you the extra edge to turn it into lasting change and results.

**Plus, a bonus fourth report called:**

**"How To Slash Your Time Wasting Activities In Half With These 3 Little-Known But Extremely Powerful Software Programs"**

Since starting our online business we have come across 3 software programs that we simply could not live without. Two of these programs are free and one is very reasonably priced. You'll be surprised how much time you can save, and how much money you were wasting before you got these programs. This special step-by-step screen capture video will show you where to get the software, and walk you through the basics of how to best use them to save yourself hours each week. You'll love it.

## **OK, to recap you are receiving...**

...the complete Nitro Mindset audio program mailed to you on 10 audio CDs (as well as instant online access immediately emailed to you). This program normally sells for \$299 plus shipping and handling.

However by investing in yourself and making the commitment to get more done in 2005 I will pay the shipping and handling for you and also include the 4 very special reports, each one designed to dramatically help you become more productive -- get more done in less time -- this year.

**Finally, your complete** Getting The Nitro Mindset Package is fully covered by our personal, risk-free, no questions asked 90-day 100% money-back **GUARANTEE!** So you can't lose. If you're not happy for any reason, you can return it within 90 days and *get a full no-hassle refund!*

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