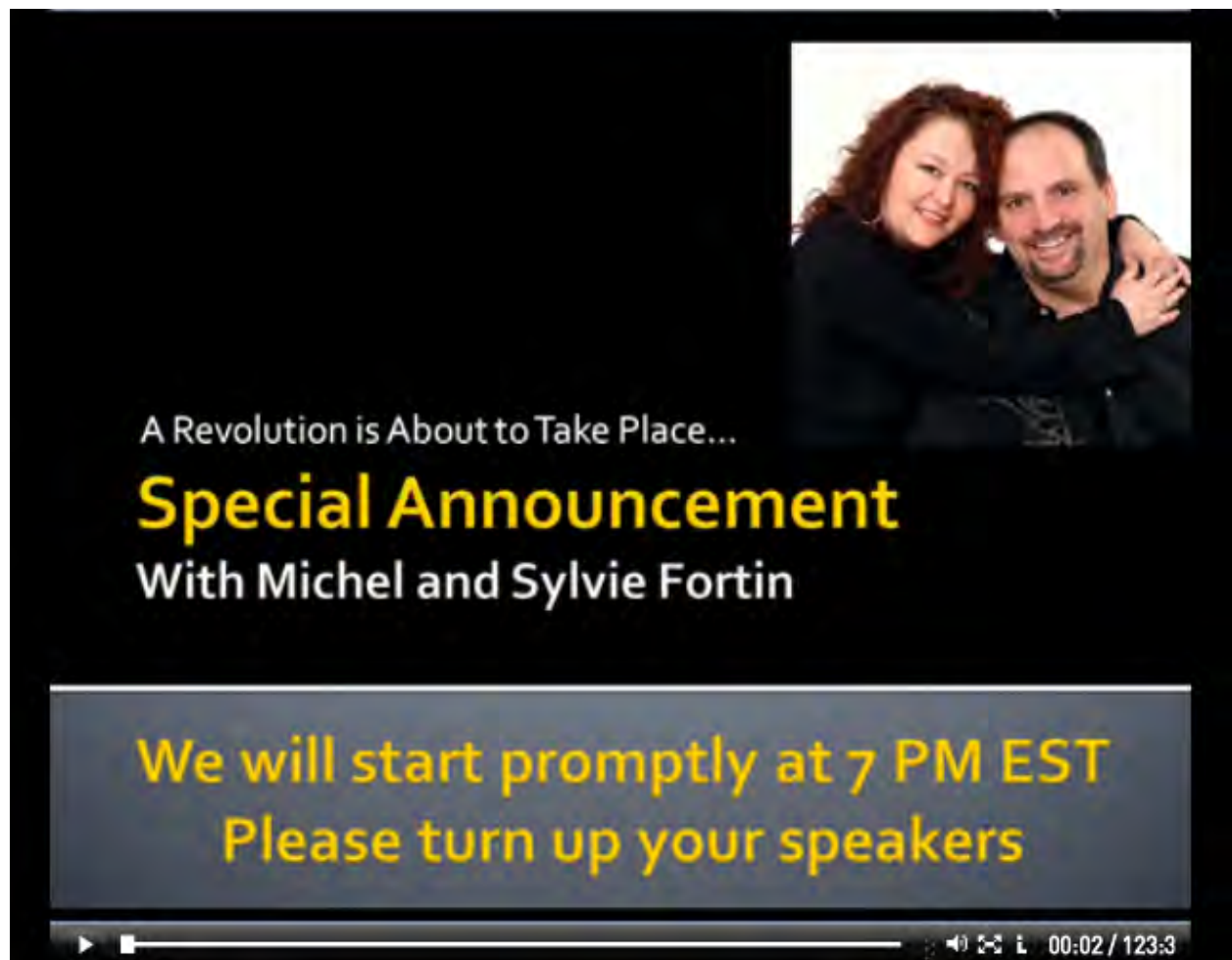


Special Announcement

Video running time: 2 hour 3 minutes



Sylvie:

Well, hello everyone. Welcome to a very, very special webinar that Michel and I are doing tonight.

We are going to be talking about a revolution, a revolution that we want to create, a revolution that we want to issue a challenge, so to speak, not just to other internet marketing trainers and

business building trainers, but also to our students, to be more mindful of our businesses and the relationship we have with one another.

My name is Sylvie Fortin.

Michel:

And I'm Michel Fortin.

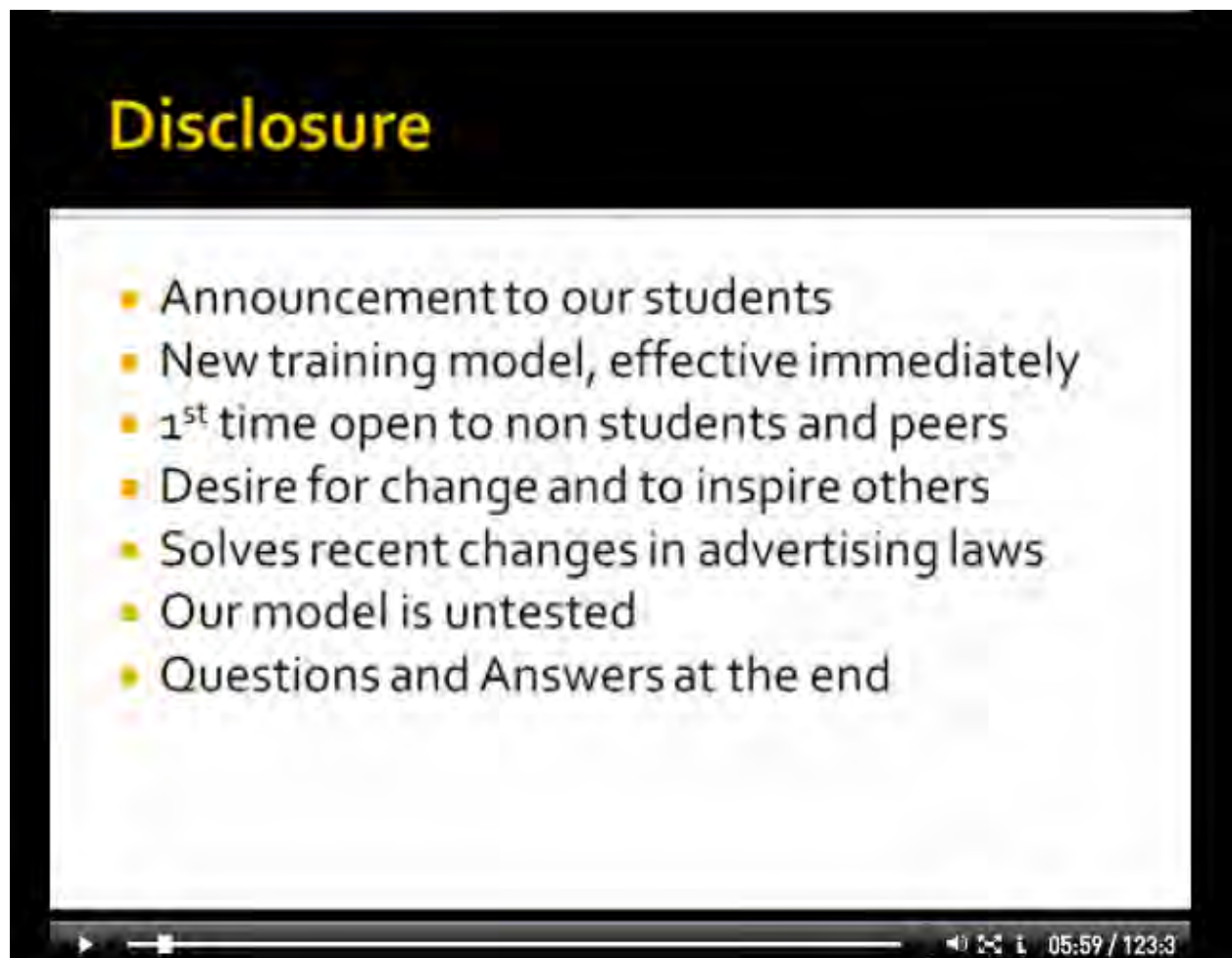
Sylvie:

Thank you so much for joining us. I want to start with a quote, and this quote hit me like a ton of bricks, because it is so important to understand that we are not just entrepreneurs and we absolutely should not be just entrepreneurs.



Social entrepreneurship is what our focus should be, and that means to be connected to our audience, to be connected to our market, to be connected to our customers. Our goal should be not just to give somebody a fish or teach them how. We must be willing to do whatever it takes to revolutionize the fishing industry.

And that's what we've set out to do tonight.



We're going to start with our disclosure. What we're doing tonight is in the form of an announcement to our students. You see, every week we have webinars for our Success Chef students.

Michel:

Every Wednesday night.

Sylvie:

Every Wednesday night. But tonight's is very different. We are announcing a new training model that we are implementing for our students, effective immediately. We haven't had time to change the website to reflect this, and frankly we didn't want to change the website until this announcement was made, but it is effective immediately.

For the first time, we're opening up our weekly webinar session to nonstudents and we've invited peers to join us, to absorb what it is that we're talking about as far as a new training model, and how they could potentially adapt it and grow it in their own business.

We've done it because we truly desire change. We want to inspire others to do things just a little bit better, just a little more effectively, to raise the bar. This is what we're doing in our business because we want to inspire you and others to change not just how we train but how we consume training products.

There's two sides of this coin. There are those who teach and those who are taught, and many times those areas cross over, and we're hoping you'll hear this and understand why it's time for change.

The solution we're proposing solves some recent changes that have been made. Now, this is December 16, 2009. On December 1, the FTC introduced kind of a new, yet more – it's not really so much new, and—

Michel:

It's a clarification.

Sylvie:

Yeah, it's a clarification on an old rule, an old rule that left much too much to the imagination and abuse of advertisers.

The old rule said that if you were going to use testimonials and claims in your business, then you could just put this little simple legality, a little asterisk with "results not typical," and that that would be perfectly acceptable. It was supposed to be understood that you weren't going to abuse that.

But because many have, the FTC had to lay down the law, and on December 1, they did. And those laws state that you must not use any kind of testimonials that are results-based. Now, this is very important to understand because it changes the way you run your business. If you have a website of any kind that sells anything of any kind, you need to be aware of this.

FTC laws are serious. And it applies to you regardless of where you're at. We looked into this thoroughly, and a lot of people have said, "Well, it doesn't matter if I'm not a US citizen." Yes, it does. If you sell to anybody in the US, you can get slapped with the same fines as a US merchant.

The solution we're talking about tonight solves this and makes it much, much simpler for you to actually focus on real results. So we're going to go into that shortly.

But I want to disclose this. Our model is absolutely untested. I'm going to say this right up front. The reason why it's untested is, as far as we know, it's not been done before. It's simply not been done by others. So I can't sit here and say that what we're proposing is going to work perfectly. We don't know that. It's an untested model.

But we do believe that it will – and not just for us. We believe that it will work very, very well for our students.

Michel:

Well, like I said earlier before the webinar started, we're going to be not only refining this, but we're trying to inspire – this is why we opened up the webinar tonight to our peers and nonstudents, because we do this every Wednesday for our students.

We're opening this up to our peers so that they can take this model and apply it to their businesses. And if they can improve it or if they found a better way to do this – absolutely fantastic. The bottom line is that we believe that it's time for things to change.

Sylvie:

Absolutely. We will be opening this up for questions and answers at the end of our session. And also note that we may not be able to answer all of them. We do have hundreds of people on this webinar tonight. We will try and choose those that best represent a few questions at once.

Also, at the end, although we are not selling anything, and it's important to understand this, there will be an invitation to join us at Success Chef if you're interested. Having said all of that, let's dive right in.

We're going to be talking about a few things so I'm just going to kind of outline the direction we're going to go here.

First, we're going to talk about why change is desperately needed in the way training is done. We're going to talk specifically about what needs to be changed, how our own thinking changed and evolved, and how the new training model works. We're going to be breaking it down step by step.

We'll talk about how this change affects you, whether you're a trainer or a student, and we're going to be talking about what is the next step for our Success Chef students, what's going to be happening next and in what order.

So let's talk first about the epidemic that's kind of hit the internet by storm. The epidemic starts with the vast quantity of websites and sales letters that are rife with unrealistic testimonials.

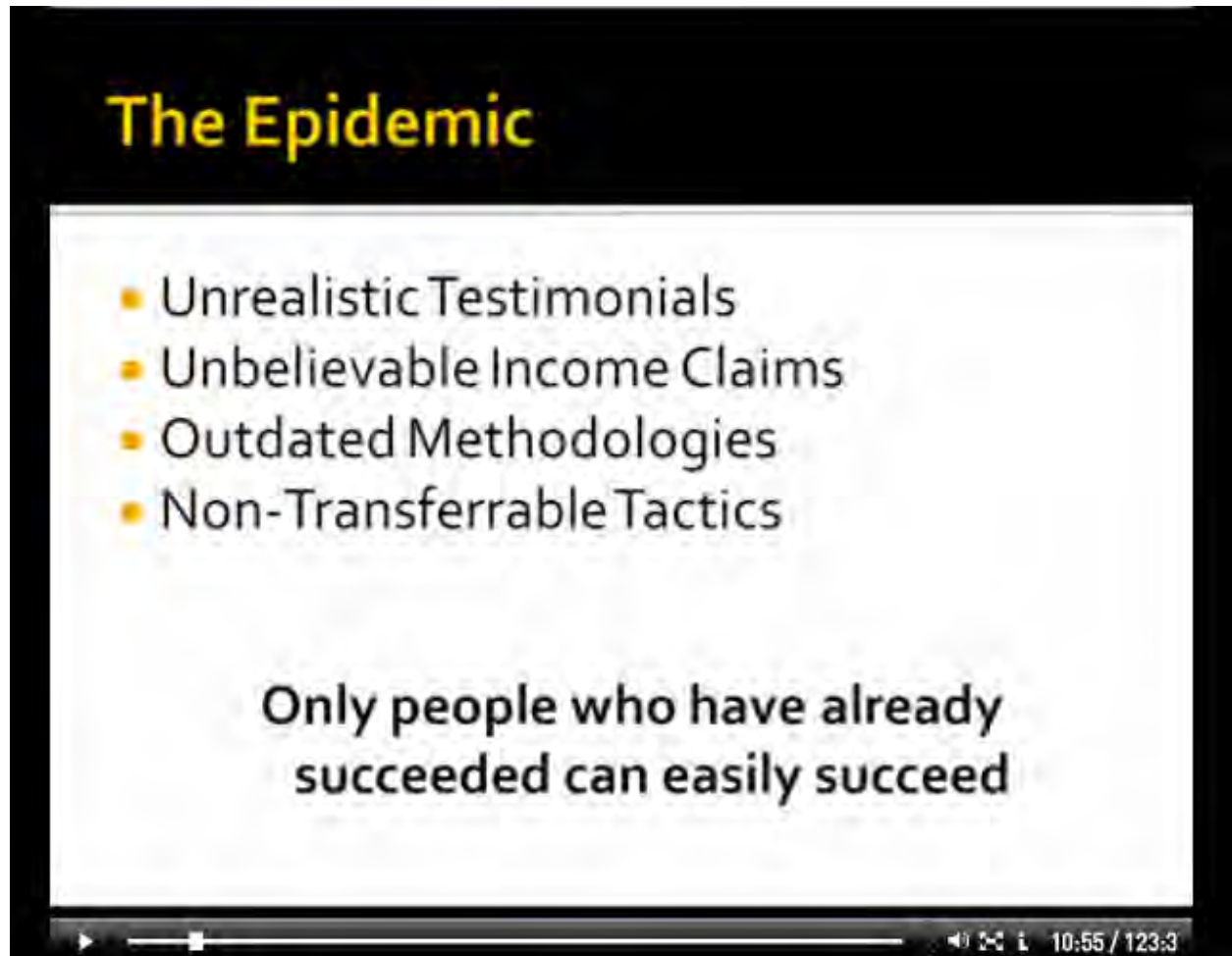
Now, we're not saying the testimonials are lies. We're saying there are a lot of unrealistic testimonials out there, testimonials about the vast amounts of money that one can make doing X, or the huge number of pounds that you can lose if you just pop this pill, or so on.

Those unrealistic testimonials make it very, very difficult to establish a trust relationship with the people that want to buy your products, or would've bought your products if you had just seemed a little less smarmy.

Two is unbelievable income claims. When people see "I made millions..." doing whatever, it is an unbelievable income claim. It does not mean that it is untrue. You might very well have done just that, but for the most part, people don't believe it. And the reason is, you may not be a liar, but others are.

And when you have those unbelievable income claims that seem so far out of reach of an ordinarily, everyday, average person just encountering that particular concept, it makes everything you do unbelievable.

Many internet marketing and business building training products are based on outdated methodologies. Now, I say methodologies where I really should have said tactics, because methods are systematic step by step truths that work.



The Epidemic

- Unrealistic Testimonials
- Unbelievable Income Claims
- Outdated Methodologies
- Non-Transferrable Tactics

Only people who have already succeeded can easily succeed

10:55 / 123:3

Now, what I mean by that is, take away the idea of the internet being at all involved here and think about what it takes to build a business presence. Think offline, apply it to online, and it'll make a lot more sense.

Everything that you have to do if you were setting up a brick and mortar business is what you have to do when you're setting up an online business. There are certain things that are easier because you're able to use tools and resources that aren't available to you offline.

But the fact is, the same things apply. Due diligence is necessary, getting or creating the product itself, setting up your location, and finally, driving foot traffic to your door. Those are all things that are applicable to online stuff. But the fact is, the online world changes dramatically.

Tools and resources that existed three or four years ago don't exist now. Things that didn't exist then, do exist now. So things change dramatically and quickly.

And we're going to be showing why most of the internet marketing training products are actually based on outdated technologies and methods. Even if they're as young as six months ago, they're based on outdated techniques and tactics.

And finally, non-transferrable tactics are being taught, meaning the stuff you're watching somebody teach you about how they did this would only work if it applies to their particular niche. But you can't know that until it's been tested.

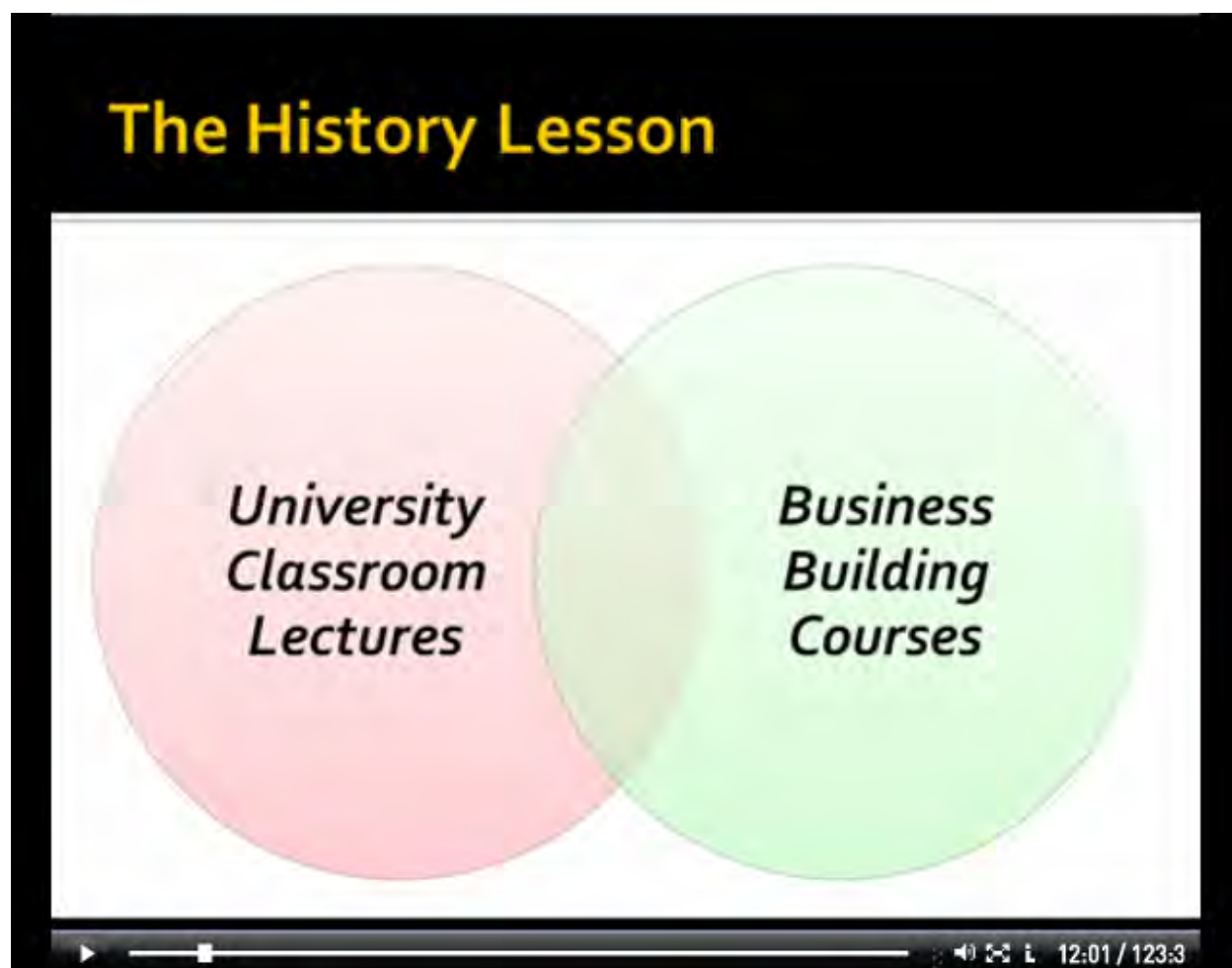
So all of these things together result in the fact that most people who are trying this stuff out and trying to build a business realize pretty quickly that unless you've already succeeded, it's pretty difficult to succeed.



Unless you can take what you're learning and pull out the bits that apply to you and actually know which bits to pay attention to and which bits to ignore, that means you had to have experienced success before. So yes, success breeds success.

But what happens if you're starting from nothing? What happens if you're starting out without that experience to back you up? And what happens if your teacher/mentor/coach/trainer isn't a two-way communication? What if you're not able to communicate in a two-way method? So all of this has caused a lot of mistrust, frustration, and frankly, failures.

Let's give you a little bit of a history lesson. Offline and online has been connected since the beginning of internet business building. You see, offline direct mail pieces were simply adapted into building online sales letters. Publishing newsletters became publishing ezines. Publishing books became publishing ebooks. Offline sales reps became online affiliates. Radio shows became podcasting. TV infomercials became video sales letters.



And ultimately, the model of training was adapted from university classroom lecture style. All business building courses are based on the original university classroom lecture style. And as we're about to show you, that style, as it applies to the online world, does not and cannot work.

You see, the old fashioned method – I remember the old days in our industry. I remember when everybody who was trying to make a living online was very new to the whole thing. Everybody was testing and tracking and sharing results and just – it was, honestly, just a bunch of geeks trying to figure stuff out, and basically they used this model.



First, try something new and cool. Make some money doing it. Milk it for everything it's worth. And then create a course.

That's the old fashioned method of training, is you do it in one area or one niche or one particular topic – you make some money doing it, you record yourself doing that or you document it in some fashion, create a course, sell the course, and then you make some money.

Michel:

Or sometimes what happens is that they make money and they've saturated their niche, their market, so now they're thinking, "How can I make more money doing what I'm doing?"

Sylvie:

With what I've learned?

Michel:

Well, the next obvious step very often is, "Well, let me teach others how to do the same thing in their niches, in their markets." The problem is, a lot of it is not transferrable. A lot of it might work. A lot of it might not. A lot of it is different.

And there's also the variables, where every niche has, or every person or every market has a glitch—

Sylvie:

Its own unique—

Michel:

A snag – yeah, its own unique set of circumstances.

Sylvie:

Exactly. And I don't know if you've noticed in the graphic, but the guy is gleefully pointed at a chart where the profits are going down. And that's exactly what ends up happening. This is directly why there are so many big product launches and then a complete drop-off. And the reason is it's all based on what did happen, not what is currently happening.

This is important to understand. The uncomfortable truth is that it's not that the trainers are bad people, necessarily. For the most part, it's because they lack imagination.

Now, I'm using the term "gurus" even though it doesn't really apply, because the term "guru" actually means somebody who is a master at knowledge. I'm a firm believer that no one can ever be truly a master at anything. And if you claim otherwise, then it's your ego speaking, not truth, because no one can ever truly master anything.

The Uncomfortable Truth

Most Internet Marketing "Gurus" Lack Imagination

- Have no time to test beyond 1 or 2 niches
- Forget the "little details" along the way
- Can't imagine how their customers feel
- Teach the way they were always *taught*

We must always be students. We must be open to the possibility of being able to learn new things. And unfortunately, because of the old fashioned approach to training products, many, many of the trainers have lost touch with what it used to feel like when they were new.

Here's what's really going on. Most trainers don't have time to test their concepts, theories, and techniques beyond the one or two niches that they happen to be involved with. There's an assumption that it's going to work because it worked for them, and that's a false assumption.

Michel:

Not only that, but most of them do it in the internet marketing niche.

Sylvie:

Exactly.

Michel:

What about the weight loss? What about the dog training?

Sylvie:

Dog training?

Michel:

We said that at the same time. That's funny.

Sylvie:

We do this a lot. Get used to it.

Michel:

You know, other niches. And very often, some of this stuff is not applicable or it's hard to apply, or there are too many variables that cannot be applied in the same way and expect the same results.

Sylvie:

Exactly. And because human nature is what it is, it's very easy for our minds to ignore or forget all of those little details that happened along the way, the little details being the major bottlenecks for someone else.

But because you've forgotten about it, because what you're talking about you actually did two, three, four years ago, you've forgotten all of what you needed to learn up until that point, all of those nights of trying to figure out how this thing was going to work, trying to fix that code or learn that graphic development concept or figure out HTML – all those little details, those are major stumbling blocks for other people.

But for you, you've forgotten about it because it's done and gone.

Michel:

I think what we have to also understand is – and there's a really cool book that I highly recommend. It's from Geoffrey Moore and it's called *Crossing the Chasm*. And in it, he talks about something that is very much – it's an ageless principle in marketing called the adoption cycle or the adoption process.

And basically, when a new mode or new medium or a new style or a new product hits the market, it normally hits and becomes very popular among the innovators, the early adopters. And then it hits a stumbling block because before it crosses over this “chasm” into the majority of the population, there's, “How can we take this and make it mass-marketable?”

And very often, that's not an easy thing to do. Well, here's what happens. The internet – you know, Web 1.0, I guess you can call it – was basically early adopters and the internet marketing industry was very much all a bunch of geeks. I'm certainly one. And now we—

Sylvie:

No, say it ain't so.

Michel:

And we've hit now where we've crossing that chasm right now. We're in the process of – you know, it's not just Web 2.0. It's the fact that the mass market have entered the internet.

You wouldn't believe how many support tickets that Sylvie and her desks and her staff get that are so rudimentary, and you'd think, well, number one, it's intuitive, and how can you ask such a question?

And believe it or not, some of our marketing clients, who many of them shall remain nameless and are no longer clients, but they'll say, “How can they ask such stupid questions?” That's because they don't understand it from the point of view of the student.

Sylvie:

Exactly.

Michel:

Like, one particular will talk about affiliate marketing in this little book on affiliate marketing. The book is being sold on the concept of making money online and the whole book is about, let's say, affiliate marketing. And then we get a simple ticket like, "What is an affiliate?" You know? That's just the point.

Or, "How do I create a webpage?" When some marketers out there will create a course and, "Oh, you just have to slap up an opt-in page and set up your autoresponder." We – Sylvie and I – one time we spoke at a seminar and we got off the stage and we were walking to the back of the room to answer questions and all that stuff, and people came up to us, "What is an autoresponder?"

I mean, that's what it is. That's the reality of where – not only we're going, but it's also the reality of the need to connect with the market. I'm not saying to dumb everything down so much, as that you have to understand that there's a portion of our market who is not as intuitive or in the know as we are, as early adopters.

Sylvie:

And that's a wonderful, wonderful point. They say the devil is in the details, and that's exactly true in this case.

Very often – and we've been running customer support desks for a long time, and what we see in the form of the angry refund request, the guy who buys a product and gets mad because on page 2, he got stuck. It's all avoidable.

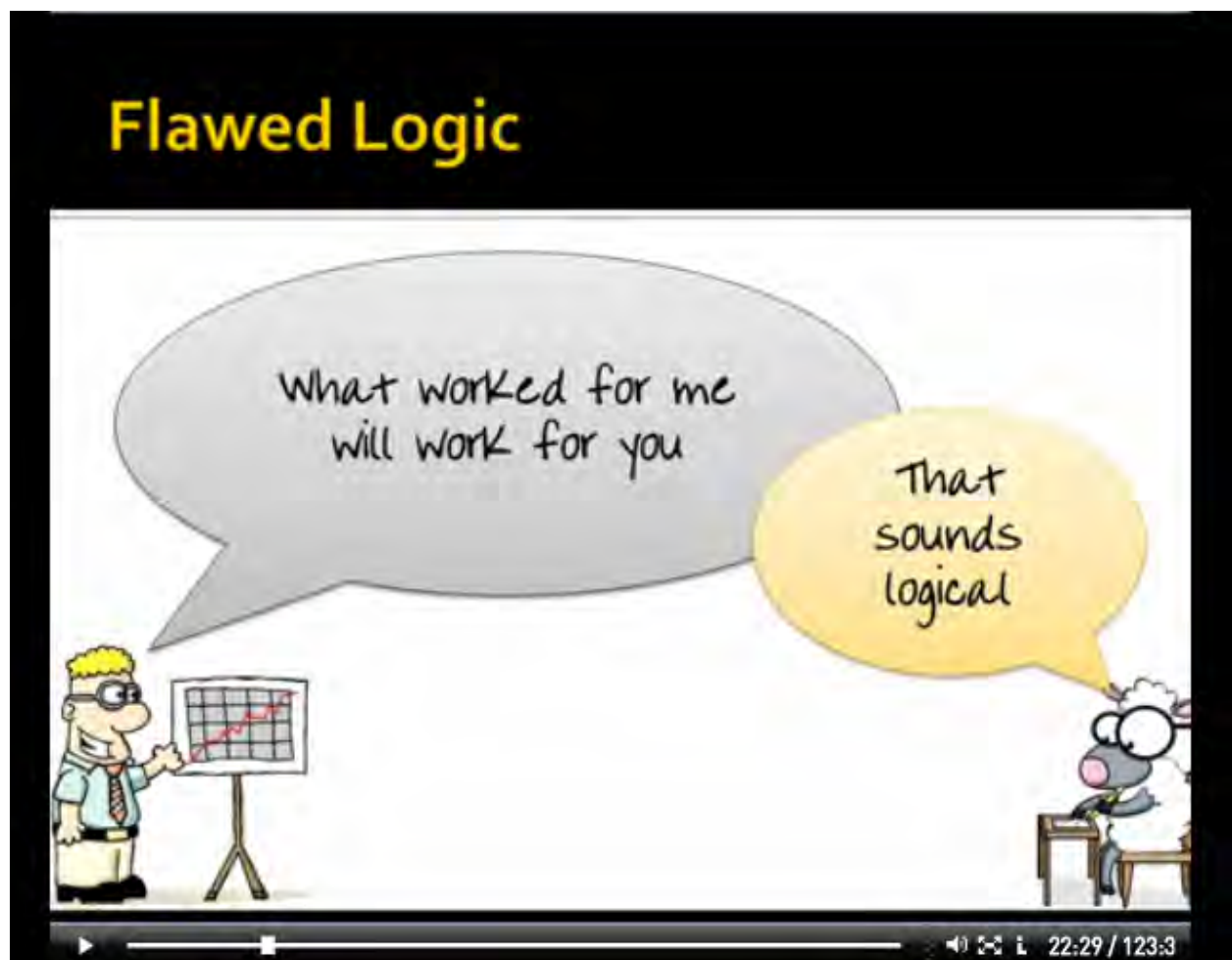
But the fact is, we very often forget all those little details. And that's important to remember, that you need to be able to imagine how your customer feels. It isn't just about what is taught or the high-end concept that you're going to teach. You have to be able to understand how people feel.

I've said this before and I will say it again and again and again until everybody hears it. Customers are not nameless, floating wallets. Customers are people. They have their own thoughts, feelings, emotions, experiences, backgrounds – whatever it was that led them to that moment in time where they first experience you.

And if you can't picture how your experience with them makes them feel, then you shouldn't be selling, because that's the fact of sales and building a business is you need to understand your customer, and you fit in around your customer. You don't force your customer to fit you.

Ultimately, the big, big problem is that almost all trainers teach the way they were always taught. "It was taught to me that way; therefore, that is how I will teach." And frankly, we've done the same thing – until tonight.

Because tonight we change how we teach, in a way that actually connects far more efficiently with what people actually want and need.

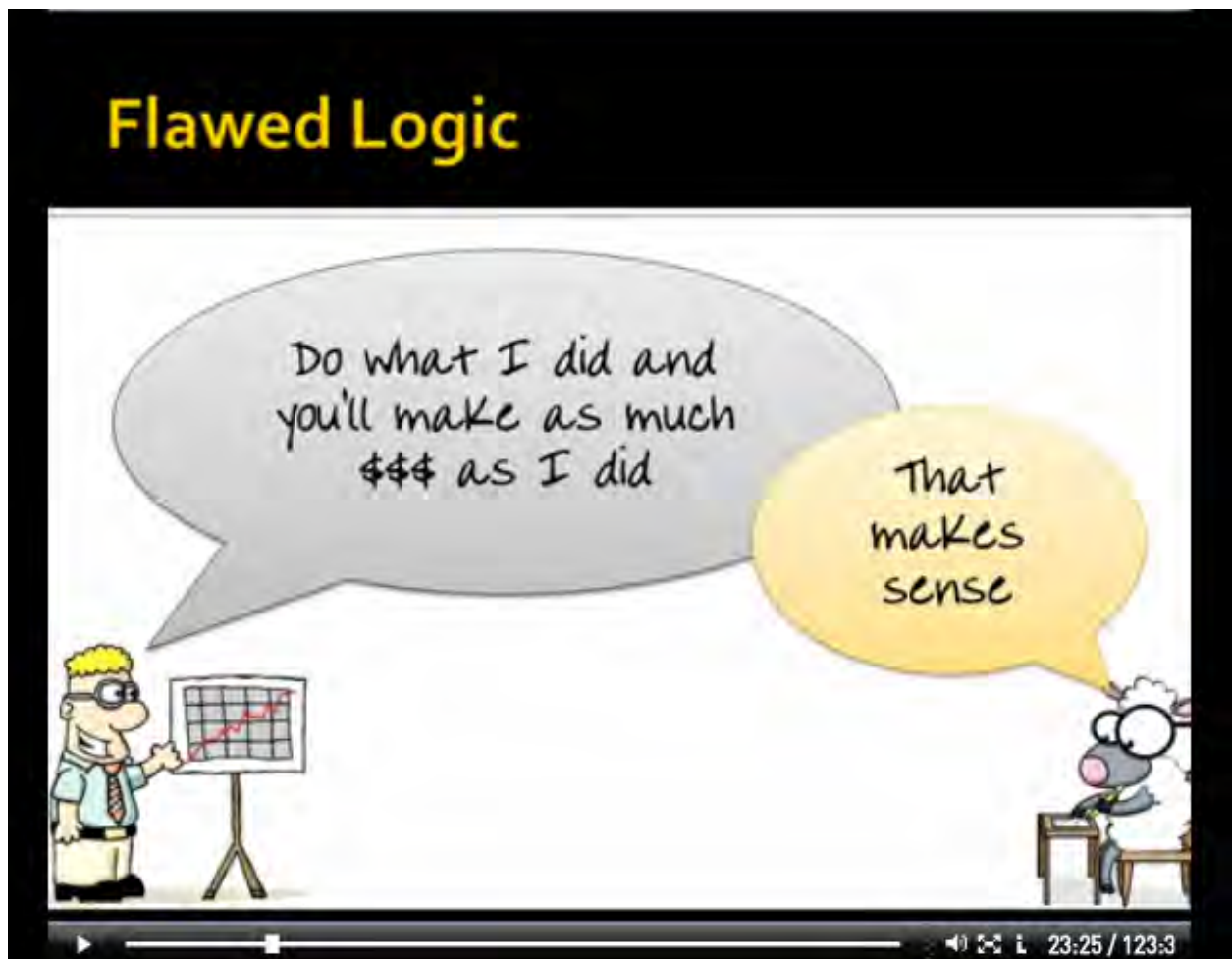


See, all of it starts with a flawed sense of logic. Yeah, yeah, I know, cutesy comics. But I like them.

Flawed logic saw that the mental process you go through and your student goes through is flawed. You start with the premise that what worked for me is going to work for you. And when you first look at that, when you think along those lines, it might sound logical. You might sit there and say, “Well, yeah, okay, if he can do it, I can do it.”

That sounds like a logical thing. But it isn't. What works for somebody else will not fit the masses. That just never will happen. It not only won't fit the student who's trying to learn something a certain way, the way you have learned it, it also may not fit the market that they are approaching when they're building their business.

Second flawed logic: Do what I did and you'll make as much money as I did.

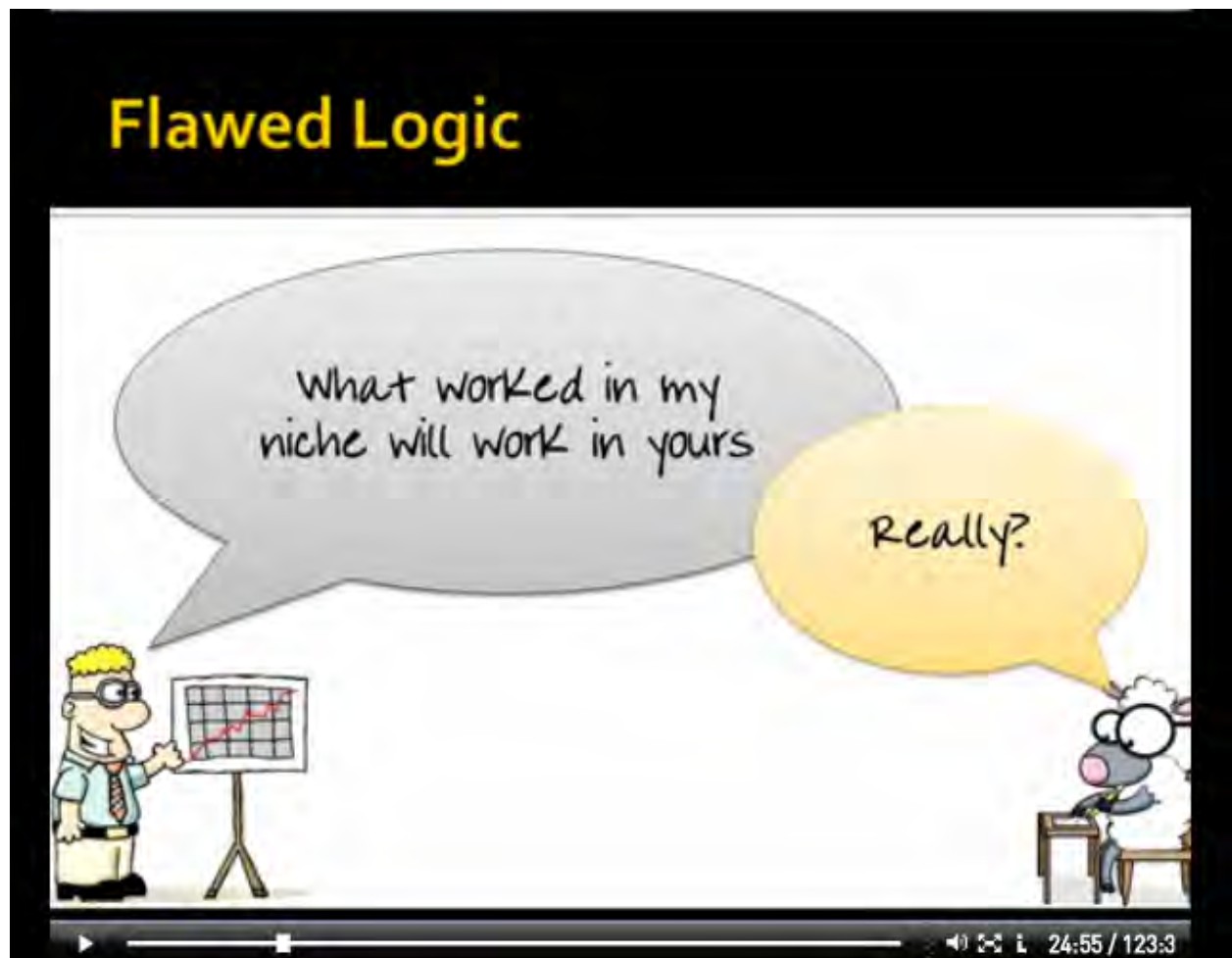


Well, no, it doesn't make sense. It absolutely cannot make sense. And in fact, this number one thought – do what I did and you'll make as much money as I did – is one of the big reasons why so many people are failing, because they're looking at that huge number and they say, “Okay, if

I do exactly what you did – and I mean exactly – build the same kind of website, copy your graphics, copy your sales letter, do exactly as you did and go after the exact same market as you did, then I’m going to make as much money as you did.”

And the fact is, do you know what this has led to? This has led to thousands of copycat me-too marketers who are all creating the same stuff over and over again – copying concepts, copying theories, copying techniques and systems, and hoping to be just like the guy who taught them, hoping to make as much money as he does.

And what that ends up doing is not only diluting the marketing dramatically, but it also completely eliminates any kind of creativity, uniqueness, and true testing of concepts. Everybody’s just regurgitating what they heard.



And that's not teaching. That's just repeating. Parrots can do that. And I'm really tired of seeing parroted marketing, because it doesn't make sense in the form of being able to teach, train, and actually develop real, unique products that come out of your head, not somebody else's.

Another flawed logic is: What worked in my niche will work in yours. No, that's not true. There are certain unending truths that people are people and people will respond similarly regardless of what their interests are. But it does not mean that everything that you did on your website and every marketing technique you used is going to work for everyone who learns from you.

And for students listening to this, please note: Just because it worked for that person's niche doesn't mean that it's a good thing for you. You have to be able to listen, learn, adapt, and modify it to suit your particular market.

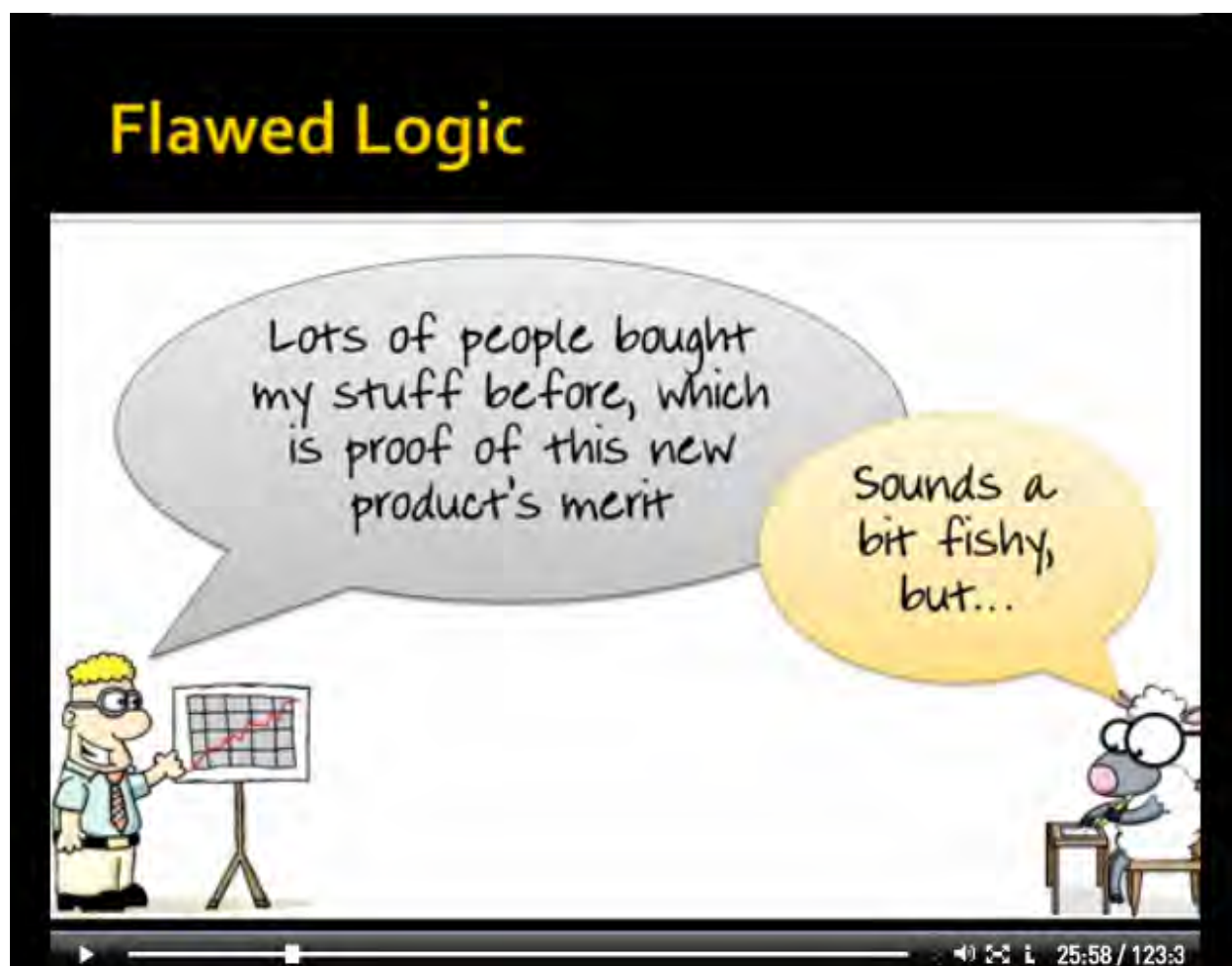


Huge flawed logic is that what worked last year is going to work again next year. That's not necessarily the case. And in fact, many times we have the frustration of – and we've certainly

experienced this – that we go through and painstakingly demonstrate a particular concept and we're doing a video training on a particular website and how to use it and how to use this software or this tool.

And wouldn't you know it, two weeks later that website completely changes itself and it's not the same anymore, so we have to redo the videos. Well, the same thing is true of concepts and techniques. Things change. And you need to be able to adapt, grow, and keep up.

This one irritates me. This one irritates me a lot, actually, is when you hear the words associated with expertise, that someone's credibility or expertise is not based on the value or the merit of the product that they are trying to sell you; they are actually basing it on how many people bought the last product they put out.



Well, that's irrelevant. But somehow, people seem to believe that, "Well, if he sold \$2 million of that product last time, then he must really know what he's talking about this time." And that's

completely not true. The only merit that is important is the value of the material that you present now. That's it. That's all.

And it's important to note that this is what the FTC is primarily upset with, as well – using old testimonials not at all related to the current product. It's not allowed, period.

And of course, the ultimate insult: “Well, the last thing I taught you didn't work? Well, it's your fault. You didn't do it right. How about you try this new tactic I just created yesterday, and buy this one instead?”



Michel:

“Just give me your credit card...”

Sylvie:

“And for free and with just shipping and handling, and I’m going to pop you onto this other thing on the back end and...” – it just becomes an endless—

Michel:

Oh, let’s not start.

Sylvie:

Don’t get me started on internet marketing sins, because it really bugs me.

Well, here’s what often happens next. Let’s assume that a customer, a student, has gotten through all of those things and has actually gone ahead and bought a product. Here’s what often happens next.

And let’s start with the assumption that it’s a good training product. We’ll start there because we all know what can happen if it’s a bad training product. It doesn’t take long for students to figure it out. But let’s assume that it is a good training product, that you are the best of the best and you give the best you can to your students in your product.

Well, here’s actually what often happens. Some of the students will learn and do very well with it. They’ll be able to adapt and grow, and remember what we said earlier, that very often it’s because you’ve had some experience prior to that moment that showed you what would and would not work in that particular technique, because there’s no one-size-fits-all.

So some will learn it and do it well. And very often, trainers will focus in on those students as their success stories. We’re about to make an argument that you cannot just focus on those students.


The fact is very few will make any money at all with that training product. Very few will, and there’s a number of reasons for it.

Most students don’t do a thing with it. There are a lot of noddors and smilers, and these are people who nod and smile in all the right places and say, “Yes, that makes wonderful sense,” and they don’t actually do anything with it – not now, not ever.

Some will take that knowledge and apply it to a completely different niche, a completely different market where there is no match, no connection.

What Often Happens Next...

- Some students learn and do well
- Few make any money at all
 - Most students don't do a thing
 - Some apply it to the wrong market
 - Some do it wrong and it "breaks"
- Student thinks teacher lied
- Teacher thinks student is to blame



30:39 / 123:3

Some do it absolutely wrong and do it in such volumes that the original concept doesn't work at all for anybody anymore. This has happened very often. The most recent perfect example of that was the Google slap that occurred roughly three and a half years ago, four years ago, where quality score was introduced in pay per click advertising.

I'm not going to mention names, but I do know exactly why that particular slap occurred, and it's because a particular marketer, who shall remain nameless, had been moving along quite swimmingly, doing very well with a particular technique that actually was quite brilliant, taught it to a bunch of students who hammered Google with the wrong approach and did it wrong. And it broke.

And now, not only the original marketer who had developed this technique, but all the students thought, “Oh no, none of this works,” and nobody was making any money anymore.

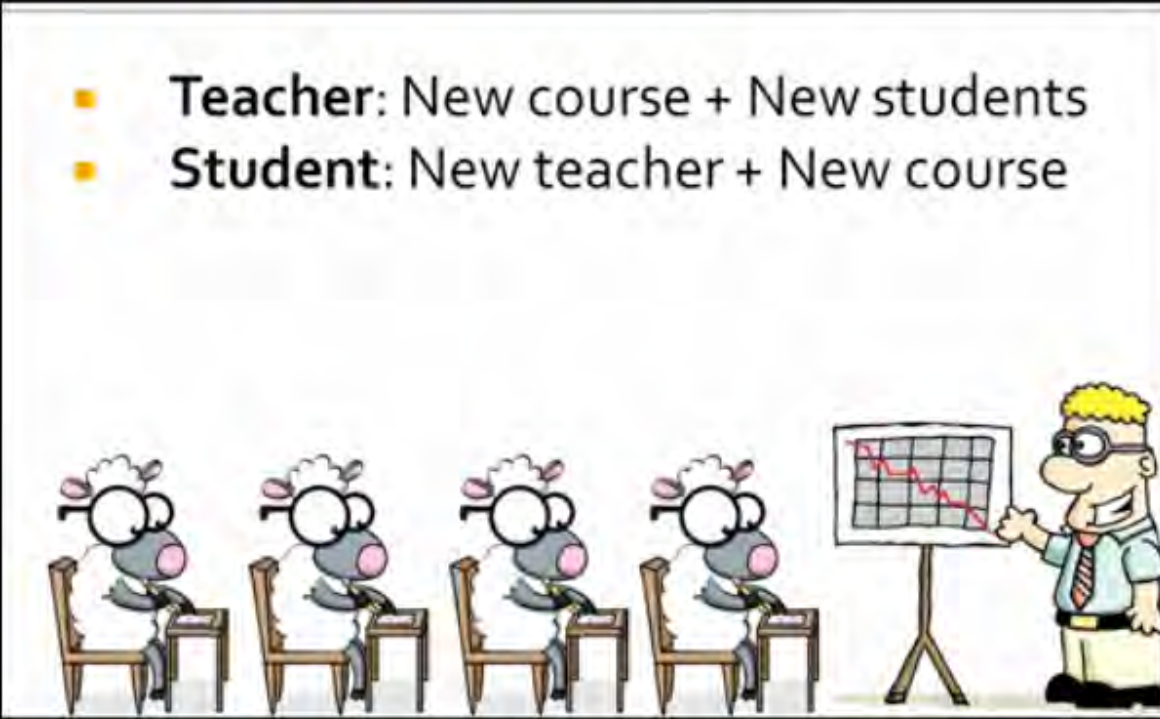
Unfortunately, students very often take the approach of thinking that the teacher lied. That may be true, but in most cases, that isn't the case at all. It isn't that the teacher lied. It's that it's based on old, outdated techniques, even if by “outdated,” I'm saying six months ago.

And ultimately, the teacher turns around and says, “Well, it's your fault. You did it wrong. You broke it.” And that is the biggest problem, is when teachers step completely away from any connection or responsibility with the material and the quality of those products that they produce.

If you're going to teach anybody something, you have to own it. You have to own success and failure, not of your own, but of your students.

The Typical Solution?

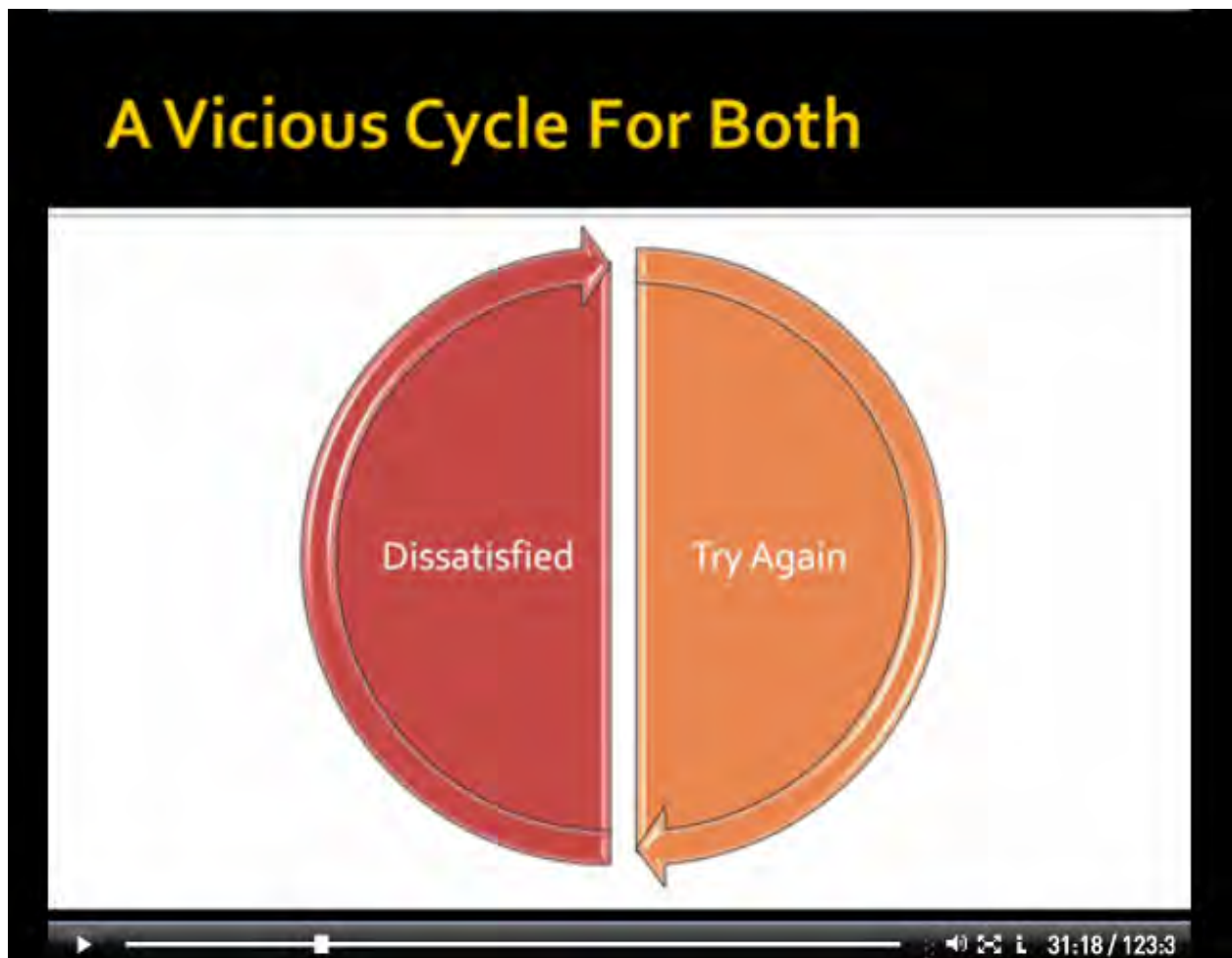
- **Teacher:** New course + New students
- **Student:** New teacher + New course



▶ ————— ◀ 31:07 / 123:3

The typical solution either party comes up with is the teacher goes out and creates a brand new course and looks for brand new students who don't hate him or her. And the student runs out and gets a new teacher and buys a new course, both of them thinking that's going to be the solution to their problem.

Well, unfortunately, that is a vicious cycle. Both keep spinning around and around in circles, the same cycle over and over and over again, with nothing new, no new approach, no new way of looking at the problem. It's the same old same old.



The fact is, those who cannot remember the past are condemned to continually repeat it. I love this quote and I think we've all heard it, but we need to remember it. If you keep doing the same things over and over again, what makes you think you're going to get a different result? It's not going to happen.

**“Those who cannot remember the
past are condemned to repeat it”**

George Santayana

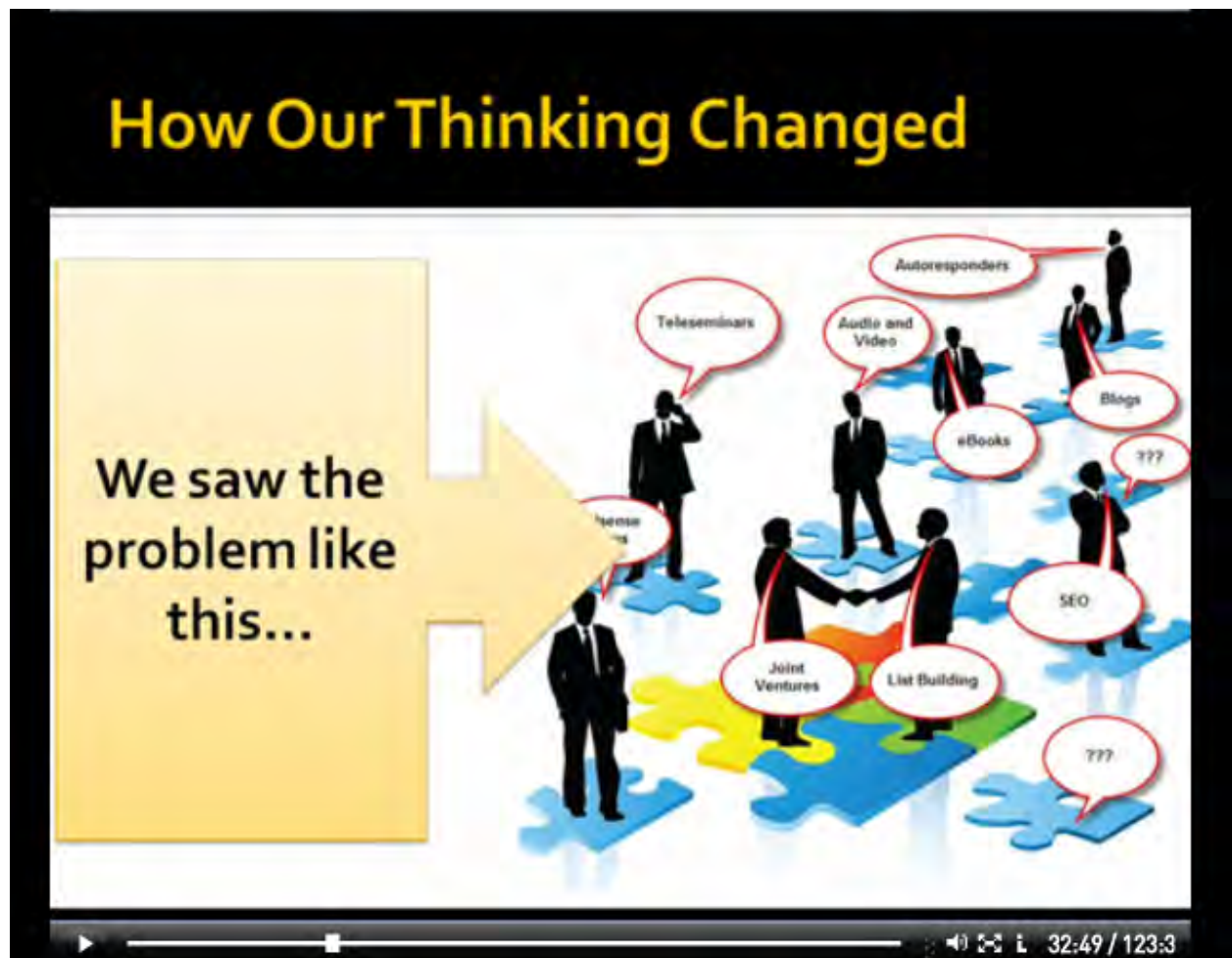
Well, a while back, about three years ago actually, right about the time that we were going through my breast cancer treatments, actually, our thinking changed. We started seeing the problem that people were not connecting one concept with the other.

And we kind of saw it like a big puzzle piece that each individual trainer specialized in one particular area of business growth, and they specialized in that and that's all they taught. That's what they focused on. But the problem is there was not connectivity. There was no connection between themes.

And somebody who is getting into starting a business knows that they need to understand some things, but they just don't understand which things they need to understand.

So it results in money drain, because in order to learn what you need to know, you have to go out and either spend weeks or months learning it and trying to adapt all of it, and then say,

“Well, that doesn’t apply to me at all.” You go out and buy a lot of different products, hoping that that’s going to be the solution for you.



So it creates that massive disconnect between teacher and student. Nobody knows what they’re talking about and nobody knows why they need to learn something.

So we started analyzing this problem and thought, “How can we adapt the way that we teach?” And in fact, originally we didn’t want to build Success Chef at all. We were hoping to just create, originally, a blog that we could explain these various concepts and point to the right resources to teach it.

But the problem was there were huge missing gaps and connections weren’t being made. There was no consistency in the way things were taught and how people were able to do things in their online business.

They had no idea what to do first, second, third, and by the time they got to us, it was very, very late in the game. And we were trying to remake someone's entire business model based on that limited bit of understanding that they had about how to do it.

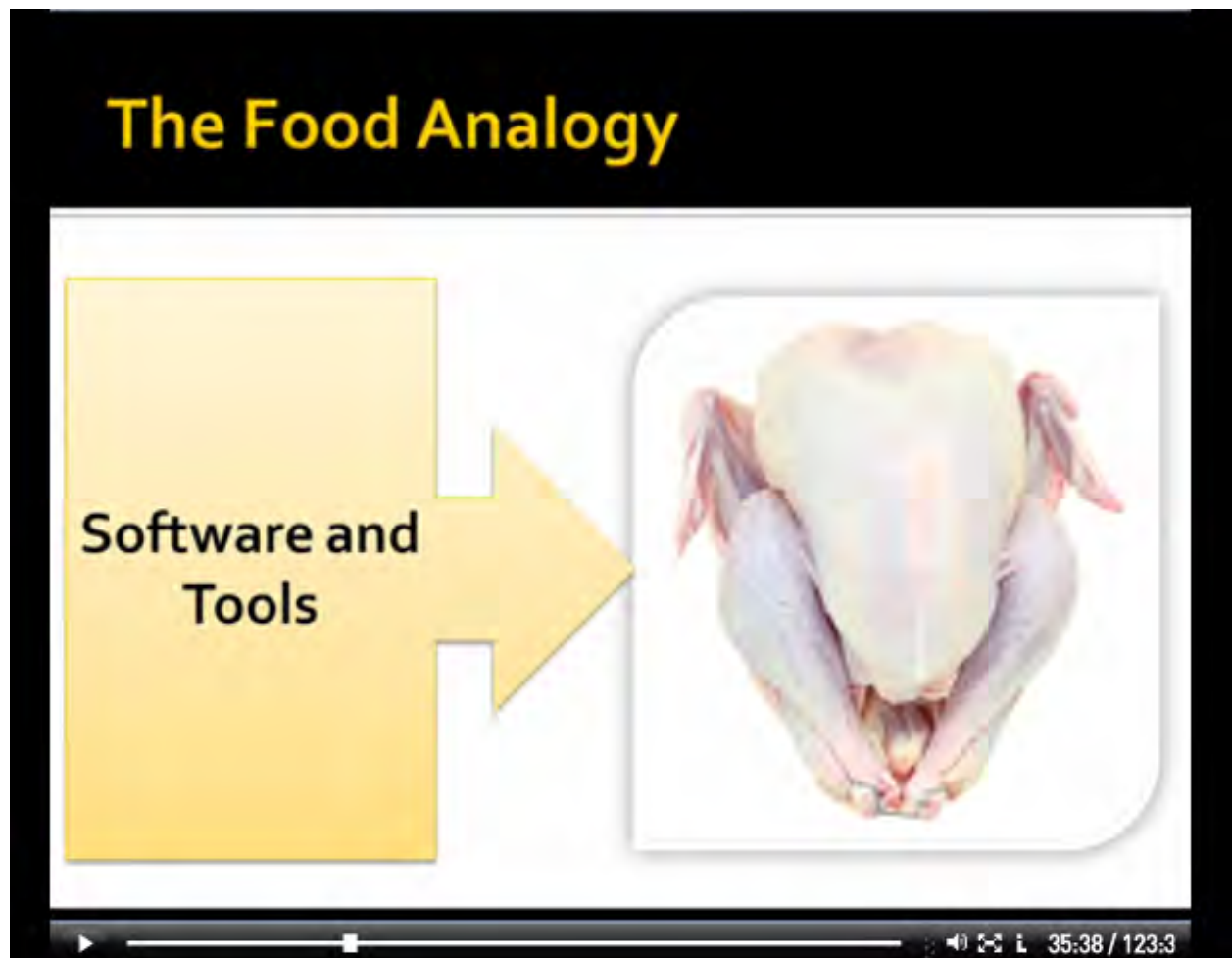
So we came up with the food analogy. And I actually want to take it back – before we get into the recipe side of things, we came up with the food analogy because it makes a lot of sense.



Let's assume that what you want to learn is how to put together a fabulous Christmas dinner. And what you ultimately want is the dinner made, you want the family happy, you want the potatoes to come out perfectly, you want the turkey to be juicy and wonderful, and you want all the trimmings. This is ultimately what you want.

But in order to accomplish what you want, and of course it shouldn't need to be said here – my analogy relates to building a business that makes you money. That's ultimately what you really

want if you're building an online business, is you want the end result. And that's your focus. That's what you're paying attention to.



Well, how do you get there? Most products out there are just a raw ingredient. Software and tools is an individual, uncooked ingredient, with no recipe to how it connects with the rest of the meal.

It's certainly not going to tell you how to make the carrots. It's not going to tell you how to make the potatoes perfect. It's not going to tell you how to cook it, even. It's just going to give you the software or the tool that is an integral part of the meal – it's a huge part of it.

The main ingredient here is the turkey, so in order for you to have that turkey dinner, you need the turkey. And it's true that you need that. But if you don't know how to put it together with the rest, then you're just going to end up with a raw turkey on the table, and that's not going to work for anybody.

The Food Analogy



Most training products make an attempt to connect pieces. They might focus on one particular ingredient or primary focus, while ignoring or just barely grazing the surface of the fact that you might need carrots, you might need potatoes.

But they're not selling you the potatoes and carrots so they don't know enough about it to be able to explain every aspect of the meal.

Most training products zoom in one ingredient and how to use it and how to apply it, but it doesn't cover the rest. And it really can't, without being an all-encompassing system.

So then you think, "Well, after trying all of that other stuff, and I didn't know what to do with that ingredient, maybe I should go for a business in the box. This is a ready-made, the business is made for me. It's supposed to look like this. I can't wait to eat. All I have to do is insert dollars and out will come this amazing Thanksgiving dinner or Christmas dinner that I can impress my friends and family with."

The Food Analogy

"Ready Made" Is Supposed To Look Like This...



36:31 / 123:3

But in reality, you usually get a turkey dinner that looks more like this.



Technically, you weren't lied to. You did get a turkey dinner. It was finished, it was cooked, and it is served. And it's usually hot. But it's really not the kind of thing you want to put in front of Grandma.

And that's the reality of the ready-made world. And the fact remains that it's because businesses cannot be cut-and-paste simple. Building a business, if anybody ever told you that it's a turnkey operation, you should probably look very carefully at the fine print, because every single business is unique and it should be.

There's no such thing as a truly effective long-term complete growth business that starts with a cookie cutter or a TV dinner approach. You can't take shortcuts to the kind of long-term success, and your focus should be on building a long-term, growing business, not a short-term, hit and run kind of thing.

If your goal is to build a sustainable business that you can pass down from generation to generation, then you need to use very different thoughts than the ready-made, give it to me cooked and I'm just going to sit here and eat this in the corner, because that's not going to work for you, and you're not going to be happy and you're certainly not going to be happy for long.

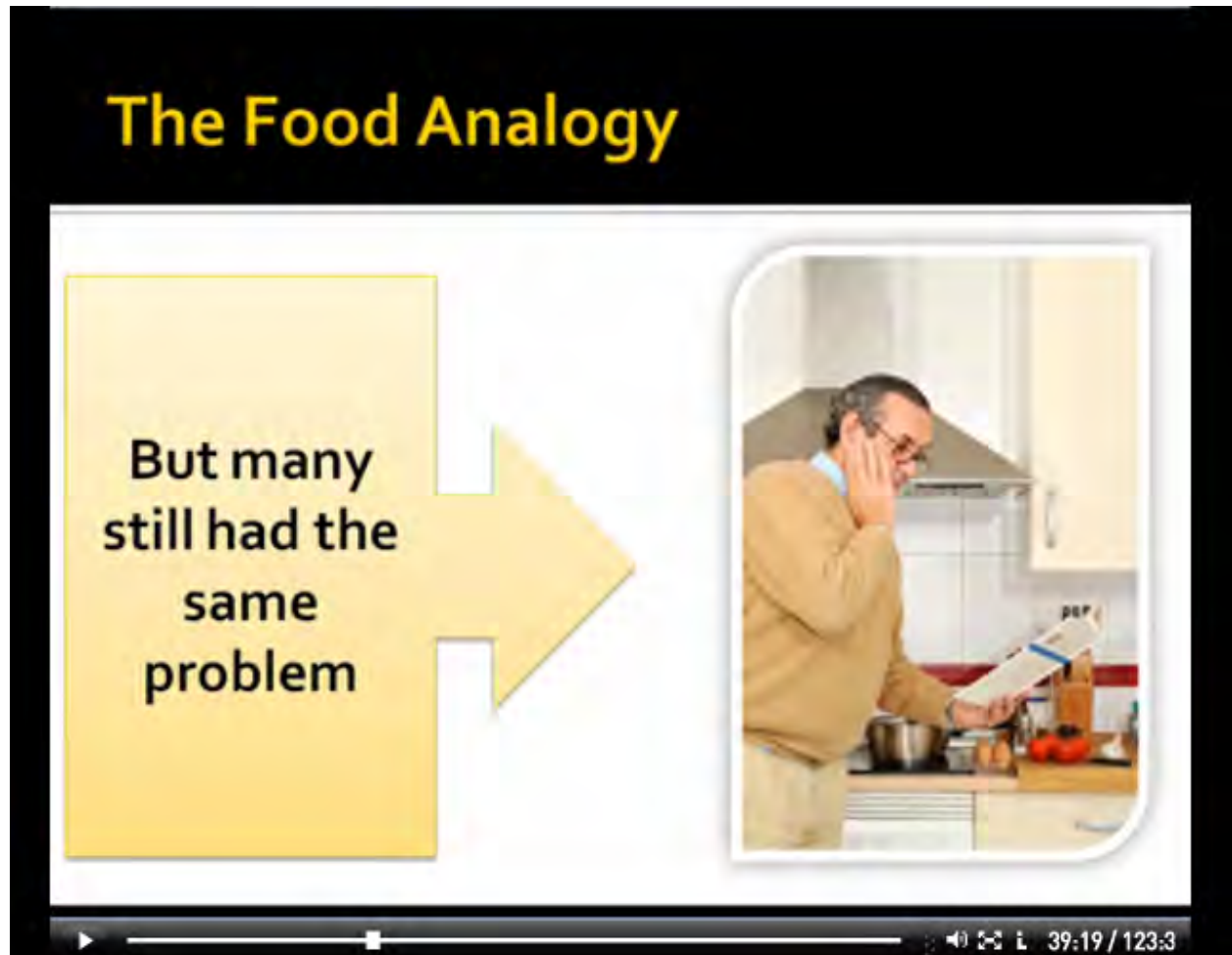


So we thought about it and we said, "You know what the real problem is? People don't have the recipes. They know about the ingredients, so what we're going to do is build Success Chef."

And Success Chef, the idea behind it was to outline what are the ingredients that you need if you're building this kind of a business. Here are the ingredients you'll need and here are the steps that you need to put it together.

And my God, we thought we were brilliant. It really was a great idea. However, we did have a lot of students that had success. And I'm not going to say that we absolutely failed, because we didn't. We had a lot of successes in our student line.

But a lot of people still had the same problem. The same problem is staring at the cookbook, looking at the ingredients, understanding it, but still not sure how it applies, or even which recipe they should choose.



It was like we handed out a gigantic cookbook without any pointers as to which recipe was right for people. And that caused the same kind of problem that people were experiencing in the past, which ultimately led to tonight's announcement, because we had an inspiration.

And I've got to tell you this story, even though I will allow her to remain anonymous, but this lady approach us about a month ago and inspired Michel and I in such a way that I can't even talk about without getting a little bit choked up. I want to tell you her story but I want you to understand why we're telling it.

This lady came to us and basically told us her background, what led her to this particular place. And to be honest, she is a student in Success Chef. Well, in 2005, she retired with a dream of

building a business. And she had all of her retirement savings – she spent her whole life saving up for the dream of building a business of her own.

That was in 2005. She had high hopes, highly ambitious, very willing to work, very willing to implement. This is the perfect kind of student for someone who has honest intent to train and help them build a business.

That's the perfect kind of student – someone who is willing to do the work that it takes, isn't afraid to roll up their sleeves and actually do the thing that needs to get done, is willing to learn, eager to learn, and isn't of the idea that, well, you can start with zero budget and build a multimillion dollar corporation within a week.

Our Inspiration

- 2005
 - Retired with a dream
 - Life savings to invest
 - High hopes and ambitious
 - Willing to work and implement
- 2009
 - Life savings gone
 - Earned < \$100 total
 - Living out of *storage shed*



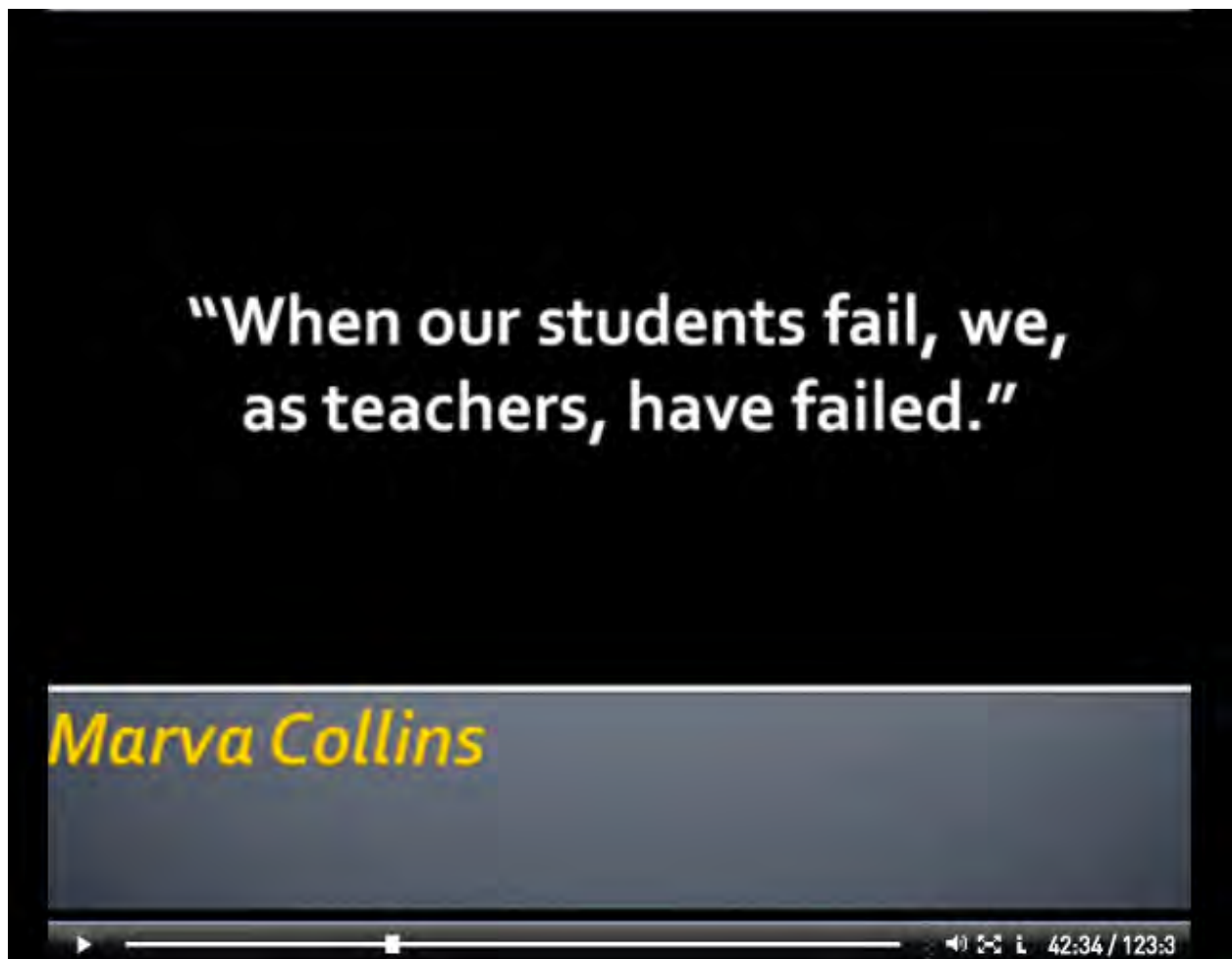
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She didn't have that kind of a viewpoint. She didn't have an unrealistic view. This was in 2005. Let's fast-forward a little to 2009. By 2009, after joining just about every program out there,

trying to do one thing after the other, trying to build on one idea after the other, her life savings are gone.

In total, she's earned less than \$100 with an online business, less than \$100. And she is currently living out of storage sheds.

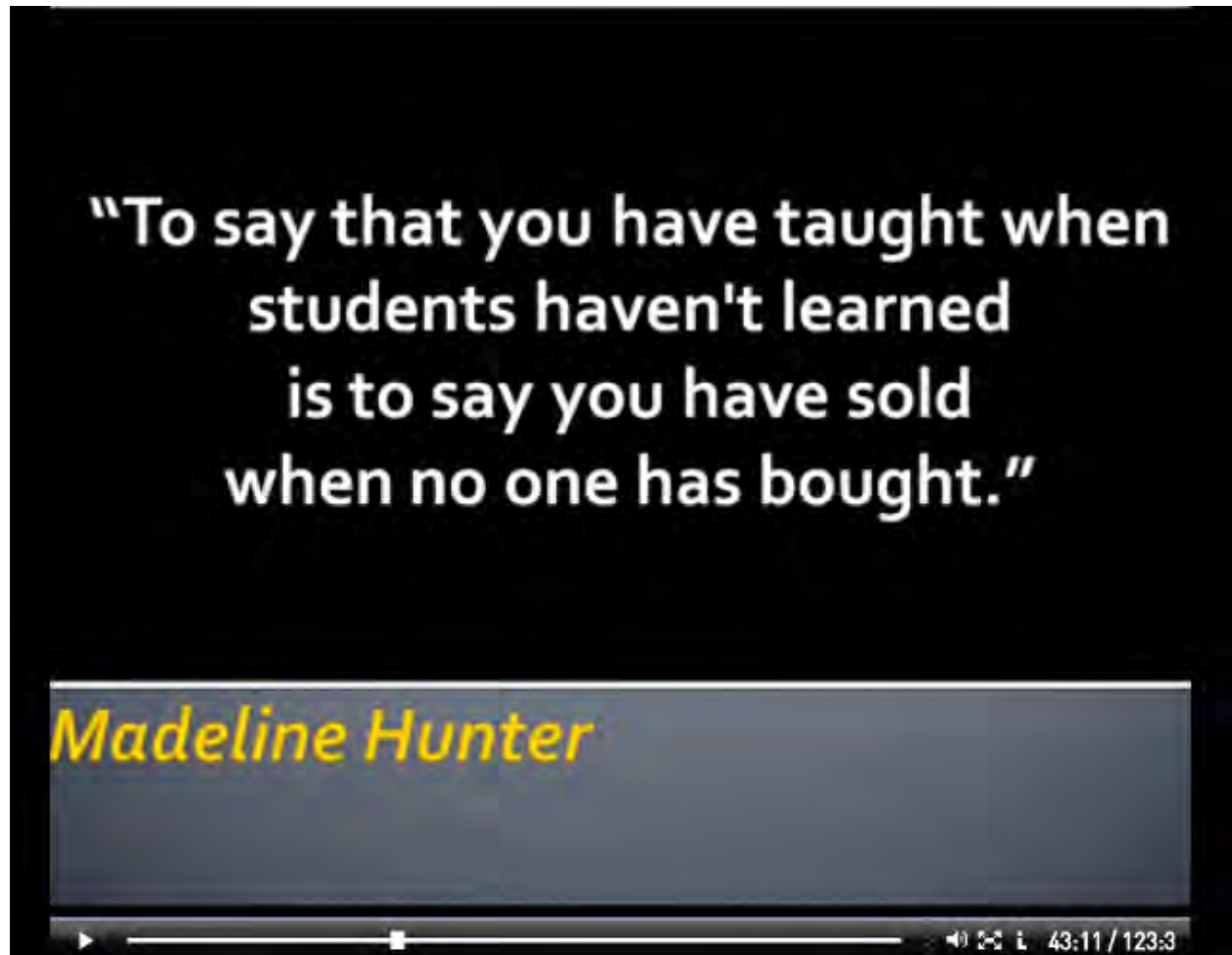
Think about this for a second. I really want you to understand how hard this impacted me, as it should impact you. You'll never know who this student was. She probably bought products from you at one point or the other, unless you just don't sell internet marketing training products. But she probably bought one of your products.



You were directly responsible, just as Michel and I have been, for her failure, because the truth is, when our students failed, we as teachers have failed. It is not a joking matter. It is not something that we can afford to continue blaming our students for, because they didn't have it in them to do it, because the fact is, most do.

Whether or not they actually carry things through, it may not be because of what you think it is, that they're just too lazy or bored or myopic or dumb. How dare you think that? You don't know that. You cannot know what the primary reasons are for your students' failures, because the fact is you're not listening.

There's a second quote that touches me deeply, and I think a little bit funny. To say that you have taught when students haven't learned is to say that you've sold when no one has bought.

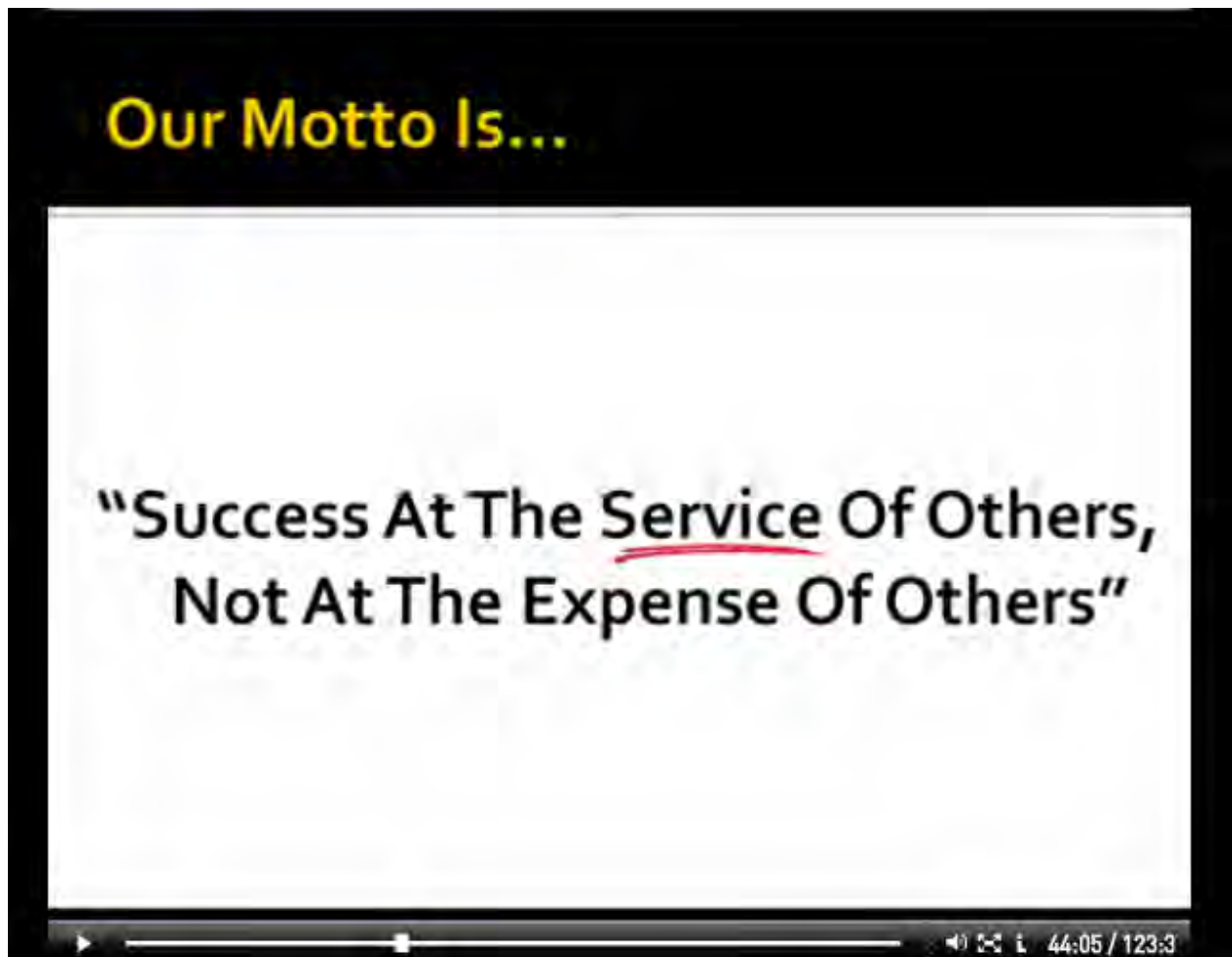


We cannot any longer call ourselves teachers unless we have done everything within our power to make it possible for our students to learn and adapt and build and implement. We have to make it possible. It's no longer good enough for us to stand on the stage and say, "Now go take action."

That's not good enough anymore, because you can't call yourself a teacher; you can only call yourself a salesman, because all you've done at that point is sold them something.

But you cannot call yourself a teacher, you cannot call yourself an expert, you cannot call yourself a guide at all – unless you've accomplished what you set out to do, which is to teach and allow them to learn.

Our motto has always been "Success at the service of others, not at the expense of others." Success should never come at someone else's expense. It should be in service to.



And we actually teach this to our students. We have a lot of students who will come to us and say, "Well, I read about this tactic over here that, although it's not going to be a comfortable experience for my customers, I really think I want to do it because he made a ton of money doing it."

And the question we ask is, "Does that really serve your customer or does that just serve your wallet?" And if you can't honestly answer that question, then you have no business selling anything.

So, after hearing this woman's story, we knew we had to do something. We could no longer stand by and say, "Oh, that's just too bad. It's so sad." We had to do something about it, because the problem was not in her inability to learn. It was because the same old thing was being taught the same old way.

Even though we were doing our very best to teach, we were still teaching the same old fashioned method.



We did a little bit of research into this because, like I said, before we decided to do this webinar and make it public and change our entire business model, I needed to kind of test it as best as I could.

So I went in search of what is it that universities have studied and learned about how people learn, whether it's active or passive learning. So I found some great research at Brown University and I want to share this with you.

Brown University has done some research and shown that you will very often remember only 10% of what you hear about or what you hear. You will remember 30% of what you see in action, what you see demonstrated. And you will remember, at most, 50% of what you hear, see, and explain or feedback to the individual teaching you.



Brown University Research

You'll Remember...

- **10%** of what you hear about
- **30%** of what you see in action
- **50%** of what you hear, see, and explain
- **70%** of what you hear, see, then do
- **90%** of what you analyze, do, *and explain*

49:03 / 123:3

Now this, these first three, is the representation of how almost all university classes and internet marketing training products are taught. It's taught either from the stage, so you're hearing about it – well, no wonder you get home after a seminar, looking at your stack of notes, and not remembering any of what you heard.

It's true that humans will only remember 10% of what you hear. So clearly that model isn't good for long-term recall and being able to apply it to your business.

Michel:

The next one is what you often see with video-type programs where they show you screenshots or Camtasia videos and step by step video. And finally, the third is what you'd probably get with coaching programs, where somebody will teach you in a coaching environment.

But it's still just 50%.

Sylvie:

Exactly. Now, knowing that, if you sell a product that fits into any of these categories, you will, from here on in, be doing it with eyes wide open that you knowingly are aware that 50% or fewer of your students even have the chance of doing anything good with the material that you present, regardless of how good it is.

Only 50% will be applicable at most – that's best-case scenario, because the vast majority is a completely one-way experience.

However, let's start talking about active learning. You will remember 70% of what you hear, see in action, and then apply. If you do it, if you're actually doing what you see, you'll actually remember 70%.

But, as far as I'm concerned, that's still not good enough, because the best-case scenario is that you will remember 90% of what you not only hear, see, and explain and feedback to your professor or to others, but you actually do and implement and then explain to someone else – now, this is important to understand, because these last two are very rare to ever be done.

We're going to give you the ideal best-case scenario. We're going to show you how that can work and be applied in this particular industry, that if you're going to bother going out there and putting your name on the line, put your reputation on the line to say, "I will teach you what I know," then the way that you share that knowledge, the way that you teach that knowledge, is more important than what you're teaching.

Because if you're teaching it in this one-way fashion, you are guaranteeing that the vast majority of your customers will never be able to do anything with it. They'll never be able to apply it correctly.

So we got to thinking, knowing this, what if, rather than preach about how great we've done, we prove how it's possible for you to succeed? Rather than lecture to our students, we actually listen to the feedback and hear their experiences that can help guide and shape the way that we do things next week and the week after that.

What If ...?

Rather Than...	We...
Preach	Prove
Lecture	Listen
Coach	Communicate
Direct	Demonstrate
Persuade	Participate
Explain	Experience
Sell	* Serve

51:10 / 123:3

We thought, rather than coaching people, how about we communicate with people and give them a voice? Instead of directing people on what they're to do, how about we demonstrate how it can be applied?

Instead of trying to persuade people in what they need to buy, how about we participate with their experience? Instead of explaining, we actually experience it right along with them. Most importantly, instead of just selling, how about we serve? How about we serve our customers with more ethics, more integrity, and more connection than we've previously been able to do?

The internet, by its very nature, allows anonymity. It allows you to sit there and distance yourself completely from your customers, because most you will never see. Most you will never meet. Most you will never have to shake their hand. And most, you will never have to see their tears.

But when it comes to what we do, we can't afford to take that hands-off, arms-length approach, because in the long run, that will bite us. It will destroy any kind of credibility that you may have taken years to build up. And in one fell swoop, you lose your connection with your audience, you lose your audience. That's the way it works.

This is what dawned on us about a month ago, shortly after the conversation with this wonderful lady that we had a chance to talk with. It kind of hit us. Here we are using the food analogy. We're using the analogy of recipes and cookbooks and all of that, but I felt like an idiot when this dawned on me.



It dawned on me that when chefs go to cooking school, they don't sit in a classroom, staring at cookbooks and writing notes in the margins for two years. They actually get in the kitchen. They get involved.

The executive chef actually is directly responsible for the outcome of the sous-chef's work. They are interactive. They are chopping. They're sautéing. They're being told what they're doing wrong. They're involved in the process. They're actually building something together.

The executive chef may guide the students. He may say, "Well, today we're going to work on doing deli platters." But he's actually involved in the actual work involved in getting the ingredients, organizing them, talking about seasonings, how much salt should and should not be added.

And ultimately, the best part is the end of the day when all of the students and the chefs sit around the table and eat what they prepared.

This analogy finally struck a nerve and got us to understand that all of what we'd been doing so far and all of what we'd been working towards so far was worth nothing unless we were able to do this with our students and be right there in the kitchen.

So now we had to work on how to do that in a practical way, how to do that so that we aren't stuck with the old, old, old model of one on one coaching.

You see, one on one coaching might be very interactive, but it also allows no leverage, and it only allows one person to be learning at a time. And it only allows that one person to be learning at a time a certain number of hours in a day.

You see, there's a limit to how much time we have, and I would rather be able to do it in such a way that is leveraged so that we can teach many people simultaneously without getting stuck in the old coaching rut. And that's where this analogy started to come to be.

So now we're actually going to break it down for you. We're going to go step by step into how this model works and how, if you are a trainer, you can adapt this to your own business, regardless of what you're teaching.

You could be teaching weight loss. You could be teaching business building. You could be teaching whatever it is. Now, this obviously is specifically focused to those who are teaching how to do stuff and create an online business out of it. That's who we're primarily speaking to.

But as a student, I want you to start to think about those that you choose to be taught by, and analyze if their model is truly an interactive experience for you, is it something that connects with you, or is it a passive, one-way, university lecture classroom style?

Michel:

And now that the internet has changed so much with Web 2.0, with interactivity, with a 2A communications process and this whole social media explosion, there is no excuse. We have the technology now to no longer just broadcast our courses or do "seminars" or one-way communications or one-way courses. Even video is a multimedia.

Now we have the ability to interact with our students, to actually be in the classroom and help our students and actually build with our students, whatever we are building together. And also, like the cooking class analogy, finally, at the end of the day, share whatever we've built together and, you know, eat it.

Like the old saying says, that you finally can have your cake and eat it, too, and this is pretty much applicable in this situation because now we have the technology. If the internet has gone from Web 1.0 to Web 2.0, why has internet marketing stayed in 1.0?

This is why it needs to go into the 2.0. It needs to become more interactive, two-way, bidirectional, interactive. And this is what we're going to be implementing, effective immediately.

Sylvie:

Exactly. So here it is, step by step. This is the broad overview. Our new model is going to work like this. When we begin what we're calling a Success Chef test kitchen lab, this is where we're going to actually, from start to finish, build a real business, from the beginning to the end, including marketing steps, and including the actual making money with that particular business.

We're going to do it from beginning to end with our students, with active participation, with actual share in the workload, share in the profits, and share in the experiences together.

But – and this is important to note – we have set a rule to ourselves that we’re not allowed to build a business or a website or a business model that’s around the concept of internet marketing training.

At no point will any of the businesses that we build be focused on making money, because frankly, that’s been, in my opinion, done to death. Too many examples are based on someone else’s product launch to the internet marketing community, which doesn’t prove anything about the viability or the merit of that particular product.

So our rule is pretty standard. We are going to go into all kinds of niches and go completely outside of the internet marketing community, meaning we will always be starting with no list, no previous experience with that market. We’re starting from literal scratch, exactly as anybody new to building a business would be doing.

It’ll start with bringing across an idea. Now, I’ll share a little insider’s tip. Michel and I have a very difficult time going anywhere in public without coming home with two or three new business ideas. It’s just the way our brains work. We kind of roll that way, is the best way for me to describe it.

I literally cannot walk into a mall without thinking about ways that that store could’ve done better if they’d improved their customer experience and if they didn’t have that sign and if they changed the copy there, and boy, that would be a great idea for that particular – it just makes us crazy.

So there literally are hundreds of possible ideas to develop and grow within the Success Chef test kitchen.

Michel:

Before you dive into this, hon, let’s explain the Success Chef model, because a lot of people on the webinar tonight – and we have hundreds right now – don’t know about your famous four-step process. And then we can show them how this applies to this.

Sylvie:

Absolutely.

Michel:

The four-step process that Sylvie came up with is based on her years and years and years of experience working behind the scenes as a service provider.

Of course, many of you already know that Sylvie owns Workaholics4Hire, Incorporated, which is a company that does a lot of the customer support work, product development, marketing management, and project management stuff for a lot of the top marketers.

Sylvie:

It's the grunt work side.

Michel:

It's the grunt work side. So she sees a lot of it from the back end perspective, and no pun intended. She's laughing right now.

Sylvie:

You are terrible.

Michel:

But here's the thing. The four steps is – and what we've brought it down to is that all businesses really boil down to four essential steps.

One is viability. Is the idea viable? Is it going to sell? Are there not only people in the market for this product, but are they willing to pay for it? Is it monetizable? Is it commercializable?

The next step is to source the product, whether you license it, you dropship it, you create it, or you sell it from somebody else like an affiliate – whatever the case is.

The next step is to create the delivery mechanism. Online, that's a website. Offline, it's called distribution channels. It's essentially—

Sylvie:

Or your storefront.

Michel:

Or your storefront. Well, distribution channel – it's essentially finding a way for the marketer and the marketplace to join. That's online, that's the website.

And finally – it's the final step in the four steps – it's marketing, where you go out there and you bring people to your delivery mechanism, your website online or your storefront if you're offline.

And the point being is that a lot of people, when they buy programs, especially in the internet marketing training industry, which is all about internet marketing training, and you can see how that vicious cycle is now occurring, is that we all focus on one thing, marketing, traffic – traffic, traffic, traffic, traffic.

Yes, we understand it's the lifeblood of a business, traffic is. But you cannot focus on traffic when you don't even know if your idea is viable or if there's a product or you can produce a product and deliver that product properly, and if you've got a website and a good distribution mechanism.

I mean, it makes absolutely no sense. And that's the problem. A lot of people focus on the marketing aspect without looking at the other steps.

So the four steps are viability, sourcing, website, and marketing. And what we're going to be doing is – and we've been teaching this for years – but what we're going to be doing is going through those steps together.

Sylvie:

In order.

Michel:

In order, with our students. When we come up with an idea or we are suggested an idea, we're not just going to take it at face value and start building a business. We're actually going to do viability on a webinar with our students, where we actually go through the process of deciphering, number one, is there a viable, profitable market for this product?

Is this a surefire, 100% guarantee? No. I mean, variables change all the time. Sylvie mentioned earlier that methodologies and technologies change all the time on the internet. We might do a

viability research and we might have either misjudged the market or we have based it on technologies or market demand that was good maybe six months ago that is no longer – whatever the case is.



But we can tell you that the chances of succeeding with a product once viability research has been done is so much more greater. And I sort of doubled my—

Sylvie:

More greater – oh, you are so French.

Michel:

I am so French. And here's the thing is that we're going to be doing that live on the webinar.

The next step is that we're going to be sourcing the product itself. We found out who is our market, what did they want, and we also found out how do they want it – do they want it in a digital format, in a physical format? Do they want it shipped to them? Do they want a membership site? Do they want it just in the form of free content where the monetization is an ad-supported process? Whatever the case is.

Now we have to go out and get the product, whether it's getting the content written, whether it's packaging, whether it's dropshipping – whatever the case is. And if we have to license it, we'll license it. There's also licensing, there's also dropshipping, and so on and so forth.

Next, we build the website. We build the process of taking our customers from the front end to the back end, from actually being interested in our product, reading more about our product, getting excited about our product, buying our product, and then being served and having the product delivered to them.

And we also make sure that they enjoy and use and consume the product and do it properly.

And then finally, the marketing. Once we have those three first steps, now we can also do webinars where we actually go into the process of driving traffic to the website, and we do it with multiple – there are multiple formats of traffic. There's free traffic, there's paid traffic, there's passive traffic, and rented traffic.

And we discussed this in Success Chef, but we're actually going to be doing it live, on the spot.

Sylvie:

And it's important to note, not all traffic is created equally. I'm constantly amazed with how much money people will spend trying one method of traffic that they heard worked really great for this other guy, and they spend a ton of money on it, and as it turns out, that was absolutely the wrong kind of traffic to go after, and they wasted all that money.

Not all traffic is created equally. And the kind of traffic we go after and the kind of advertising we'll do will be directly related to what type of website it is. And the type of website we build will be directly related to what kind of product it is. And the kind of product we build will be directly related to what the customer actually wants, which is what we find out during viability.

But here's where it gets interesting. As far as I'm concerned, this is the most interesting thing I've seen online. And that is, instead of it just being "We'll build a business and you'll watch us do it, and then go forth and try and apply it to your own," we're actually going to be opening up the field and saying, "You know what...?"

Michel:

"Let's do it together."

Sylvie:

"Let's do it together." You will have the opportunity – if you're a Success Chef student, you will have the opportunity to join us, once we've done the viability, once we've done that first session, to really hammer it and see whether or not this is an idea that could potentially fly.

Once you know all the facts, you know what's involved with it, you can decide, "Okay, I want to join you and I want to join with my own sweat equity. I actually want to do the work that's associated with it and I want to share that with the group."

We'll split up tasks according to skill, ability. We'll actually be able to – think about it this way. Instead of trying to get out there and build a business all by yourself and hit all those bottlenecks by yourself, you'll actually be sharing in the workload with a group and helping one another.

Remember, we said you'll remember 90% of what you not only learn and absorb, but that you actually spit back to somebody else. If you're sharing and helping somebody else, you're actually going to retain that knowledge way better than if you're just doing it all by yourself. That's a fact.

And it isn't just, "Let's all build a business together and we're going to profit from that." This is an equal share of profits with the group. Actually, it's not so much equal—

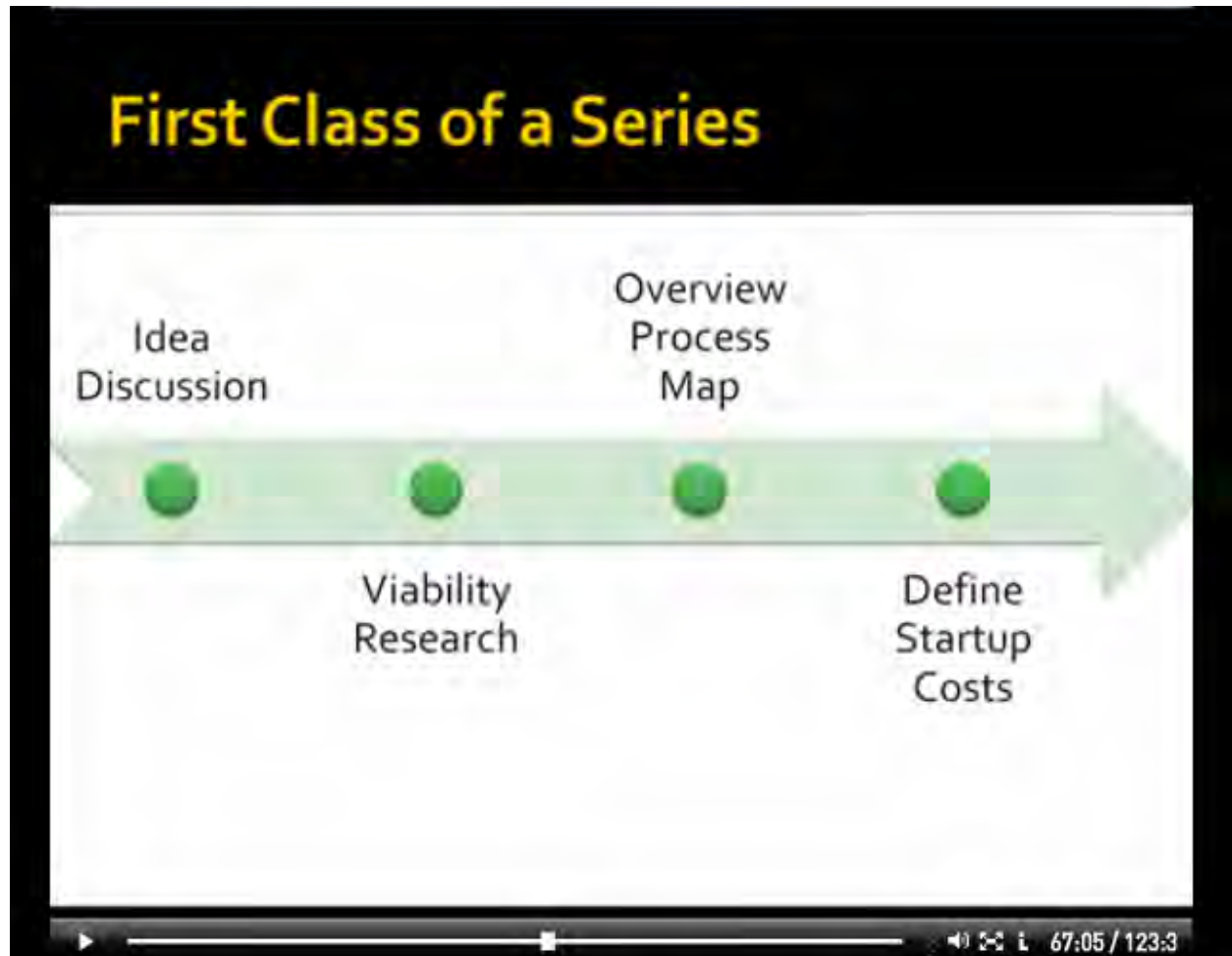
Michel:

Yeah, it's not equal.

Sylvie:

And I'm going to show you how it is distinctly in your favor, not ours.

So this the overview of how it works. Now let's break down the "how it will work." This is important for Success Chef students to pay close attention to, because the way that we do our webinar series is going to be dramatically different.



The first class of any new series, meaning new business idea, is going to be – the beginning of the class, we'll break down the idea: Here's what the idea is, here's where it came from.

If partners are involved – because this could very well be something where someone else is involved with the long term of that project – we'll get more into detail in our own classes. But basically, there are going to be situations where partners are involved in the original idea. Someone has brought us the idea and said, "I want it to be a Success Chef test kitchen business."

Once we've discussed the idea, we'll actually hammer out the viability research and narrow down exactly what kind of market we're looking at, whether or not the customer is going to be

interested in that, who our customer is, what they want and how they want it – you know, the viability stuff we've taught you within Success Chef. We're actually going to apply it to each and every business idea.

If, at the point of viability research, the idea fails, if it shows that it's not likely to work, we'll either make it work by changing the idea and changing the model, or—

Michel:

Move on.

Sylvie:

We're going to ditch it and move to a new idea.

Michel:

Yeah.

Sylvie:

Because nobody should be so married to their idea that they're willing to spend a lot of money to find out later it failed.

Michel:

Yeah, and the benefit of that is that if you are actually thinking about a similar idea, you'll see it on the viability research. You'll be able to actually find out that, hey, this is not working. So it's a process of learning, too.

When you're in a cooking class, it doesn't mean that all the dishes that you prepare in class that you were taught by the chef, everything that you cook, will turn out perfectly. And if it doesn't turn out perfectly or if you realize that you're not going to get something to turn out perfectly, ahead of time – especially in this case, you know ahead of time – then you move on.

And now you've just discovered something that doesn't work or that will not work. And it will also help us in future cases and future ideas, because this is where it's going to spur some more ideas and better idea and so on and so forth.

Sylvie:

Exactly. Once we know what kind of product we want to develop or source, and we know the kind of model that we're looking at, we're actually going to hammer out a process map, the basic overview of the steps that we plan to take.

And we need to do that because in order to make a business plan, you need to be able to define your startup costs, which we will be doing. We will define what kinds of tools, what kinds of costs are associated with getting this product or this project off the ground and into the money stage.

Remember, we said there are four steps. And until you're at the marketing step and actually driving traffic and driving customers, then there's no way that there's any money to be made. So there are costs associated with starting up any business.

Well, we'll know all of that upfront, so that we know what our share of those startup costs are going to be. Everything is going to be as transparent as can possibly be.

And in fact, I want to share this with you and get you to understand the direction we're doing here. The first few projects that we roll out from the Success Chef test kitchen are going to be those that require very, very small, limited, tiny little startup costs to get it into making money.

We have been saying to people and preaching to people, you should always be prepared to reinvest your early profits into additional marketing and optimization of your business. But get it to the place where it's starting to make money so that you can do that, and you have less out of pocket expenses. That's the goal.

So we'll be starting with simpler business models that require little to nothing to get started up. And that's what we're going to hammer out first.

There will be more complex, more in-depth, more costly businesses that we'll develop later on, those that require multiple, multiple months to get off the ground. But at the beginning, we're going to look at the short-term, things that don't take much to get off the ground, don't take much in the way of startup costs, and don't take much in the way of time.

So the first class of the series will be that, at which point we will open it up and say, "Okay, which one of you – or multiple of you – want to join us and be part of the participant group?" –

meaning, willing to share in the initial startup costs and willing to share in the actual workload, so that as things go on, you're actually getting your hands dirty. You're getting involved with every step and you're being assigned certain tasks, which we'll get to in a moment.

Michel:

I didn't mean to cut you, hon—

Sylvie:

That's quite all right.

Michel:

I just want to make sure that the students who are on the webinar tonight understand that they don't have to. They can just sit by and watch.

Sylvie:

No, no, not at all. You can either be a participant or a watcher. Either way, you'll learn in a much more interactive way than you would be able to if you were just sitting and watching someone else do something, because the concept is going to be the fact that we are approaching all of our business builds as a unique business in and of itself.

There's no business-in-a-box going on, there's no TV turkey dinner – none of that is going to be happening. We're going to be building unique businesses that are its own sustainable enterprise.

And for the long term – these are not going to be hit-and-run products that hit the market fast and then drop off into nothingness. We're actually looking at long-term business growth for each individual project that we start within the lab.

Once we've established who the partners who, who are the individuals who are actually involved in the participant group, every class is going to have a specific structure. The very first one is going to be slightly different from the second one.

The first actual cooking class, we'll talk about the concept that is leading to what's the first task that needs to get done, what's the first stuff to do. We'll be talking about the concept, training on

why it needs to get done, how it applies, and how it adapts to this particular business idea, this particular model.



We'll then create a group assignment, an assignment that every member of the participating group needs to do.

Let's say, as an example for those of you who are familiar with some of the terminology we use – let's say we decide that article marketing is an important factor and we need to do some article marketing for our website.

Well, we know that we'll need 20 reprintable articles put out there. So in a given week, if we have ten participants, each one of you would be assigned the task of writing two articles and submitting them before the following week.

Our goal is to create assignments that take you less than three hours out of your week to get it done before the next week. That's because on Wednesday nights, we hold the class, we do the concept training, and we give the group assignment, and then you have a full week before the next class to complete it.

We know that you have regular jobs, you have regular lives, you've got kids, you've got stuff going on – things happen. So we want to keep the assignments in easy, bite-sized pieces, in things that are easy to do, that aren't going to represent a major bottleneck, and most importantly, that's not going to prevent you from participating and being an active participant with the group.

You see, each one of us are accountable to one another to complete things that need to get done. Building any business means accountability. Normally, if you're starting a business from scratch all by yourself, you're only accountable to you, which is why, very often, procrastination is easy to happen.

It's very, very easy to say, "Oh, I'll get to it, I'll get to it," and then you never do. And then you wonder why it didn't work out. Well, by keeping the assignments short and sweet, it makes sure that you don't have the excuse of, "I got busy and I failed my participating group. I failed to complete my assignment, and so now the rest of the team has to wait for me to get caught up."

You all remember group assignments in high school and how well that worked out? I remember them, and I hated them. So we wanted to work around that concept and make it possible for every member of a participating group to actually be equally accountable.

Once the first assignment class occurs, then the next class we actually pull up the files, whatever was required, whatever the task was that needed to get done. We review it, we analyze it, we critique it, we break it down, and implement it into the business.

We move on to training on a new concept – assuming that we have time in that class. Some of the implementation phases will take an entire class, like for example when we're all contributing to writing copy for a sales letter, there's going to be an entire class just based on what kind of copy elements.

Some of the assignments in that case might be each one of you contribute your best headline that you think should be used in this website, and so on. And of course, we're got our brilliant

and talented copywriter – I love sucking up to my husband, he blushes so cute when I tell him a compliment. But we have him to help us out and help critique the copy.



Assignments are going to be absolutely important at every stage, so we're always going to be moving to the next action step that's required in order to get this business up and running and off the ground and into the making money side of things.

We're also going to be – at certain stages, neither Michel or I are experts in, there are going to be certain stages in the business growth process where we need to pull in an expert to help coach and guide us for a particular element.

Remember, we said earlier that very often trainers are specialists in their particular field. I personally am not a specialist in pay per click advertising. I think it would do us a lot of good as a group to be able to call a friend of ours and say, "Hey, I know you do really, really well with

pay per click advertising. Would you mind coming in and helping us out with it for this particular class, because we need to do this?”

We're going to be pulling in experts who really know what they're talking about. We're not going to pretend to be experts who really know what we're talking about.

This is the guiding and implementing stage. And based on the business model that we're following, it is going to take either a couple of weeks or many weeks. It'll depend on how many assignments and tasks need to get done to get the business off the ground.

And finally, once the website is launched and ready for traffic, we're going to start to drive traffic and apply at least three, four, five different traffic strategies based on the model that we're using.

Then we're ready to move to the next business idea. But it doesn't stop there. I got to thinking about this and said, "If we're going to do profit sharing, then we need to be absolutely transparent about how much profits the business is making."

So after every project is launched, there will be a monthly profit checkup, where I will literally be logging into the merchant account, pulling up the sales records live, and recording myself doing that, doing the profit checkup. So we'll say, this is how many sales it's made.

We've got spreadsheets that's going to show exactly what were the expenses for marketing – what's the in, what's the out, doing the math. And that's going to be a profit checkup. We need to do that because we're doing group payouts.

And payouts – I'm just using that as a word – it's really about profit sharing. Between 50 and 80% of the net profits are going to be reserved for the active participants in the business build.

I say between 50 and 80 because it will vary. In some cases, a partner was involved and it was their idea, as opposed to an idea that Michel or I came up with – it was a partner idea and it's them that's going to be working in the business in the long run.

They're bringing it to the class and saying, "Let's do this as a group project," and we're able to share the profits with the group, but not all of the profits. The one who is going to be doing the actual work and supplying the product on a regular basis and long-term growth of the business and so on is going to be involved in it primarily, so they're going to get the bulk of the profits.

After Website is Launched



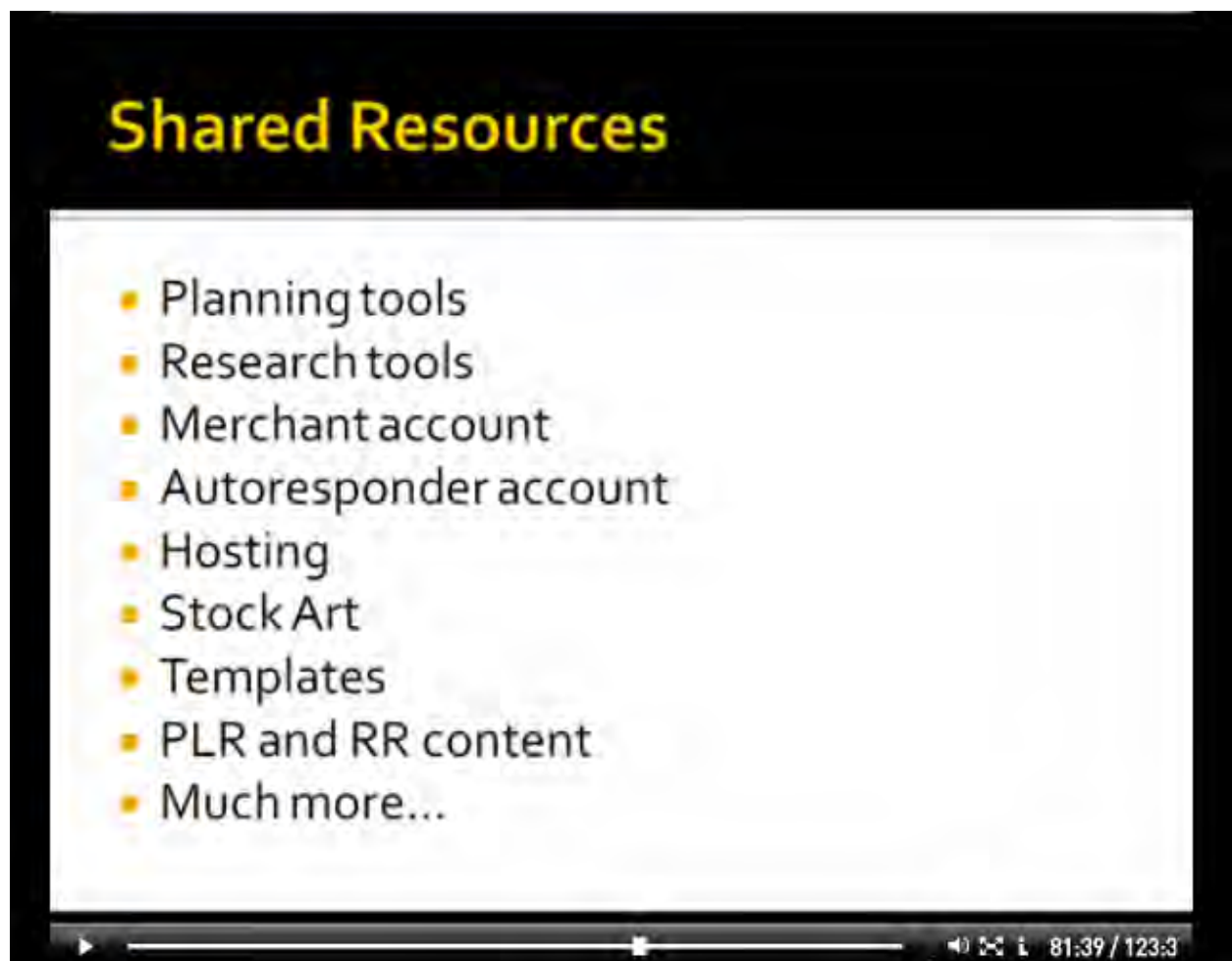
But the bottom line is, between 50 and 80% of the net profits is going to be for the group. Some, likely at the early stages, between 10 and 20% is going to be reserved for reinvestment into additional marketing, additional optimizing, additional things that need to get done to keep the business growing and growing over time, because the profit shares are permanent.

Whoever was involved in the active participant group at the beginning, whoever was willing to put in their sweat equity and initial share of the startup costs – whoever was involved in that early stage is going to continue to be part of the profit share group for as long as that website is live, for as long as that product is making sales, for as long as it lives, then we will be sharing it with you.

This is not a one-way situation where we're the only ones that profit while you sit there and wonder why you can't.

We're also going to be following up – in between business builds, we're going to have checkup classes where we're going to see where we can optimize previous business builds that we've done and look for opportunities to reassemble the original team that was part of the build in the first place and say, "We've got more stuff to do to optimize it and make more money." So we'll be doing extra optimization classes, as well.

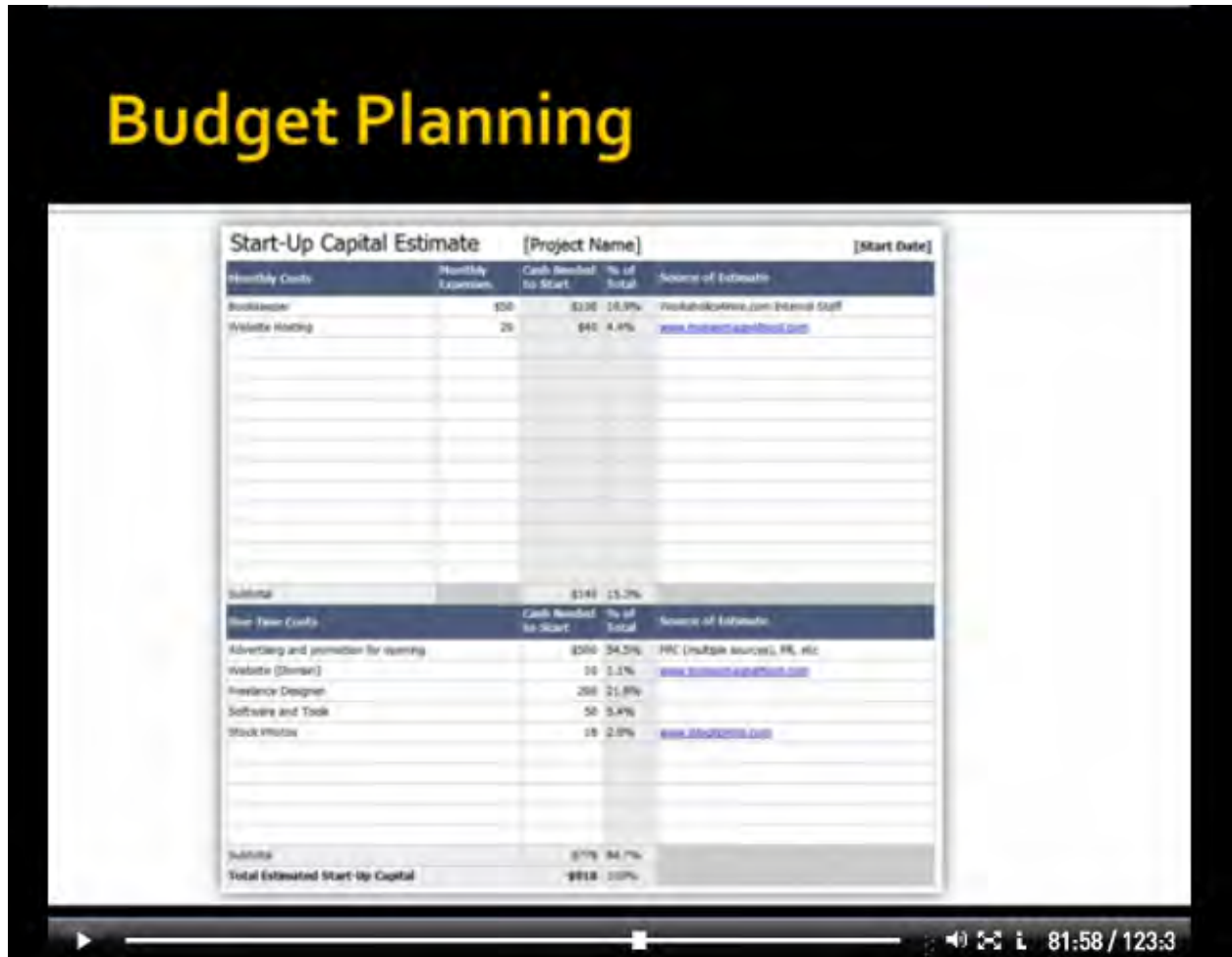
Let's talk a little bit about accountability and some of the supplemental materials that are going to be very, very helpful. A big benefit here is, rather than being thrown in and told, "Okay, you need to buy this, this, this, this, this," there are a lot of things that Michel and I already have and we already have access to.



So there's going to be a number of shared resources we're going to be able to share with all of you, things that we've accumulated over the years, whether it's software and research tools, we'll be able to use our own resources.

That's a big part of what we're able to share with you and part of cutting back on the startup costs. We're cutting down dramatically on the amount of startup costs involved.

We're going to be doing regular budget planning. This is an integral part of building any kind of business and we absolutely are going to be doing this here.



And I want to clear the air on this one, for sure. Many times people start up with one budget in mind, and then they realize only later that there was more money needed.

We're going with a, "If we said it's going to cost this much before it makes its first dollar, then that's what it's going to cost before it makes its first dollar." That's our philosophy.

Michel asked me about that the other day. He said, "What if we determine that in the early stages, before it goes live, it's going to cost \$1,000 to get off the ground in marketing money

and so on, and what if we find out later that it should've been \$1,200 or \$1,500 or so on? What do we do? Do we go back to the partners and ask for more money?"

I said, "Absolutely not. If we can't put our money where our mouth is, then we're no good for this business and we have no business teaching anybody anything."

The fact is, we will work within the original budget and that's the way it's going to be, and it must be.

Michel:

And it's also a great learning process, because that's how it is in the real world.

Sylvie:

A shoestring.

Michel:

When you have just a limited amount of dollars to work with and you've budgeted a certain amount of dollars and you start your project and you realize that you need more money, what are you going to do?

And so this is real world stuff. We don't want to sort of, "Okay, just throw more money at it."

In fact, this is the agony that we are experiencing with some of our students, with some of our coaching students, who come to us and they already have this mentality, this mindset where if something doesn't work or if something needs to get to the next level, we just have to throw more money at it. And it's the wrong approach.

What if you only had X number of dollars and that's all you have? Well, you need to work around that. And there's ways to work around that. There are ways to get resources either on the cheap or for free. So we will be doing this in a real world way.

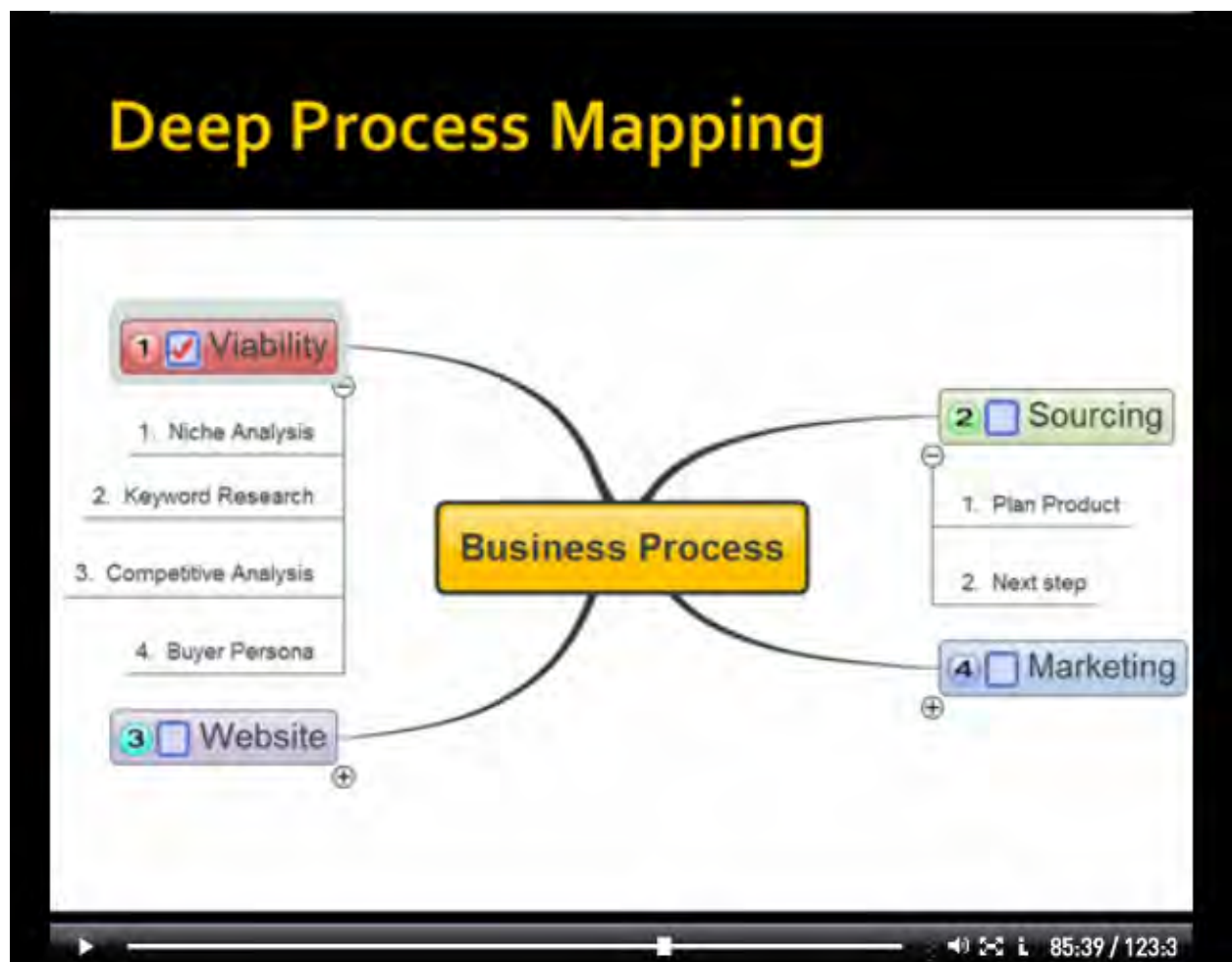
You know, I like this little quote from the late Jim Rohn, who just recently passed away. He says, "If somebody is going down the wrong road, he doesn't need motivation to make him go faster. He needs education to turn him around."

And you know, we don't need money to try to fix a problem. We need to fix the problem. We need to work at what we have. And that's real world stuff.

Sylvie:

Absolutely. So budget planning is going to be absolutely important to it, so that you know what you're agreeing to. If you're trying to decide whether or not you want to be an active participant in the group, which means sharing in the startup costs and sharing in the initial workload, and thus being qualified to share in the profit pool, you need to know what you're getting into.

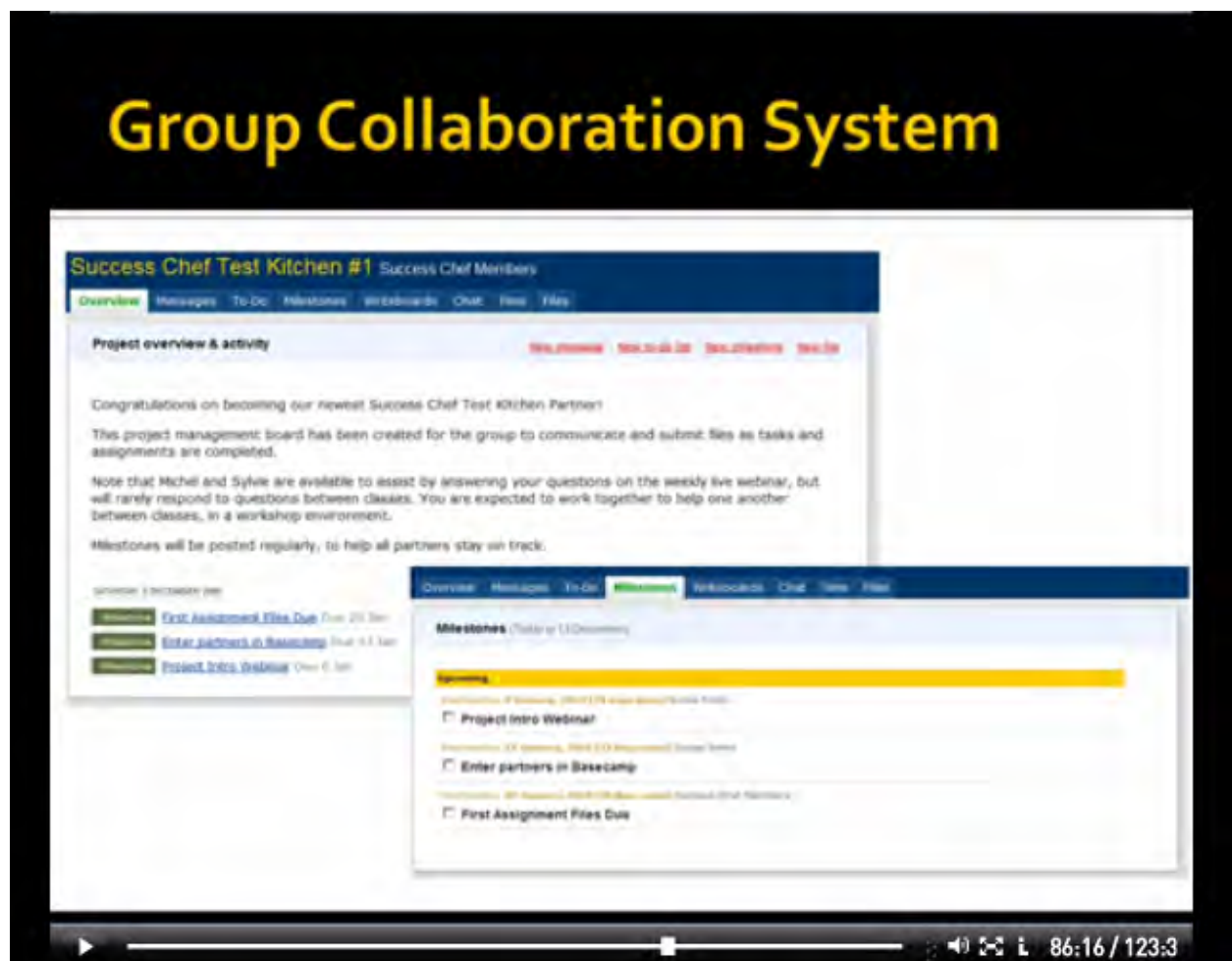
So right at the beginning, it's important that we hammer out the details and be very, very clear on what it is that we're doing. When we open it up for our Success Chef students to say, "Well, I want to be a part of the active group," or "No, thank you, I'll just watch," that way we'll know how many people are going to be sharing the costs.



In some cases, we're going to have a group as small as five people sharing maybe a \$50 or \$100 investment. In other cases, we might have 20 people sharing in the workload, and more. And we're going to be able to also share in that initial budget and know exactly how much we're each investing into it. And that's important. So budgeting is absolutely critical.

We're also going to be doing very deep process mapping. Everything we do, we will have planned to do it before we did it, and that's an important stage.

We'll actually work on that interactively and decide what is the next logical step for us to take for that particular business process. And we're going to be doing it live, on our weekly webinars.



We're also going to have, for all of those who join the active participant group, we're creating a group collaboration system. Each one of the test kitchen groups are going to have a collaboration system to communicate back and forth, upload files, analyze, critique, and communicate with one another.

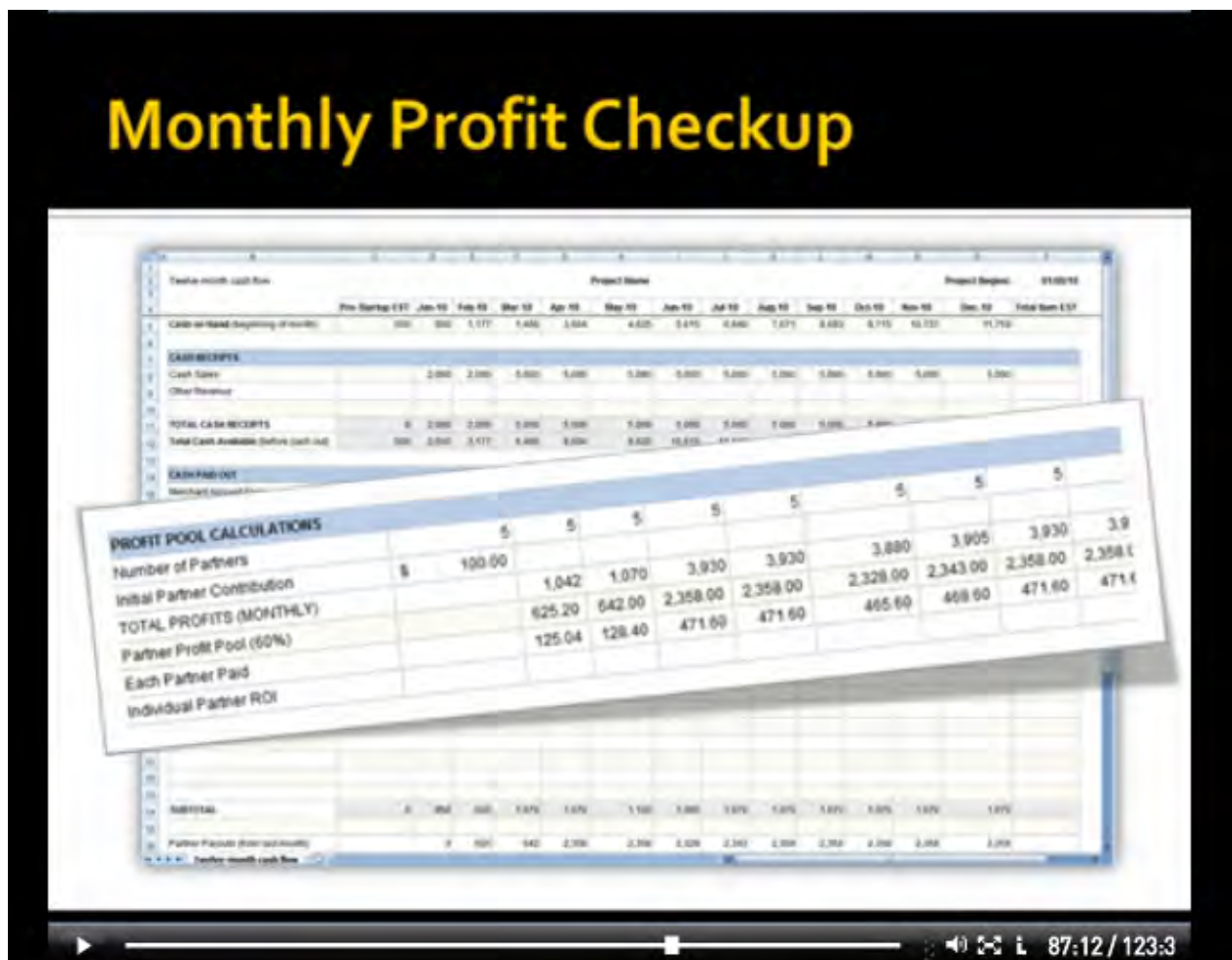
Michel:

There'll be a white board so that we can use it for mapping out ideas, for changing, maybe even looking at wireframes for websites, how we choose where a specific opt-in box is supposed to go, where a specific headline is supposed to go, where a certain graphic goes.

You know, basically, this collaborative tool we've been using in our own business as service providers with our clients for many, many years, and now we get to use it finally with our own students.

Sylvie:

Exactly. We're also going to be, as I mentioned before, doing a monthly profit checkup, where we'll be absolutely transparent about everything we'll do.



When we do the monthly profit checkup, it's not going to be just financial profits. That's part of it, but that's not the ultimate goal.

The ultimate goal is going to be: How many customers have we pleased? How's our customer support doing? How is the experience that our customers are having? What are the common complaints? Ways that we can optimize? How many new people have we brought in to our list? What's our conversion rates? And so on.

It's going to be a monthly profit checkup. We'll do it in video form where we literally open up the software and I'm doing it without any kind of blurring or anything. It will be complete transparency of what's going on in that particular business model. And we'll be doing it for every Success Chef test kitchen lab that we create.



More Information...

- Weekly live webinars
- All documented and recorded
- Recordings available for all students
- 1-6 months after launch, release case study
- Only current students can participate
- Only participant group gets *share in profits*

89:25 / 123:3

Here's a little bit more information. We will be doing this in the form of weekly, live webinars. We will be documenting and recording every single step along the way.

The recordings are going to be available for all students. You must be live on the webinar if you are an active participant, and that's really important because you need to be able to interact with us and ask questions and get guidance and have you provide us with feedback on your experiences as you're completing assignments.

But the recordings will be available for all of our Success Chef students within a few days of the live webinar. All students are welcome to participate and be on the webinar itself. But the active participants who are part of the whole process are those that enjoy the profit sharing.

About one to six months after the product is fully launched – to be clear – we will be releasing the entire process, from start to finish, including our actual real results, the monthly profit checkups – we'll be releasing those to the public as case studies.

So if all you want to do is watch and no interaction whatsoever and not getting it live as it happens, and you don't mind waiting for the case study to be released, then by all means, you do not have to join Success Chef in order to get access to this material.

Make this clear: You do not have to join Success Chef in order to access this material. We will be making the case studies available for sale later.

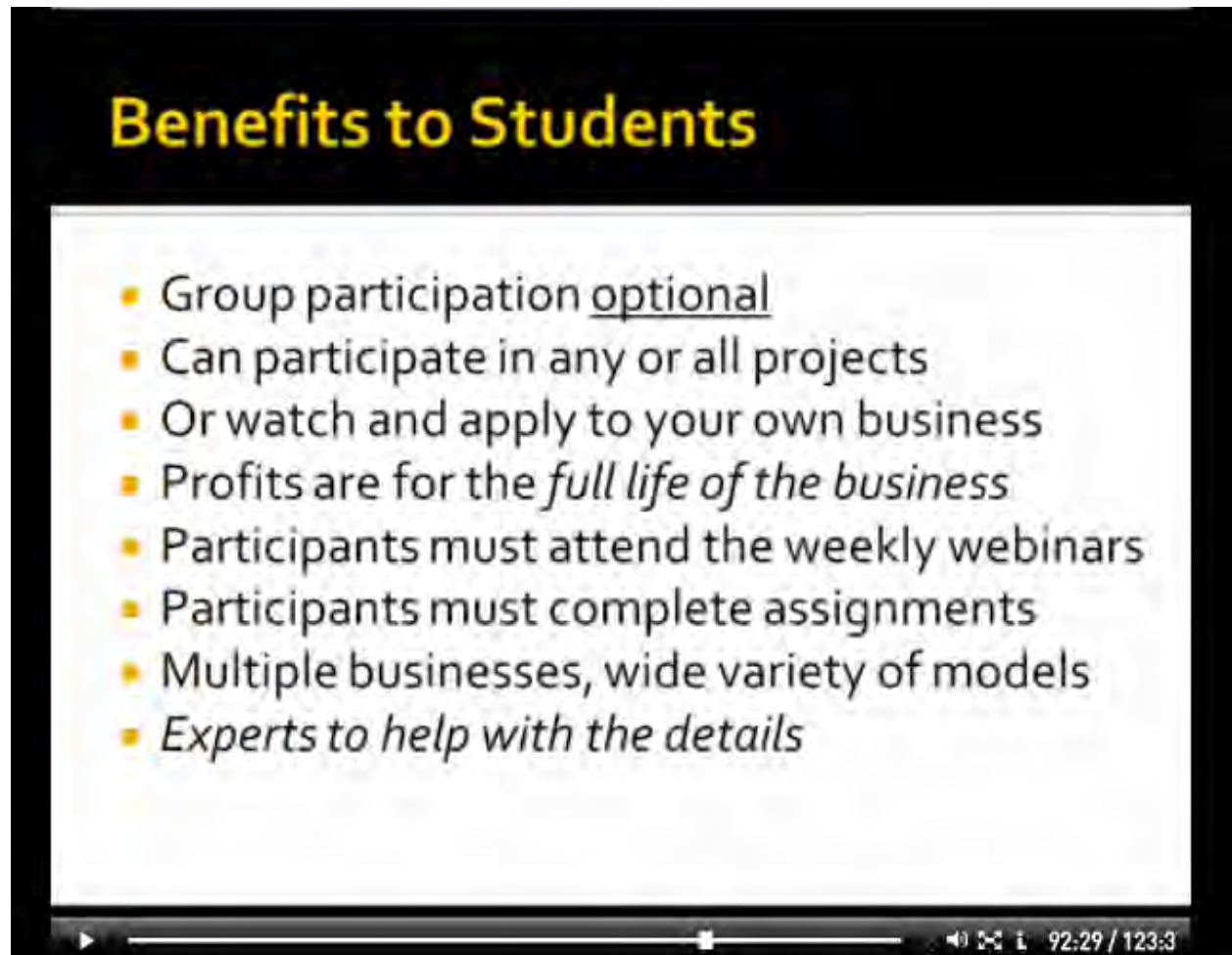
But to be fair to those who are participating members and actively involved in the project, we want to give them the best opportunity for that business to do really, really well, knowing full well that other people may copy the business that we built, once they buy the cookbook. So it's important to note this.

Only current students are able to participate in the actual groups. Your account has to be in good standing. And only the participant group gets to share in the profits. They're the ones that invested their hard work so they're the ones that get the profits – funny, just like the real world of building a business.

Here are some of the major benefits to students. And then I'm going to get into why this kind of a model can work really, really well for anyone who teaches anything about how to do anything.

Benefits to students is group participation is optional. You can just watch or you can participate. You can pick and choose which projects you want to be a participant in and which ones you want to just watch, no problem.

You can watch any of what we do and apply it immediately to your own business. We're going to be teaching a wide variety of system strategies, tips, hints along the way, why certain kinds of articles work well, why certain copy works well, where to get your outsourcing done along the way, because we will have to outsource some elements of the business build.



Benefits to Students

- Group participation optional
- Can participate in any or all projects
- Or watch and apply to your own business
- Profits are for the *full life of the business*
- Participants must attend the weekly webinars
- Participants must complete assignments
- Multiple businesses, wide variety of models
- *Experts to help with the details*

92:29 / 123:3

You're going to be learning all of those things, and feel free, apply it to your own business. Whether you're watching or a participant, you're free to do that.

The profit share, though, is for the full life of the business. As I said before, as long as that particular business model is making money, as long as that particular website is making money, if you are part of the active participants, profits are for life.

If you're an active participant, you must attend the weekly webinar without fail. We'll always have an opportunity for you to let us know if you are unable to make it so that we can let the

other participants know why you didn't show up. But for the most part, if you decide you want to participate and be part of it, then you must attend.

Michel:

And keep in mind that you're not accountable to us. You're accountable to the group. So it's not us that you're – you know, if you don't make it for a particular webinar, it's not us that you're missing out on. It's the rest of the group, and it's to them that you have to be accountable and to respond to and to justify your absence.

Sylvie:

Exactly. You must be willing to do the work to complete assignments. This is not testing. This is not, you'll get an A or an F. This is you must be willing to get your hands dirty and actually do the work that needs to get done. You can't sit by and watch other people do the work and expect to profit share. Otherwise, you will forfeit your profit share.

This is important. Just like building a business on your own, if you don't do the work, you don't get paid. It's the same thing here, no difference whatsoever.

We will be building a wide variety of businesses in a wide variety of models. We'll be applying all kinds of systems and strategies to this. We'll be doing everything from digital product builds, we'll be doing EBay marketing, we'll be doing all kinds of things. We'll be covering a wide range of models and building many, many businesses in the coming weeks, months, and years.

And like I mentioned earlier, we will be bringing in experts to help with the details of things that we need help with and we need an expert's viewpoint. That way, we can stay on target and focused and doing what we all individually do best.

Here are the major benefits to those of you who might be considering adapting this model and using it in your own training. There are some huge benefits that you might not immediately see from this. You might be making the mistake of thinking, "Oh, my gosh, that sounds like so much work! Why would I do it that way when it's so much easier doing it the way I've always done?"

Well, let me tease you a little bit with the possibilities. First of all, you will definitely look better because you're training in the now, not based on your past successes. Students will appreciate

you far more if you're showing them the what's going on in the business now, now what worked way back when.

Instead of creating dusty old archived courses, you're actually creating real case studies, based on business models in the now, in the current, and that's working for that particular niche.

Instead of trying to create a generalized course that appeals to the mass market, you're actually creating a specific niche-ified – if I can use that word – a niche-ified case study based on that particular business idea, based on that particular business model.

Go by what you do best. If you want to teach people how to do article marketing, then you'd better be doing case studies on exactly how to do article marketing in a wide variety of niches, for example. So this can be moldable and amended to each of your styles.

But the most important thing is, instead of creating dusty archive courses, you're actually creating new case studies based on what's current, which makes testimonials and claims completely irrelevant.

I want to explore this for a second. Remember, we started this by saying the FTC has recently made it difficult, at best, to use even the most glowing testimonials. And it's a shame that when you have successes and when you've actually taught somebody something that they used in their business and they made a lot of money doing it, you can't use that anymore.

Well, this model makes testimonials and claims completely irrelevant, because you don't need testimonials. When you are creating a product based on actually making somebody successful, you are showing the step by step that went into it and showing real world results, based on that one business.

So your testimonial is the case study, making the FTC completely happy. So this solves the problem. It's the ultimate solution to the problem.

This is a big one. I've seen and heard a lot of complaints about how frustrating it is when the internet marketing training industry has become so saturated. Well, there's no possibility of market saturation here, because there are as many possible businesses you could build as there are stars in the sky. There is no such thing as the possibility of market saturation.

Let's assume that only 20 individuals out there, including ourselves, decide to adapt this model. Forget that. Let's say that 100 people decide to adapt this model – individual coaches and trainers and people who are working one on one with people decide to use the case study model to do the step by step business builds and profit share.

Well, it wouldn't matter if there were 2,000 case studies for sale that people could buy out there. There's no way that there's market saturation in this case, because no two business builds will ever be alike.

You will absolutely achieve true credibility based on what you know today. You can start to really show your skills and what you know, because it's being tested in real time. Your true skills are being tested, so I can understand that there are some who won't want to use this model. You don't want your credibility tested that thoroughly, and I can understand that.

But the fact is your students are going to start to look for you to do this, that you're willing to test your theories in real time and help them become successful and make that a product. Instead of just based on who you are and what you've done in the past and what worked for you, it's now based on what worked for them instead of you. And that will give you true credibility.

Michel:

Yeah, rather than saying what have you done and how successful you were, it's, "Let's do it together and see how successful we both can be."

Sylvie:

Exactly. Instead of preach, it's prove.

Here's a side benefit. You now have the ability to create lots of brand new income streams that will continue to pay you for years to come.

Think about that for a second. You have your core business that is whatever your core business is, then you have your training side, plus, in the process of building training products, you are also developing real businesses that sustain you and your student group for many years.

Think about what's going to happen if you're able to, over the next five years of your career, build multiple businesses that continue to make profits five years from then and ten years from

then. And if you do that, think about how many different new income streams you have coming your way, just because you did it right the first time.

This frees you up to build on your other ideas. If you're anything like me, you have way more ideas in your head than you'll ever have time to do. This way, you literally can have your cake and eat it, too. You can build on those other ideas.

I can't wait to announce some of our ideas to our students in the coming weeks.

Michel:

Yeah, me too.

Sylvie:

There's some stuff we've been talking about behind the scenes and saying, "One of these days we will, one of these we'll have the time." And now we will have the time. And instead of it just being 100% of nothing, because we never have time to get it off the ground, we'll now be able to share in 20% of something really valuable.

And that means the world to me. It doesn't matter who came up with the idea originally. I want to see the group profit.

And literally, instead of you spending weeks or months building a product, a course to teach what you did last year, you now can do it in live real time, and two to three hours a week is all the time it'll take for you to do this, and then, once a month doing your profit checkup.

If you can't afford to take two to three hours a week out of your time and one day a month to report on the progress of the businesses you've built with your students, then what are you doing teaching anybody how to make money online? Because you need to be able to be willing to free up your time to share your results and share the profits.

This model works. I'm sure of it. Well, okay, disclaimer – I'm not sure of it. It's untested. But I am confident that it will. And I'm willing to put our reputation on the line to make this work for not just us, but our students.

Essentially, if you're a trainer, you will be paid while you build case study products, instead of having to spend weeks or months building a product before you can start to get paid on your knowledge. So think about how you can take this and adapt this to your model.

The next step for our students is to note that we are taking the next couple of weeks off for holidays – yay, Christmas!

The new model is beginning sharp on January 6, 2010. At 7:00 pm that Wednesday night is when we start with the introduction to the first business that we're going to build within the Success Chef class.



So, for our students, please make sure you don't miss that. We are going to be sending out an announcement with the new webinar registration link that you will need. That will go out the first part of the week of the first part of January.

So somewhere between the 1st – actually, between the 2nd and the 6th – we'll likely send it out before the 5th. But during that few-day period of time, we are going to send out the announcement with the new registration link to active Success Chef students.

So if you are joining us because you want to be part of this and you want to be part of the classes and be an active participant, then now's the time to do so because we are starting with the first business build on January 6. That's where we're beginning.

Question and Answer Segment



Michel:

So now we're going to be opening it up for some questions and answers. We won't be able to answer a lot of questions. We have hundreds of people on the webinar tonight so we'll try to go through as many of them as we possibly can.

Question...

The first question is from Brian, and it's an excellent question. Sylvie, you might answer this: "How many groups will you launch or be going to launch – or I guess it's going to launch – at any one time?"

Answer...

At any given time, we are focused, just like any of you should be, on one business at a time. We are doing – every Wednesday night, we are doing our classes live and following the series to get that business off the ground from start to finish.

So, at any given time, we are building one business, getting it to the marketing stage, applying at least one to five marketing principles to start driving traffic to it. Then we have that break in between where we're either starting the next, or we are checking up on the last business build to see if we can optimize it.

There will come a time where we have 10, 20, 30 businesses that are going strong and we'll need to check up on them in between, but we'll deal with that when the time comes. Right now, understand that we will be focused on one business build at a time.

Question...

Doug's asking: "How would it work if participants build their own similar business in parallel to the class project? Is that okay or is that a no-no? And if not allowed, how to verify that no one cheats?"

Answer...

That is a beautiful question. We would hope that no one would be using copy and paste style. I would recommend that, as we're building it out, try and apply the techniques that we're doing to a different niche, or something that is not directly competitive.

However, is there a way to completely eliminate the possibility of competition that is looking over our shoulders and directly competing? No. There's no real way to be absolutely, 100% sure of that.

We would just hope that our Success Chef students are grownup enough not to be doing stuff like that, that they can apply the principles and adapt it to their individual markets if they're not part of that active build.

And as far as the mass market is concerned – and that's why we mentioned right up front that we will be documenting the entire process and putting out the cookbook available to the public, but not before the current project is well off the ground.

Question...

The next question is – and it’s a good one, actually: “Can an active participant in building the business put in sweat equity only, or must one always contribute money?”

Answer...

For the most part – and the best way to describe this is, it depends. We are going to be – and we’ve still got to hammer out the details – we are going to be opening things up so that if a partner – if somebody has had an idea they’ve been brewing for a long time and want to introduce it as part of the group project, they want to do it within the lab, and they’re willing to sacrifice a significant share of profits in the interest of getting that project off the ground, their idea can be brought to us.

And we’ll have a process where you can do that – if you have an idea that you want to explore us actually using the Success Chef lab, knowing full well that you will be sharing the long-term profits with others – it won’t just be you profiting – that person’s original idea will be taken into consideration.

They may have more of the workload in the long-term, so in that case, no, not everybody would have to equally share in the initial startup, because it will be done in sweat equity in the long run, but only if it was your own idea in the first place.

Otherwise, it must be done equally or we get a mess on our hands. And the fact is, let’s say a business requires \$1,000 to get it into a profit position. Think about this for a second. Instead of it all coming out of your pocket if you were doing it on your own, it gets shared equally among as many people as wanted to be part of the active participants.

If there are 20 people who wanted to be involved in a \$1,000 startup business, then the costs are miniscule and shared. And you will always know up front before you have to commit. Once you’ve committed, you’re in for the profits and you’re in for the share of the expenses, just as if you were starting it all on your own, except you’re sharing with lots of people.

Michel:

But I must also admit that we’re not going to be starting up with million dollar businesses.

Sylvie:

Oh my God, no.

Michel:

No, we're going to be starting up with very small, shoestring startups. I mean, just a few bucks. And the more participants we have, the smaller each share will be, not only in terms of investment, but also in terms of profits.

But the reality is we want to build this as we go along to bigger and bigger projects. But the idea is we want to make this as simple, as practical, and of course, as profitable as possible. That's what the viability in the class that we're going to be doing will tell us. And it'll also tell us what kind of estimate and budgets that we will need.

That's why we do – the first webinar will be the viability. And then we will ask people, "Who wants to join?" Because that's when we will actually have a better idea of how much money it'll take.

But not only that, keep in mind that we're sharing a lot of our own resources. We have a lot of software on hand. We have a lot of stuff, you know, from hosting to merchant account – all those things that may be expensive to a brand new person starting up a business online – we will actually provide that. That's going to be part of our equity.

Sylvie:

That's our share.

Michel:

Our share. And even though we get a smaller piece of the pie, so to speak, we're doing it because we want to give back to our students. And also, it's part of the learning process.

Sylvie:

And long-term profits.

Michel:

Yeah, long-term profits.

Question...

Mornin asked an amazing question I actually want to address. She mentioned: “You share revenues but what about lists? Sharing can be tricky privacy-wise.”

Answer...

To be clear, we are sharing our resources. We are handling the payment processing. Each business, in and of itself, isn't really like a different corporation. It's not like we're out there setting up a brand new LLC every time we have anything.

Each website and each business model is an entity unto itself, but not in terms of a brand new business with its own everything. It's actually our universal merchant account. It's our autoresponder account. So only we are actually physically accessing those things.

We are sharing the results, but it's not like we're going to turn around and say, “Here's the 2,000 people who signed up to the list. Go ahead and spam them to 20 people.” That's just not going to happen.

It is ultimately – it belongs to us. The business that we build does belong to us and we process everything through us, but we're sharing in the net profits. So hopefully that helps clear up any security concerns.

Question...

Brian asks: “How many participants will you take on the first case?”

Answer...

Well, it depends on how many participants want to join.

Sylvie:

It depends. Exactly.

Michel:

Because once we do the viability, we will actually have a better idea of how cool this idea and how profitable it is. We have viability research behind us to back it up. Now we know if the business idea will have higher chances of success.

And then what we'll do is then take a show of hands on how many people want to participate. And then we'll take it from that step to the next level.

So it really depends. I mean, like I said, sometimes – and I have a feeling that when we first start out, we won't have a lot of participants because this is untested. And we also want to have just a few students, anyway, to start up with, so that we can actually do this and show people that this – we believe – really, really works.

And we want to do it and also have something that we can – when we take it to the next level, when we actually take another business idea and then create a business around that, we'll probably have a lot more students participating then because a lot of students will be watching along in the process.

Remember, you don't have to participate. You don't have to join. It's going to be a choice that you make. And if you don't want to participate, you can certainly be on every single webinar that we do as an active learning participant, but learning only, that you won't be able to share in the tasks and the profits, as well.

Sylvie:

Exactly.

Question...

Ken asks: "If you don't become a participant on Day 1, will you be able to enter later..." – is what I think he's asking – "or do you have to wait for the next project?"

Answer...

You have to wait for the next project.

Michel:

You have to wait until the next project because it wouldn't be fair to the first group.

Sylvie:

Exactly.

Michel:

If everybody raises – like, let's say we have five people raising their hands and then we all work on the project, and then two or three weeks down the road, other students are not only joining Success Chef or joining in the webinars, but also realizing how big the potential idea is, and they say, "Oh, I want to come in, I want to join in." Sorry, no, it's too late.

And we do that to be fair to the group and to be fair to the process.

Sylvie:

We've got a number of people asking about how to join and how much and all this. We don't want this to be a sales pitch.

Please go to SuccessChef.com, where you will have the opportunity to join as either a monthly member at \$97 a month, or a lifetime member. A lifetime member only pays once and you're in forever – for as long as we're alive, you're in. So that's, you know, our lifetime. So you have those two options to join.

And yes, you do need to be a Success Chef student, active with an account in good standing, in order to participate in the actual group. But you don't have to join to look over our shoulders after the business is built. We will be releasing the case studies.

We haven't decided on a price point yet. We know that it'll be a minimum of \$197, minimum, depending on how long and how much work went into a particular business build. We will be releasing those cookbooks publicly for people who are not Success Chef students to be able to look over our shoulders and watch as it progressed.

Michel:

Yeah, so you don't have to join.

Sylvie:

So that's like, what is involved with it.

Question...

I'm just kind of skimming here – a couple of concerns about: “What is the maximum number of partners in a group?”

Answer...

It will depend on the business. Well, there might be some cases where we see that we should cap it, that there's only 50 people that should be involved with this. But again, these are the details that we'll hammer out together.

We're here to listen to you, to see what works for you. This is a brand new concept in teaching and business building together, so we're looking to have you help us help you better. So along the way, a lot of the details like this are going to get hammered out. We're going to work it out together and make sure that we're doing the best we possibly can.

Did you have a particular question you wanted to...?

Michel:

No, you jumped ahead on some questions because I—

Sylvie:

Oh, I thought you were reading ahead.

Michel:

No. No, I wasn't. I was actually going one by one. But we are already at the top of two hours.

Sylvie:

Oh, my gosh. Has it gone that long?

Michel:

Yes.

Sylvie:

I'm so sorry, guys. We really do have a tendency to ramble. I'm going to quickly skim...

Question...

"What kind of guarantee?" One asked a great question on that one.

Answer...

We have a standard, you can join us, be with us for 30 days, test it out, see whether or not you want to continue being a student. Our philosophy on what you should expect from us is kind of a two-way street.

We expect that, when people join us, they have full intent of consuming, learning, growing, and taking what we have to offer. That's our expectation of our students. So we don't expect that you're going to come in, join for a month, leave, come back, and so forth.

In fact, we're putting systems in place to prevent people from leaving, rejoining, leaving, rejoining, leaving, and rejoining, because I find that, frankly, a little abusive.

So here is what we offer you. You've got a full 30 days to figure out whether or not our style works for you. That doesn't mean learn everything possible and leave and then come back.

So, having said that, if you're with us for a month and it's just not working for you, you don't like the style or it's just not fitting in your particular idea of what you want for your business, for your lifestyle, etc., that's fine with us.

Please, send us an email at Support@successchef.com. Ask for a cancellation and a refund and we're glad to provide it. That's our guarantee. We've always committed to that and we always will.

Question...

Tied in that question, Bert asks a great one: "Will the previous materials be available on the Success Chef site?"

Answer...

And that's absolutely, yes. When we talk about releasing these as case studies or "cookbooks" – we call them cookbooks – later on, these are for non-Success Chef students. That's why we're saying that you don't have to join, you don't have to buy anything at all.

If you want to wait until a business is turned into a cookbook and then sold separately and you just want to buy it then, that's fine. But if you're a Success Chef student, you can do three things. You can participate in the group. You can be on the webinars and watch as we work with our group.

Or we will upload them in the Success Chef membership site so you'll be able to see them at your leisure. So that's one of the benefits of being a Success Chef student is that you don't necessarily have to be on the webinars anyway.

Question...

There was another question that was asked, and Sylvie, you might be able to answer this, because this is sort of in the process that you've put out, is: "Are non-participating students who are on the webinars going to be able to join in the discussions and ask questions?"

Sylvie:

In the weekly webinar?

Michel:

Yes.

Answer...

Oh, absolutely. We always open up for questions and answers at the end of each and every session, every week, for everybody.

Michel:

But it's only the participating students that get to share in the profits, but not—

Sylvie:

Correct. And it's only the participating students that get the group collaboration area where you're able to communicate back and forth throughout the week and, frankly, ask us questions about the work that's being done and the assignment you're working on, and questions and problems and bottlenecks along the way we're there to help out with.

Let's see if I can – literally hundreds of questions, I'm trying to—

Michel:

And a lot of them we already answered.

Sylvie:

Trying to narrow them down.

Question...

One asks: "Is Success Chef fully completed or not?"

Answer...

The answer to that is, it never will be. There's no such thing as done. We're always adding new stuff. We keep having the weekly classes. There's a ton of material already in there from our former teaching model, so there's a lot of our old fashioned style that's already in there, our tools, resources, directories, lists. There's tons there.

Michel:

And we're leaving it there, too.

Sylvie:

Right.

Michel:

And we'll keep adding to that, too, because while we do the webinars and we will also be working with our groups, hands-on. This is really not just us teaching. This is us working with the

group to do what needs to be done in order to get the business to the level that we want to get it, to get it off the ground and also to get it profitable.

But in the process, we will be coming across tips, techniques, breakthroughs, articles, content. We'll be recording videos from time to time. We'll keep populating the Success Chef site with these "lessons" or recipes.

But what we'll be focusing more on is this new model, because it's truly – and plus, every time we do a webinar and we record it, we'll get it transcribed, and we'll have our staff list out all of the resources, the links – pull out all the links that we've mentioned on the webinar.

Because that's really the cool part about this is that when we do a webinar, we will be also talking and teaching at the same time, because what we will do is we'll be sharing. See, I've been doing this for 20-some years, Sylvie's been doing this for almost 20 – she's been with her own business for 10-plus, but she's been doing it for just as long.

And so we have a lot of our own experience that we're bringing to the table. And also, like Sylvie said earlier, we'll have some guest experts along the way. But here's the point is that when we do a webinar and we do either a critique or a discussion, we'll also be teaching in the process.

And that will be all compiled into these videos that we will be uploading on a constant, continuous basis to the Success Chef member site, with all the regular stuff that you expect to get with a Success Chef lesson, whether it's links, process map, blueprints and all that – things that are tied to that particular video or webinar, that if you wanted to take that and use it in your own business or whatever the case is, by all means, you know, because that's what being a student is, whether you're a participant or not.

Sylvie:

Bottom line, guys – isn't it about time that it's a little bit more fun to build a business? I know I'm excited about this. Michel's really excited about this. We have so many ideas, some really unique business models and business ideas and products that we're going to be developing.

And no, I'm not just talking about the old standard that people usually hear about, which is digital products and affiliate marketing.

People seem to think that internet marketing is related to either teaching people how to do something, like making money online, or doing affiliate marketing, and those are the only two ways to do things. And frankly, that is extraordinarily small-minded, because there are so many different ways to build viable, long-term, growth-focused business models.

And it's so, so important to understand that. We're going to be focusing on all the different aspects so that at no point do any of those little bottleneck details get in the way. We're going to do it just like Michel and I started our own businesses.

To be frank, we had no money when we started our businesses – each separately. I mean, we certainly met well into our careers and didn't get married until – wait, wait, wait, three years ago? Yes, yes. Usually it's him that forgets. Now it's me this time.

But when we first started out, I personally was a single mom with three small babies and I was on welfare when I started my business. I know what it is to start a business on a shoestring.

So I would encourage those of you who need to start on a shoestring and need to have very, very tiny, tiny little investment, if at all, be really, really early on, because the first business models that we're going to start are those that require less money and less time to get off the ground.

We want to be able to show you the super simple strategies that can be done step by step, in the right order, to get something off the ground that doesn't look like what everybody else is doing. So if you are on a shoestring, now's the time, because that's when we're going to do it.

Later on, we're going to be developing more complex business models, things that require more investment, things that require physical product investment, for example, like with wholesaling and dropshipping and that sort of thing. So there's a lot more that's going to be involved later on. But at the beginning, that's what we're focused on.

So, having said all of that, we have taken up way more than enough of your time. We want to personally thank you so much for listening to us and hearing our approach and our very unique way of looking at this.

And I sincerely hope that no matter what happens at the end of this, no matter what happens after we close this webinar, please think about how this particular model could be adapted to your life, your business.

Whether you are a teacher/trainer now or whether you are learning about how to do whatever it is, think about how this model can apply to you and whether or not it works for you. And I want you to start seriously questioning any trainer that isn't willing to get into the trenches and work with you.

Yes, that is an outright challenge. I want you to start questioning whether or not the trainer truly knows what he or she is talking about, if they're not willing to be there with you and remember all those little details along the way.

At the very least, if you're developing courses that you expect to be selling two, three, four years from now, make sure you think about things from the customer's point of view. What are their experiences? What bottlenecks could trip them up?

Answer those. You don't have to do a full in-depth training, but you do have to point to the place that they should go to get that answer.

So I want you to step outside of your businesses and start looking at things from your customer's point of view.

Having said all that, my name is Sylvie Fortin.

Michel:

My name is Michel Fortin, or Sylvie's husband.

Sylvie:

Thank you so much for joining us.