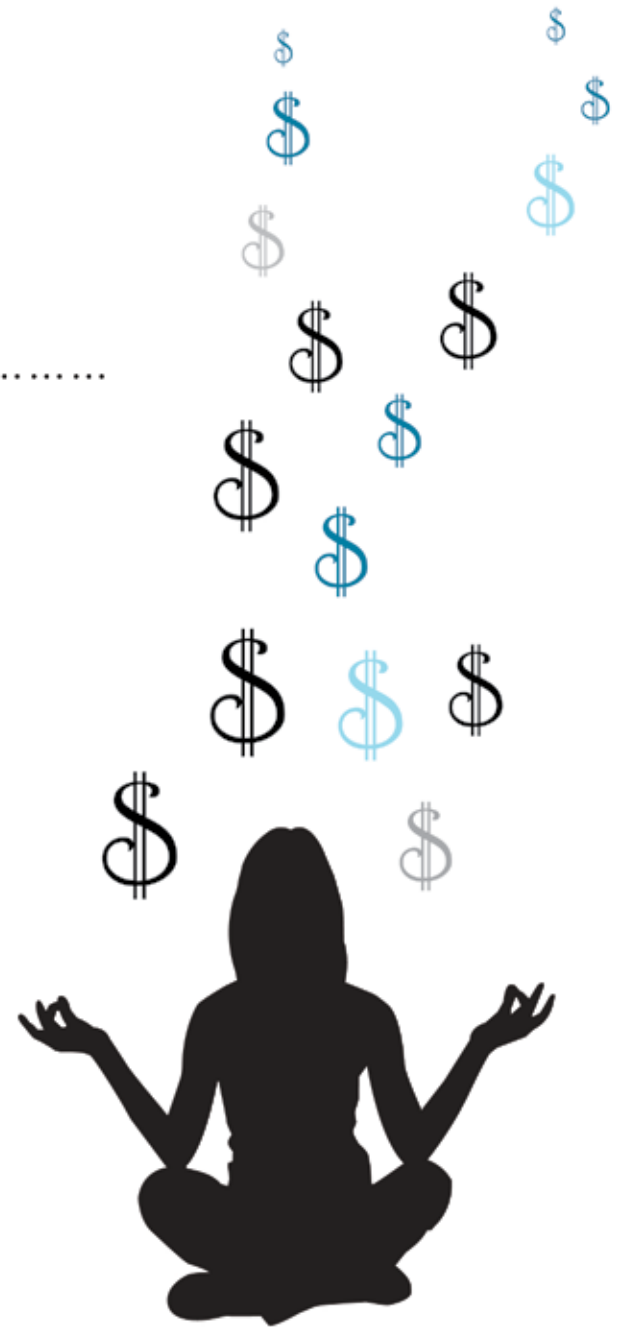


*sell your*  
**THOUGHTS**

How to build a high six  
figure income from the  
ideas **inside your head**

..... matt church



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^^^  
about  
the author

*Matt Church* is Australia's Personal Leadership Expert.

When he is not speaking or writing he develops the **Thought Leaders** of tomorrow.

He is the author of 5 organically published works and countless digital publications such as this e-book you are about to read. Matt is a Certified Speaking Professional with the National Speakers Association and was recently awarded the coveted Nevin Award for service and contribution to the industry of professional speaking in Australia.

His national best Seller Highlife 24/7 is still in print and available through all good book stores.

Some websites by the author...

[www.mattchurch.com.au](http://www.mattchurch.com.au)

[www.thoughtleaders.com.au](http://www.thoughtleaders.com.au)

# iintroduction

## 1.

*If* you are reading this you must have some specialised knowledge and you probably have a desire to get it out so that it can help others. This special report unpacks a philosophy I've developed and applied to myself and that has, at the time of writing, been applied successfully to 50 or so individuals. It has been exposed to a couple of hundred but I know 50 of whom I have worked directly, have moved through at least 2 or more of the following income stages by using the ideas explained in this report.

# build a practice first!



# 2.

## Build a practice first!

*At* Thought Leaders we focus on growing Practices not Businesses and we believe that a specialist can achieve an income approaching **\$1,000,000** a year by leveraging their expertise and employing maybe one or two personal assistants.

Practices generally have low start up costs and continue to be funded generally from the cash-flow created in the practice i.e. you get a website when you can afford one. Businesses on the other hand have an initial investment focus and even if you build one by Boot Strapping (low budget start up) it still takes at some point a raising of funds or capital investment to get it to the next level. Now there is absolutely no doubt that investing early and funding a 'Practice' as if it was a 'Business', would accelerate its growth but these early investments can also be oftentimes applied to the practice too soon.

# so what is an infopreneur?

## 3.

### So what is an Infopreneur?

*This* term has come to be commonplace in the world of information marketing and so its definition is a bit vague. For me it is someone who sells their Intellectual Property (IP), what they know, in a way that others value. The word Infopreneur is a hybrid one that combines 'information' and 'entrepreneurism'. At Thought Leaders we focus the 'preneur' part onto 'solopreneurism' as distinct to the wider scope of work that entrepreneur implies.

**The Solopreneur** (one-person business such as a consultant) is a relatively new category of worker. Fiercely independent, unconventional, non-traditional and growing in numbers as people search for greater freedom and more control over their destiny. Solopreneurs are champions of the free agent nation.

So you qualify for the content in this special report if...

- **You have a specialist knowledge that you know could be leveraged more effectively.**
- **You are happy to rely on your own personal exertions to get ahead knowing that this strategy creates the income that allows you to invest in true wealth via other means.**
- **You want to do all this with a minimum of staffing or upfront capital investment.**

Everyone promises the world in most of the literature I read and so let me state clearly from the outset what this report is not going to do for you:

This report does not teach you how to build passive income...  
**...it teaches you how to build high income!**

This report does not teach you how to leverage the time of others...  
**...it teaches you how to leverage your time!**

This report does not teach you how to build a business that you can sell ...  
**...it teaches you how to sell what you do so you can build your practice!**

# 4. the stages



## The stages

*I am* a martial arts 'has been'! In 1986 I achieved my 1st Dan black belt in Tae Kwon Do, the Korean way of kicking and punching! Although I must admit I am a bit of pacifist and so I then spent several years studying the Japanese art of Aikido, less about confrontation and more about diversion. I tell you this because Aikido doesn't really offer grades. In Aikido you are a white belt for years and then you get a black belt, they do have stages but traditionally not a coloured belt system. I haven't trained for years but one of the best things about my initial studies in Tae Kwon Do was the belt grading system. This system allowed you to progress from beginner to expert. As you successfully qualified for each stage you achieved a sense of growth. At each stage of my journey I knew what to focus on to get better. My stages of growth were chunked and my training activities reflected my stage. Aikido didn't offer this and while I was OK with that (I already had my black belt) I could see that a lot of younger students didn't feel compelled to progress.

**So for this special report I have chunked the stages of growth an Inopreneur goes through and graded them using a classic martial arts grading system.**

| Stage       | PracticeIncome per year | Focus       |
|-------------|-------------------------|-------------|
| White Belt  | \$120,000               | Decision    |
| Yellow Belt | \$240,000               | Value       |
| Green Belt  | \$360,000               | Activity    |
| Blue Belt   | \$480,000               | Positioning |
| Red Belt    | \$600,000               | Leverage    |
| Black Belt  | \$720,000               | Investment  |

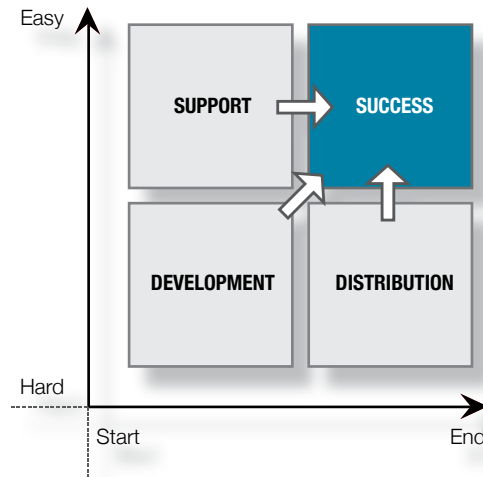
You will see in this special report how to move through these stages and this is, in essence, what the Thought Leaders Development Program is about. Read more about that at:

[www.australianthoughtleaders.com](http://www.australianthoughtleaders.com)

# the 3 building blocks



# 5.



## The 3 Building Blocks

As a martial artist you would need several basic things to progress; you would need to be fit, to be disciplined and to work on your skills and techniques! The three things you need to build your six figure income practice are: Development, Support and Distribution. You can see the relationship between these in the following model. The premise behind this model is that to move from the first stage through to the last you would be hopefully moving from a 'hard' position to an 'easy' one as you gain more support and become better distributed. And that in the end you get what you want out of the journey (X)! Some people define (X) to be more money, some define (X) to be greater respect, some define it as more time off. I go for all of these and more!

Work on getting the 3 building blocks right in your practice.  
What specific activities can you undertake in each block?

- Development**
1. \_\_\_\_\_
  2. \_\_\_\_\_
- Support**
1. \_\_\_\_\_
  2. \_\_\_\_\_
- Distribution**
1. \_\_\_\_\_
  2. \_\_\_\_\_

The following checklists give you an idea of the kind of things you should be focusing on;

### Development activity checklist

- >> Capture what it is you know (IP)
- >> Organise it in such a way that it can be used in each of the 6 core delivery modes
- >> Package what you do and know for certain specific markets
- >> Identify what your overarching message is and how it applies to all that you do
- >> Know what your preferred delivery mode is. Are you an asker, shower or teller?

# the 3 building blocks



## The 3 Building Blocks

- >> Capture what it is you know (IP)
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- >> Know what your preferred delivery mode is. Are you an asker, shower or teller?
- >> Deliver your message so that it engages more people more often
- >> Get a mentor
- >> Get a coach
- >> Read twice as many books as you are now
- >> Write your own book
- >> Develop a 3 day manual to induct people into your practice as consultants
- >> Plan 3 half day seminars
- >> Write at least one "kick ass" keynote presentation, of say, 45 minutes in duration
- >> Learn how to use your body to communicate
- >> Increase your coaching skills by developing great questions
- >> Know what problems your solution fix and what are the causes of those solutions

# the 3 building blocks



## The 3 Building Blocks

### What else?

- >> \_\_\_\_\_
- >> \_\_\_\_\_
- >> \_\_\_\_\_
- >> \_\_\_\_\_
- >> \_\_\_\_\_

### Support activity checklist

- >> Get a good bookkeeper
- >> Appoint a strategic accountant to work in with your book keeper
- >> Build cash flow reporting and forecasting systems
- >> Manage debtors and creditors tightly
- >> Appoint a financial planner to assist in building equity outside of the practice
- >> Get an admin support person part time initially
- >> Upgrade them to a personal assistant when business reaches a turnover of \$250,000pa
- >> Appoint a great travel agent
- >> Manage your schedule efficiently, chunk activities and stack appointments
- >> Build efficiency systems around contracts and account management
- >> Start a small scale event management department in your business

# the 3 building blocks



## The 3 Building Blocks

- >> Identify an editor/copyrighter to assist in written communications
- >> Appoint a graphic artist who can work on brand and identity evolution
- >> Develop contacts and systems for creating products and resources quickly
- >> Build an online service centre for clients
- >> Get good professional indemnity and public liability insurance
- >> Get virtual IT systems set up so you can work anywhere
- >> Identify a flexible work space (don't necessarily get an office)

### What else?

- >> \_\_\_\_\_
- >> \_\_\_\_\_
- >> \_\_\_\_\_
- >> \_\_\_\_\_
- >> \_\_\_\_\_

### Distribution activity checklist

- >> You always do the primary selling, do not outsource this function
- >> Build effective distribution relationships across each of the 6 prime modes

# the 3 building blocks



## The 3 Building Blocks

- >> Work on 3rd party distribution relationships ie Speakers Bureaus & Book Publishers
- >> Instigate a 12 month business development strategy
- >> Study direct marketing and adapt it to your style
- >> Invest in a database (ACT or Goldmine or Daylite) at worse case use the address book in your email program fully
- >> Start to build a list with various categories and target groups
- >> Design communication campaigns around these target groups in your list
- >> Design an online marketing campaign
- >> Learn how to write proposals
- >> Learn how to sell by building relationships
- >> Sell
- >> Learn how to Network effectively
- >> Network
- >> Know how to promote your achievements correctly
- >> Understand how affiliate and referral programs work
- >> Implement them
- >> Focus on dollar productive activity

### What else?

- >>
- >>

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# the 3 building blocks



## The 3 Building Blocks

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These are in no way collectively exhaustive. I am sure there are many more things we could add. Equally they are in no way mutually exclusive, some of these cross over into each other. This list however should allow you to see what kind of work you need to do build a high six figure income practice.

**It's a bit daunting isn't it?** It is easy to see where all your time and money can go. The key would be to share some support costs with some other like minded Infopreneurs and get people to help you with both Development and Distribution activities.

**The fact that you are a Solopreneur, doesn't mean you have to do it alone.**

# the 5 rungs in your ladder [ 7. ]

## The 5 rungs in your ladder

*While* there are 6 stages there are really only 5 activity focuses. You always want to be growing or evolving through these stages by focusing on where you are and also where you want to be. This creates a kind of climbing effect.

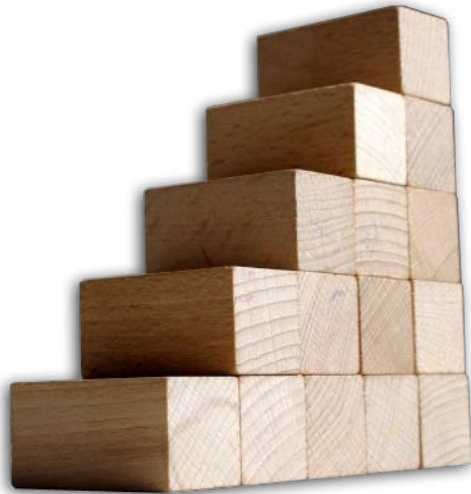
The following diagram show the stages as a ladder and illustrates how you mix the focus of your current stage with the focus of your next to give you a step up .

| Stage | Turnover  | Focus           | Next step...  |
|-------|-----------|-----------------|---|
| 6     | \$750,000 | <b>Invest</b>   | Invest time and money on systems, processes and people<br>➤ |
| 5     | \$600,000 | <b>Leverage</b> | Use your psitioning to do more<br>➤                         |
| 4     | \$480,000 | <b>Position</b> | Do actuvity that positions positively<br>➤                  |
| 3     | \$360,000 | <b>Activity</b> | Max the value of your activities<br>➤                       |
| 2     | \$240,000 | <b>Value</b>    | Decide to operate a value business<br>➤                     |
| 1     | \$120,000 | <b>Decision</b> | ➤   |

**thought leaders**

So let's get into it!

# *moving through* **the stages**



7.

## Moving through the stages

As you read these stages you are going to be tempted to take an idea from a higher stage and implement it at your level. Now that's OK, you simply need to be aware of the consequences.

Example: If as a white belt you decided to start a media campaign (a Blue Belt Activity) then

- **The cost will be disproportionate to your turnover (Big % of T/O)**
- **The message will be less clear than a Blue Belts.**
- **You may not leverage off it as much as a Blue Belt would**

So should you turn down coverage? No! NO! and NOOOO! Take it and run just don't invest time and money getting it.

### Stage stealing

There is nothing wrong with mixing activities from different stages. If you had unlimited funds you would do just that and accelerate your progress. My suggestion is for the rest of us who don't have unlimited funds and need to use cash flow to creep up the ladder.

So use the following and focus on the 5 activities at your level as a minimum. If you have more time and more money then certainly do some others. I suggest you do them one rung either side of where you are. A Green Belt would focus on their 5 and the 5 for the Yellow Belt and the 5 for the Blue Belt.

*That will give you 15 focal points, surely that's enough?*

### Beginner: (No Belt) Not even earning \$120,000 per year

1. Discover what meaning you have attached to money and adopt new beliefs
2. Partner with someone who is making it and make them some money
3. Create a forum of people who are at the same level as you

# *moving through* **the stages**

## Moving through the stages

4. Get clear on whether you have what it takes
5. Learn more faster

### Stage one: (White Belt) \$120,000 to \$240,000 per year.

1. Decide on one market and communicate to that market
2. Decide on one message and communicate that
3. Decide a minimum daily income and measure yourself against that
4. Decide not to promote the low value work you do
5. Enhance your database

### Stage Two: (Yellow Belt) \$240,000 to \$360,000 per year

1. Get serious about networking and learn how to make it work
2. Build a communication platform such as an email newsletter and use it
3. Employ your first PA and value your time more highly
4. Identify a secondary target market and go after it
5. Know your target clients Pain and Aspiration points

### Stage Three: (Green Belt) \$360,000 to \$480,000 per year

1. Spend two days a week meeting people one on one
2. Diversify your mode (see bonus tip) to create new market
3. Accept more speaking opportunities regardless of the payment
4. Watch your energy platforms, look after your health, nutrition and relaxation
5. Find 3 targets in a new area and give your service away so you can do live beta-testing

# *moving through* **the stages**

## Moving through the stages

### Stage Four: (Blue Belt) \$480,000 to \$600,000 per year

1. Get media coverage
2. Focus on getting a mainstream book published
3. Write more special reports, like this one
4. Train your competitors, that makes you the master.
5. Know the value of your positioning and don't overstate it or waste it

### Stage Five: (Red Belt) \$600,000 to \$720,000 per year

1. Engage your second PA one on admin and one on sales
2. Review your systems and reinvent them now you are a much bigger practice
3. Hang out with different people, don't get comfortable
4. Share your IP either by licensing or accrediting or simply being referenced
5. Take a leadership position in your community. Become the president of your professional body or association

### Stage Six: (Black Belt) \$720,000 to \$1,000,000 per year

1. Invest in your practice efficiency
2. Ensure your personal equity strategies are well in place ie property, shares etc
3. Start to focus more on your legacy work
4. Start an aggressive personal development plan, courses, mentors books
5. Think about how you could make a business out of your practice

# a bonus for infopreneurs

8.

## A bonus for Infopreneurs

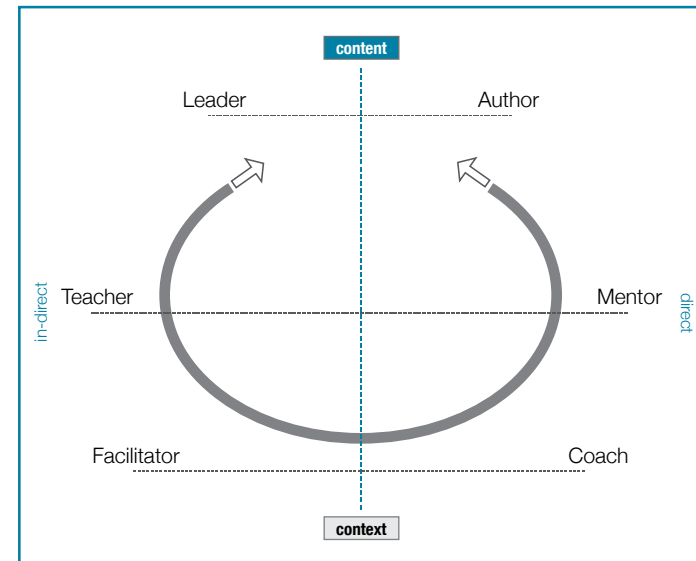
Ok so any Solopreneur could track the advice in the report so far and use it to help them grow a better practice. Infopreneurs can do one other specific thing to stabilize their cash flow and grow revenue more quickly. They can diversify how they deliver the information they provide.

It is much easier to get \$100,000 per year from each mode than to get \$600,000 per year from one.

If you are familiar with the Thought Leaders work on information modalities you will already be across this. If however you don't know what I am talking about, here is a quick summary.

### An introduction to modes and methods

We can share information by Telling, Showing and Asking. We can tell people en mass (indirect) or we can tell them individually (direct). The following model highlights the six modes go online to our website and you can learn more about the modalities and how to get better at each one.

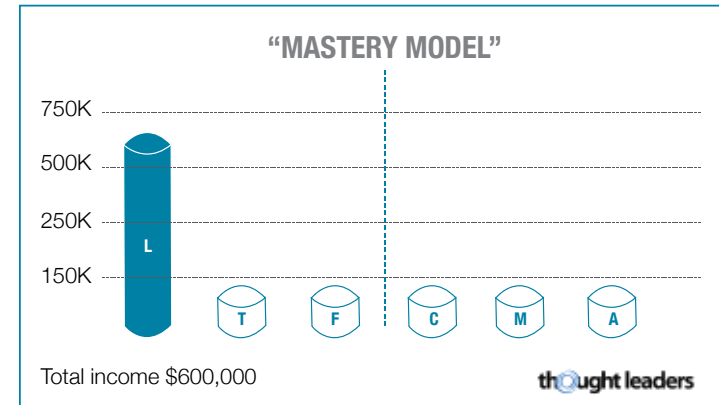


# a bonus for infopreneurs

## A bonus for Infopreneurs

**So what does this have to do with building a high six figure income by working smarter not harder? Well everything actually!**

The following diagrams demonstrate this concept using the metaphor of buckets. Each mode or method is a bucket and can be filled up with money.



Let's assume that each method (6 modes) has the opportunity to return \$600,000 per year when operating at 100% capacity. To build a \$600,000 per year revenue based solely on coaching is high impossible. To do so, as an author, means cracking it big time and to be a conference speaker or organisational consultant and to do so would put you in the top 5% of each mode. Also the investment costs to build such a dominant position in each method kills your 'take home'. Put simply, it cost heaps of time and money to get and stay at the top. You work harder and build a higher income from the mode but usually at a much higher effort.

### **How do I know this?**

**Well it makes sense doesn't it?** But if you must know its because I made this exact mistake and have been kicking myself ever since I woke up and realised the power of diversification! Now don't for a minute think that I don't believe in excellence any more. Diversification doesn't exclude excellence! Being the world's best Public Speaker or most published Author are still what you would aim for. I simply want you to stabilize your cash flow and create the revenue and time you need to pursue this and do it right! You can have it all, just not at the same time.

# basic economics

## 9.

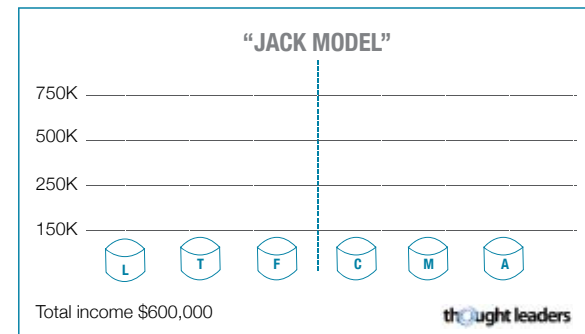
*The* law of diminishing returns and the rule of diversification are two sound economic principles that play out in this section of the special report. I thought I would take a minute to review them. If you get the theory behind these assumptions you are more likely to be able to self coach yourself should something turn up to take you off track.

### The law of diminishing returns: 100% effort is not always worth it!

**The Law of Diminishing Returns** (anticipated by Anne Robert Jacques Turgot and implied by Thomas Malthus in 1798) states that increasing one variable of an equation while keeping the rest of the variables constant will eventually yield a result opposite the intended purpose of the variable change. In plain English, it simply means sometimes you can push an idea too far. As Infopreneurs don't go for the 90% or 100% success in each mode. Don't go for the position of Australia's (insert your favourite country here) #1 speaker. It cost too much investment and time to get the market dominance and skills to operate at that level. Go for this when you have the money and time to spare.

### The rule of Diversification: Don't put all your eggs in one basket!

Diversification is the golden rule of investment; even the top-ranked investment fund managers always diversify, which largely explains their success. What exactly is diversification? It simply means: don't put all your eggs in one basket! As an Infopreneur this economic rule also applies. You need to have several support structures, several development initiatives and several distribution methods in place. It speaks to the need to deliver your information via several different methods. Don't rely just on speaking or just on your book sales or just on training programs. Use a mix of all and offer them to different markets. So diversify!





so

beyond this,  
**WHAT THEN?**



### So beyond this, what then?

So what is the point in all this overachieving growth that happens once you are a infopreneurial black belt? Well, once you have achieved this then you have greater choices and a lot more stability.

Here are some of the choices our Thought Leaders have made:

- Example Choice One:** Build a business
- Example Choice Two:** Enjoy your practice
- Example Choice Three:** Live off your investments
- Example Choice Four:** Help others to build their practices
- Example Choice Five:** All of the above

The true answer to the question of ...'well what then?'...is "who cares!"  
When you get to that point you have better choices.

# final word for now

11.  
>>>

## Final word for now

So no matter where you are at on the practice stages and no matter when you get to read this special report, you can create stability and a fantastic lifestyle by embracing Infopreneurship. You can drop me an email [matt@mattchurch.com.au](mailto:matt@mattchurch.com.au). I live in Sydney Australia, I love my life, I am almost financially free at the time of writing this and I would wish for you, my kind of success. I believe that every soul is born with a message to share. We start by living and learning our message and then we start to teach it so we can really get it. I don't know what I'll be doing by the time you get in touch but I am certain that I'll be able to help somehow.

***"It is a simple message and often thought that once a teacher you become by your students you will be taught"*** Mary Poppins

So what are you waiting for?

Become a THOUGHT LEADER today and make more money from the ideas you have

M@