

## MI Roger Hamilton

**Jaime:** Welcome to Millionaire Insiders. I'm Jaime Tardy and I'm super excited to have Roger Hamilton back on - the author of 'Millionaire Masterplan'. He's going to go into more about this 'yellow level' - we talked about it in the previous interview so definitely check that out if you haven't already - but I'm super excited because this is really interesting stuff that we've never really gotten into before, so thanks so much for coming on, Roger.

**Roger:** It's awesome. Great to be here again, Jaime.

**Jaime:** So I'm yellow level at this point and we were talking about getting up to the \$1 million level in yellow level and I would love for you to go deeper into that and how we can do that.

**Roger:** Totally. I think of yellow level as the football player or the guitar player, they're out there, they have a team, they have a skillset, so numbers-wise I know how to make \$10,000, I can even make \$100,000. If I lost \$10,000 I probably wouldn't even notice it, I could make it again. If I lost \$100,000 I would start to feel it, 'Yeah, that wasn't good that I lost that money,' but you can make it back. But if suddenly \$1 million disappears it's 'That was not good.' So there's this thing called the power of zero where, at every one of these levels, what feels like a lot, what doesn't feel like a lot, what you're willing to risk, you add another zero. So lifting up to that \$1 million isn't just about having the money, it's the fact that you open up new opportunities, a new language that you can then get into with people who are at that level as well, because they really only want to play with those who know how to operate. What's really interesting is if you look at someone, for example someone like Tim Ferriss, there are other people like Brendon Burchard or Jeff Walker, who has the Product Launch Formula for online marketing, and what happens with each of these different formulas is if you're a particular type of person, like for example if you're a dynamo genius, which is someone who is really creative, then it's great, you can go and create a product and then get it out to the market, but if you're a blaze genius or a steel genius, I know a lot of steel geniuses who follow processes where they say 'I'm going to get a product, then I'm going to get all the systems in place,' and the systems are great but the product isn't so great because they're not naturally a dynamo genius. I'm going to give two examples using the three steps I'm about to give of how different you can interpret these steps based on your genius. First of all, what are the steps? The three steps at yellow level that make you really strong and power are, number one, something called identify your identity. Making a dent in the universe is about knowing there's a dent in your identity. It's like if you are going to go on a football pitch, if you don't have an identity, which is your position, the only thing you're going to see is the ball getting kicked around and you're going to go chasing the ball. So a lot of us at orange level are out there chasing the money, thinking that's the way to do it, but no one wants to play with you on the pitch if you're chasing the ball the whole time. So if you go 'My identity is I'm on the left wing,' or 'My identity is I'm the goalie,' then everyone goes 'Great, that's where you need to be. In the opening we'll pass the ball to you and then you get the ball all the time if you do that.' So identify your identity is the first part. It sounds obvious enough but I'm going to go through how different it is for different geniuses. The second part is master your market, which is not about your identity but the identity of your customer and who that is, specifically. For many of us it's pretty amazing how much that changes. You think 'I know who my customer is,' but if you are actually setting it the way you want to go it may be that you're deleting a lot of the customers that you shouldn't be having and

getting some right guys, and I'll, again, go through what I mean by that in a moment. And then the third one, monetize your moment, is how you set up a motion plan, which we hear about, whether you're retail or whatever. So you might go 'Yeah, yeah, I know that already,' but here's the difference - I'll give you an example of someone who is a blaze genius. This lady, her name is Bea Benkova, she was a trainer, she's a mentor, her specialty is in women's leadership in London. I started talking to her and I said 'What is your identity? What are you going to be number one in?' and she was like 'Number one in women's leadership,' and I said 'Well isn't that Sheryl Sandberg? Are you just going to go and try to copy her?' She was like 'Yeah, good point.' It's like how are you going to set up a niche that's going to work for you? She decided in the end, 'You know what, I'm going to go back to Slovakia, eastern Europe, where at the moment there is this real movement towards women's leadership and there is no one there who is doing what I could be doing right now.' So she actually looked at where she was going to be. At the same time, I said 'How much money are you going to make this year?' and she said 'If I make €100,000,' which is \$120,000, 'I'd be happy for this year. That would cover everything, it would make me good money.' I was like 'Right, okay, well how are you doing that right now?', 'Well I went on a course that showed me how to make an eBook and I'm doing this online course which is six weeks,' and she had all of this stuff. I said 'Do you realize that is a steel strategy? Are you enjoying that?' She said 'I hate it. I don't want to do it anymore.' Of course you don't! Your strategy to leverage is not to multiply, which is to make things simply and make many, because you like making things complicated, she was like 'I always make things complicated.' So don't multiply by making things simply and make many; magnify by making things complicated and make sure there's only one. Oprah Winfrey does that with her brand. Donald Trump does that with his deals. 'What is it that you want to do if you anything?' and she said 'I want to be able to start up an academy, an institute, something for women's leadership.' She set up something called the Global Institute for Extraordinary Women and I said 'Just get on the phone, don't do any technology stuff, get on the phone and see how many people will get on board at €800 each into a circle where you're going to meet with them on a regular basis and they're going to become the pioneers for the global institute.' She found twelve people within the first ten days and she made her \$120,000 within ten days without any technical stuff, without anything. She loved it and by the week after that she was already meeting up with them and they were all super excited and sharing it with their friends as well. That's an example of a blaze strategy, where you're identifying your identity, mastering your market and then monetizing your moment. A totally separate one - have we got time to do the opposite?

**Jaime:** Do it, yeah.

**Roger:** The opposite would be someone called Anthony Chadwick who was a vet. So think about this - every day you're out there, you're being a vet, you're looking after animals - isn't there a max to how big you can make a vet clinic? But he was like 'I want to get much bigger. I want to make a bigger difference,' so 'Who do you want to make a bigger difference to?' HE said 'To be honest, it's one thing to make a difference to the animals but the vets themselves have got a real issue here. I've got to do all of this training and I can't do all of this training where I'm at because I've got to close the practice to go and do my professional training.' If you're going to do something that can multiply, what can you create yourself where you don't even have to meet with people the way Bea is meeting with people but will allow you to leverage some value that everyone can be part of? He created something called Webinar Vet. If you go to Webinar Vet, you will see that you can actually, as a vet, get involved in these webinars which will teach you how to be a

better vet, how to run your practice better and will go through things like how to look after your dog or cat or whatever it is. He set that up, first of all, and he got tied in with a bunch of the vet organizations and he created a membership platform for it. He then created channels, just like YouTube, where he has Chicken Vet, he has Cow Vet, so now he's got farmers coming in just for the cows. He then got some sponsors, like Pedigree Chum sponsors the dog one and so on. Off the back of that he has already generated over \$1 million a year off the back of this. 'What's my identity? I'm going to be the number one provider of professional training for vets globally, starting with England. Number two, my market is going to be the vets themselves and I'm going to be working with them in a way so that I can create something that multiplies, make it simple - make many - and I'm going to charge a small amount, as opposed to charging a large amount,' and off the back of that he monetized the moment by going out and getting those partnerships in place and he created this virtual conference online where people come onboard and join the conference and they have different speakers. He doesn't even do hardly any of those webinars himself - he's got other people who are doing it for him, whereas Bea is doing it totally herself because it's what she loves to do. Each of them is following a path which is for their genius. We don't have time to go through all of them but you can see how neither of them would follow one formula. Both of them are now at the \$1 million mark but they got there by doing what was natural to them, rather than doing the opposite - and that's the key to all of this. Follow the steps and know that there are ways to ensure that you grow in a way that is natural so that you're not doing something that feels like hard work.

**Jaime:** Definitely. So tell me this - for trying to discover your identity, on where you are at that point. She was able to find hers, he was able to find his, but how do you do that? Like with somebody sitting there, going 'I know my skills but I don't know how to pick that one thing,' how do you do it?

**Roger:** The book has the text but if someone wants to bypass the book because they don't have \$20,

**Jaime:** They shouldn't bypass the book, that's silly. They should take the test, I get that.

**Roger:** It's all part of the book but if someone says 'I just want to do it right now,' go to [MyGeniusTest.com](http://MyGeniusTest.com) - we have over a thousand people taking this test every day right now, so you just go there, take the test for free - there's Facebook app as well so you can see what your friends are, so now you know you're a dynamo genius and you clearly need a blaze genius to do your marketing for you and a steel genius to do your numbers for you. We now have trading genius circles where we make it easy for you to find those people and if you want to do business in China or Africa there are already people from those countries who are on there who have the right genius for you. The last thing you want if you're a dynamo genius and you love starting things is finding other dynamo geniuses to work with because you're all going to be head in the clouds and nothing ever gets done. So understand that you need to have this cycle and there are people already, all around the world, who are part of our community - we have about a quarter of a million people all around the world right now who are part of this community - it means you are not alone, trying to figure it yourself, you are connecting with others who already understand this language and so can play that same game with you.

**Jaime:** Which is awesome. I'm sure it helps you get to the green level, which is where we were talking about, where you have all of these other people doing things for you.

**Roger:** That's right, exactly, and just as a matter of interest, in both of those cases, with both Bea and Anthony, we have lots of stories like that but in both of those cases they are now 100% at green level, which means they are now unlearning all of the things that brought them to that point. Oprah brings on someone like Dr Phil and she's using the same model now to have someone new. So Bea is now creating a mastermind with other people that's not relying on her anymore and so that way it's not 'How do I do it where I'm the one in the middle of it?' and exactly the same with what's happening with Anthony - he's saying 'Right, how do I set this up in America and Australia and Africa in a way that I can use the model that I've got and multiply that out as a licensing model?' and of course, because he's proven the concept, it's quite easy for him to do that but if he hadn't taken this step he couldn't take the next step. So realizing you can't just jump a number of steps, like with a building, saying 'I'm going to build the fifth one first,' you've got to build the ones below first so that you have that foundation as a stepping stone to get to the next level.

**Jaime:** How do you know when you're done with yellow and ready to go to green? Are there any metrics, is there any way you can know when you can go to that next level?

**Roger:** Absolutely there is. We create measures in Genius U, which is our online learning platform, but think of it like a car - we all know what it feels like when we're in third gear and it's time to go to fourth. What happens is the car starts whining. If you find you're whining and you're like 'I don't want to do this anymore!', like you're over revving the engine, a car would always stop. One thing about lack - lack happens because you're going too fast, so you're overtraining, you're putting too much resource towards something and you just run out of money, or you're going too slow and it's a bit like in a car, you're over revving the engine so you're going to burn it out or you're in a gear which is too high so you're staling the engine. Either way, it's not the sweet spot. We all, already, having experience in a car, have experience with getting to the sweet spot - 'I'm done with third gear, it's time to go to fourth, I can feel it,' and if you're in that situation, where you're like 'You know what? What I'm doing is working but I've run out of time - time to change gear,' when you do change to the next gear what you'll find is you'll get your time back but it's taking more resources, it's taking more money, for a little bit, until you put your foot down and it starts going up to the next one as well. So I would always look at any business and immediately be able to see what gear it's in, what gear the founder is in - because sometimes it's different - and then what's the next step in terms of downshifting - because sometimes you've got to do that, you're already in too high a gear, you've got to shift down to make it easier again - if someone is like 'I don't know how to make \$10,000,' well start by making \$1,000 - how would you do that this week? There's always a way to do that and see the flow going again. But that's the best analogy - like gears in a car.

**Jaime:** I love how you talk about how it feels and flow and all of that. I think that gets left out a lot when we're hardcore business - 'This is the first step, this is the second step, this is what everybody tells you to do,' so I find it a breath of fresh air. Thank you so much for coming on, Roger. Where can everybody find your book so they can go ahead and get it?

**Roger:** They can go to [MillionaireMasterplan.com](http://MillionaireMasterplan.com) and that's got all of the details on the book and different activities and events we've got going on right now.

**Jaime:** Definitely. And there's a code on the inside flap which I'm going to show everybody because I couldn't find it because I was dumb but it's underneath and inside the flap so

you can join Genius U and connect with a whole bunch of other people too. So thank you so much for coming on the show today, Roger, I really appreciate it.

**Roger:** Thanks, Jaime. Bye.