



**Internet Marketer and
Conversion Specialist**

Alex Mandossian



CHRIS ATTWOOD: Hi, everyone and welcome. This is Chris Attwood. I am the Features Editor with *Healthy Wealthy nWise* magazine and co-author of *The Passion Test – The Effortless Path to Discovering Your Destiny*.

This is the *Healthy Wealthy nWise* Passion Series, where twice a month we interview people who have been remarkably successful at following their passion and creating an extraordinary life. We host these calls in the hope that they will help you get aligned with your passion so you can give your unique gift to the world.

The great Indian sage Patañjali is said to have given this beautiful insight into the nature of a life that is lived with purpose. He said, “When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bonds. Your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great and wonderful world. Dormant forces, faculties and talents become alive and you discover yourself to be a greater person by far than you ever dreamed yourself to be.”

Our guest tonight has followed his passion to create an extraordinary life of purpose. He left the corporate world where he was the chief marketing officer for a major company on Madison Avenue to become one of the most successful and best known personalities in the Internet Marketing field.

Since 1991, Alex Mandossian has added value to his clients to generate over \$233 million in sales and profits from short term TV stock, infomercials, QVS and HSN airings, VTL catalogs like Sharper Image, and great magazines, like *USA*, *Weekend*, and *Internet Marketer*.

Today, teleseminars are his primary money-making tool to boost sales and profits without having to spend a penny more on advertising. In fact, that is Alex’s suggested key. As he talks to us tonight, I am excited and looking forward to hearing from Alex how he has been able to be so successful in using this principle of leverage to do much less and accomplish much, much more.

Alex has consulted with Carnegie Training, New York University, 1 Shopping Cart, Mutuals.com, Chemical Care, and top business leaders like Mark Victor Hansen, Les Brown, Brian Tracy, Stephen Covey and many, many others. He is a founder of www.ValueGenerator.com, www.InstantVideoGenerator.com, www.ASKdatabase.com - all of which are powerful Internet marketing tools. He is also a founder of www.Women’sPowerSummit.com.



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Alex runs his information publishing business today from the comfort of his home near San Francisco, California, where he lives with his wife, Aimee, and his two children, Gabriel and Brianna.

Tonight, he is joining us from Cabo San Lucas where he is enjoying the sun in Mexico with his family. Alex, thank you so much for being with us tonight and for taking time from your vacation to share your knowledge with us. We really feel honored.

ALEX MANDOSSIAN: Chris, I am honored myself. I am calling on a voice-over IP phone, The heavens have opened up here. We are experiencing a one-day tropical storm. So if I get disconnected, I will call right back. My passion for this call is full-throttle. I can't wait to get started.

CHRIS ATTWOOD: Tonight, I am pleased to introduce all of you on the phone to Patrick Coffey of www.EarlytoRise.com, who is my co-host tonight. Patrick is going to conduct this evening's interview. Early to Rise is a division of a multi-million dollar publishing group that provides a variety of tools and programs to support all of us in living lives that are truly healthy, wealthy, and wise.

I encourage everyone listening to check out what Patrick and his team do by going to www.EarlyToRise.com. Patrick, thanks so much for being with us, and I am going to turn it over to you now to conduct tonight's interview.

PATRICK COFFEY: Thank you. It is a pleasure to be here. Shall we get things started, Alex?

ALEX MANDOSSIAN: I'm ready when you are.

PATRICK COFFEY: First of all, I feel like I am interviewing Larry King. For those who don't know, Alex is really the Larry King of the Internet world. I kind of feel like the tables are turned here, and I am interviewing the master of interviews.

ALEX MANDOSSIAN: I appreciate it. Thank you.

PATRICK COFFEY: Let's dive right into this, Alex. As many of you know, Alex quit a very successful career in the corporate world. How did your passion, the



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things that are most important to you, play into your decision to leave corporate America and start your own company?

ALEX MANDOSSIAN: That is an interesting question that comes up a lot. For me, corporate America, whether it's a five-person company, a hundred-person company, or a hundred-thousand person company, corporate America means living with someone else's passion. Now that I have gone through the process, back between the years of 1993 to 2000, I was living for someone else's passion. I added value to the company; I had equity in the company. I loved working there.

But there was a challenge because there is a collision, a moment in time, and I remember it like it was yesterday. It happened to be October 25, 2000 when my son, Gabriel, was born at Mt. Sinai Hospital in New York City. I remember watching him with his little beanie on his head to keep the baby's head warm, and my wife, Aimee, sleeping after 18 hours of labor, exhausted; and I thought to myself, "Wow!, I have really been in a collision of passion."

The interesting thing is that back then I didn't have *The Passion Test*. I have read it several times now when Janet and Chris asked the question, "When my life is ideal, I am blank," then filling in that blank and going through the Passion Test.

If anyone is here as a result an invitation I sent, please take that passion test. Get a few books for yourself and everyone else. I didn't have that tool. What I asked myself that evening is "What am I really living for?" I was studying the works of Joseph Campbell back then, and he had this great quote which reads, "The privilege of a lifetime is being who you are." At that moment, who I was with my family was a workaholic.

I was working 16 hours a day. I don't know if you are familiar with New York City, but if you come home before 9:00 PM at night, you are not working hard enough. People come back to their apartments and to their studios and one bedroom, two bedroom apartments in three piece suits at 9:00 or 10:00 o'clock at night. That is normal. That is just the way life is in Manhattan. I lived on the Upper East Side in Manhattan. I worked on Madison Avenue.

I loved what I did, but I was living in someone else's passion. That was the story of my life. I didn't realize back then that there was a collision between personal and professional passion. If I take The Passion Test these days, I ask myself,



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“When my personal life is ideal, I am “blank.” When my professional life is ideal, I am “blank,” whatever that blank is. It is a very elegant but simple test to take. What I realized back then is that there is no way I could enjoy my family life if I would have worked for another company.

I was really at their beckoning call for travel. I had equity in the business, but that really wasn't a source of security for me. I gave three months notice and, at that moment, from the 26th of October all through December 15th, when we actually took off from JFK Airport and landed at San Francisco International, I knew that of the competing passions I had between personal and professional, personal won out.

I was scared, I was terrified. We were on the runway, and it was snowing, and the runway was icy. The plane actually skidded out and my wife had my three month old baby, Gabriel, in her arms. Her fingernails dug into my forearm. She was terrified. I was terrified, but not for my life; I was terrified about how I was going to feed my family.

I would love to tell you that it was all planned out. I would love to tell you that it was such an elegant plan that I had, but it was sloppy. It had nothing to do with the plan; it had everything to do with my passion, which is in my heart knowing that I could not reconcile the competition between family and my profession. I have to attribute most of it to Aimee.

I went into my marriage thinking that I would be a good personal trainer and teacher to my wife, and I would be a good student to my kids. It turns out that my wife has been a good personal trainer for me, and my kids have been good students. It is just the opposite of how I came in to it.

I will never forget that when personal and professional passions collide, I decided to choose the personal one. My wish for everyone listening is not to make that choice for themselves, but just decide what is personal and what is professional. When those two species collide and crash, which one is more important?

PATRICK COFFEY: What about those of us who do love our jobs and find passion in the work we do? Is it possible to find passion, not necessarily in corporate America, but the job for the company you work for?

ALEX MANDOSSIAN: I think that it is. For example, there is no reason why as a corporate executive at the VP level, a C level, or even in the mailroom, that you



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can't turn a hobby that is part of your passion into something that is professional. The difference between an amateur and a professional is one dollar. The way I made my transition from the corporate arena to becoming an Internet Marketer is after my son was born, I gave three months notice to my company that I was working for.

I realized then the first day of work is not the most important day. It is the last day. It is how you are defined as an executive or someone working for someone else. How do you leave? You are taking that day with you. That part was planned out. I gave three month's notice and basically, I took a \$300,000 dive in income. I went from \$300,000 a year to zero, literally.

It was a huge risk. There was no other choice for me because we had no babysitters on the East Coast. We had no family on the East Coast. My mother-in-law took a trip out and said, "If you don't leave Manhattan, you will lose your marriage; you will lose your family." I thought, "Wow."

That is kind of an alarmist approach looking back, and the way I was working, she was absolutely right. I signed a non-disclosure with my company. All the contacts that I had generated over eight years were gone. I don't need to remind anyone that in 2001, you know what happened in the San Francisco area, right?

The bubble burst; there were no jobs. Of course, that was the year of 9/11 and those atrocities. Basically, I went from \$300,000 to zero. But, here is the thing, and it is probably a little fairy tale-ish, and maybe it might be surprising. I don't know how this will all come across. It is possible to go from zero to making a little bit of money to make a living in a year if you follow your passion.

My passion professionally was training. My passion personally was living with my family and making sure my kids recognize me before I grow old. That goes for my wife, too. I didn't want to follow the footsteps of many of my colleagues who, after a lifetime, maybe they are in their 60's or 70's, ask "Is that all there is?"

PATRICK COFFEY: That actually kind of leads on to my next question which is, can you tell us the story of how you made the transition from the corporate arena to becoming one of the most well-respected and successful online marketers?

ALEX MANDOSSIAN: I did the same thing. Rather than training my corporate executive colleagues and vendors within the corporate-executive arena, I trained



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my own students, and I became an expert in a niche that nobody wanted. That was postcard marketing. That was strategically done. No one wanted to be a postcard marketing guru. It is kind of like plagiarizing a comic book.

Many people think “What’s the big deal about postcards?” I launched www.MarketingWithPostcards.com, which is still up right now. I launched it in April of 2001. I did work like an animal. You know what it is like, day and night, working like an animal, but I was doing it for myself.

PATRICK COFFEY: You were overlooking your family at that time.

ALEX MANDOSSIAN: I did take a step back, but I was doing it at home. Although I was working the same hours, what is interesting is that I was doing it at home. I could take a five minute break; I could take a 10 minute break and go check in on Aimee, or go in and check on Gabriel, who was my only child at the time. Two years later, Brianna came into the world.

Even if I am working just as hard, this is my experience. It may be different for others listening, I would rather work the same amount of time and take an 80% cut in income, because that is what ended up happening during the second year. I bought a new house. At that time, it was a one bedroom home. I went from \$10,000 a year to \$63,700.

I went pro in 2001. I made my first dollar in April and I just kept doing the same thing, training, and teaching. In 2002, that annual income became a quarterly income. In 2003, that annual income became a monthly income. In 2004, it became a weekly income and in 2005, a daily. It has become an hourly income in 2006. It is like six or seven times this year. One time, it was in less than 10 minutes. I haven’t done anything different.

PATRICK COFFEY: That is amazing. The one thing that I would say is that is sounds like you can’t put a value on the time that you’re able to spend with your family. I am sure that you would make the same decision today even if you were still making that \$63,000 a year.

ALEX MANDOSSIAN: I don’t know. It is a tough decision to make. I feel like an overnight success five years in the making. The closest analogy I can think of is bamboo. Bamboo is the fastest growing tree. It really is from the grass family, but I use this analogy a lot when I am speaking. It takes three years to get established, but once the shoot emerges, it grows about 12 inches a day, and it



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goes “all out” for 60 days. It reaches its peak potential in height and diameter and then it is going for another 10 or 20 years. These colonies start growing. No one got to see the stuff that was happening underground for me.

No one knew the pain or the fear. When the annual income became a monthly income, I felt like I had arrived. That took three years. Are people willing to pay the price for passion? I think it is worth it.

The first thing I would do is not do it the way that I did it. Try to do something on the side and have additional tax advantages and, whatever it is, match your existing corporate income if you are in that situation. Then, don't you think you have a better choice at the point?

PATRICK COFFEY: Absolutely. I know for many of the readers and listeners that this is something they face. How do they overcome the fear which arises when they think about following their passion or pursuing their dreams? There is no guarantee of financial support when you make those types of decisions. Could you explain a lit bit about how you dealt with that issue and what advice you could give to the listeners who are facing that same dilemma?

ALEX MANDOSSIAN: I'm going to be frankly candid and brutally honest right now, and transparent, which we will talk about in a little bit. Anyone listening, if you are in the corporate environment, you have no guarantee. In fact, you have less of a guarantee than if you are an entrepreneur and working on your own.

The history in the last five years is littered with examples of people who have lost pensions. Many people on the call right now may have been one of those people. I didn't have that fear because I just felt like every day may have been my last in the corporate environment.

The easiest way to overcome the fear is utilizing five principles that I have followed. These aren't written anywhere; these are just private principles that I have led. They are as immutable as gravity. I mean if I were to drop a pencil right now, it would drop and hit the ground. If I dropped it again, it would hit the ground. It is very predictable because gravity is predictable.

Grab your pen and write these down. They worked for me and I think it is possible to make annual income into a monthly. I don't know if it is possible to make it into an hourly, but definitely into a monthly income, if you follow these principles. They have worked for me and many of my students.



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The first principle, and this is the easiest one to get involved with, is apprenticeship. Ross Perot talks about this. If you want to start a business, don't start one, become an apprentice. Don't buy a franchise, work in one. Work as the person who sweeps the floors, work in the mailroom. When I was reading about Jack Welsh's story, he started at General Electric in the mailroom.

Become an apprentice and find out how the company works. You will find out more at an apprentice level, working for free, than if you were paid. When you are paid, for some reason things are withheld by the higher-ups or the people who are running the company. So the first principle is apprenticeship.

PATRICK COFFEY: Yes, absolutely. Working with Michael Masterson and Will Bonner, luckily it was a paid apprenticeship, but I definitely, looking back on it, would have done it for practically nothing.

ALEX MANDOSSIAN: There is no better way to learn about a client's hidden desires or even fears toward a type of product or service than to work in customer service. You are in the trenches. When I used to do consulting, the first thing I did was I never talked to the CEO or the sales force. I went straight to the call center and asked them "What are the five most frequently asked questions you get?" The C and VP levels would be shocked at some of the questions that they would get. Apprenticeship is number one.

The number two principle is unique ability. You have to find your unique ability. This is what one of my mentors, Dan Sullivan, has taught me. Unique ability is something that is absolutely unique to you. I think Janet and Chris talk about unique gifts. Unique ability is passion plus talent. It is interesting because talent is what you do. Passion is why you do it.

You have to find your unique ability. What makes you unique in your ability to do things? What could you do all day long and still keep doing it? For me, it is training. I could do it for hours. I could do it for weeks. I figured out a way to monetize it. Finding out your unique ability is the second of the five principles.

Here is the third, and this is kind of funny. We talked about this when we were preparing for this call - proclaim prudently. When someone is about to launch into a new career or into a passion, my experience, and I'm guilty of this - forgive me for stating this if this is the first time you are hearing me say this, but it is what it is - I vomit on the people about my passion.



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Here's all of it, take it. People don't want that. They don't want to be vomited on. They say, "Hey, how's it going?" "Oh my God, I'm an amazing trainer. I just started." "How much are you making?" "Nothing. I just read this great book and this course, and I am going to be just like such and such."

I hear that a lot, especially in the beginning stages and, then all of a sudden, boom. The passion is extinguished. It's not the other people's fault. So proclaim prudently. Just give little bite-sized chunks. That's like a defense mechanism. Don't talk about it. I found that when that energy is pent up, I don't want to let it go until I am really, really ready.

Ross Perot used to say that the key to marketing is "ready, aim, fire, fire, fire." It is not "ready, fire, aim." Proclaiming prudently is key. I love the alliteration and it is one principle. So, there's apprenticeship, find your unique ability, and proclaim what that is prudently.

The fourth principle is going pro. This is key. If you know what your passion is, there is a part of that passion that can at least make one dollar. If everyone has a sheet of paper, just draw a horizontal line, maybe six or seven inches from one end of the paper to the other. You draw a little dot on the very left hand side and then go all the way to the end and draw a dot on that side. So, you have two dots, one on each end. Then go about half an inch to the left of the dot on the very right and draw a dot.

Go from the left to the dot you just drew. There are three dots now - the one on the very left, one over about six and a half inches and then another one about a half inch past that one. The dot at the very beginning at the left hand side - that's an idea. That is the idea of wanting to make money from your passion. The dot at the very end, the very, very end on the tip of that horizontal line is \$1,000,000. The dot just to the left of the \$1,000,000 dot is \$1.00. I firmly believe that making a dollar is 90% of the journey. Then you can validate it. You have gone pro. You made a buck and that is what really sets you apart from an amateur.

Rather than going after the million bucks, which most people do, they vomit on everyone, they don't talk about proclaiming prudently, their unique ability starts getting broken up because they get negative feedback. They have never been an apprentice. If you look at it as "what can I make my first dollar on?" and focus on that dollar versus a million bucks, I firmly believe in fact that proves it. It is so easy to embrace that. It is a lot easier to embrace the one dollar than the million



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dollars. That is the point.

PATRICK COFFEY: It definitely seems a lot more attainable. But yet, like you said, that's more than half the battle.

ALEX MANDOSSIAN: I think it is 80% of the battle. After you have made your first dollar, the bamboo shoot has just seen the light of day. Then it grows up to 12 inches a day. No one was watching when it was underground. It took about three years to gestate. All they see is that it is the fastest growing plant on earth.

Go after that first dollar and finding the first dollar you can make the fastest, even if it is a one dollar teleseminars. I encourage everyone to have a one dollar teleseminars because now you have gone pro. You have just become a validated professional. I encourage everyone to do that, versus going after the million bucks.

Here's the fifth principle. This is going to sound odd if you haven't heard me before. Number five is seeking roadblocks, embracing roadblocks. Seeking opposition, seeking resistance, seeking obstacles and specifying what they are. The reason that is so important and, Dan Sullivan, my mentor, taught me this, he said, "All those things that seem to oppose our goals are actually the raw material to achieving them."

I think the mind is hard-wired into finding opposition. You have this vision and there is always to oppose it. If you seek that out in advance, then it is not going to bite you' it's not going hit you like a shovel in the forehead by surprise. You know it's there. Anyone can do this. Right now you can do this.

For every opposing thing that is causing resistance, or the roadblock to a strategy leading to your passion, or wanting to monetize your passion, there is an opposing strategy. Most people go straight to strategy and then, boom, all these roadblocks come up. If you seek the roadblocks first or the opposition and then find individual strategies that dissolve and dismember the opposition, it makes life a lot easier and you can monetize your passion.

For the five principles, I'll just reiterate, Number one is apprenticeship. One of the world's wealthiest people on earth, Ross Perot, talks about apprenticeship. I remember when he was running for President, he said, "The biggest mistake professionals make and entrepreneurs make is that they don't become an apprentice. They dive right into it and then they struggle and struggle."



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The second is finding your unique ability. This is what Dan Sullivan teaches in Strategic Intelligence. To me, it is the single most important thing that I do. I am a probing innovator. That is how I define my unique ability in two words. I am a probing innovator, and with the Ask Methodology (which is Socratic), I probe and then I innovate through probing. This doesn't come from the top of my head.

Unique ability is passion plus talent. Passion is why you do something; talent is what you specifically do. It's kind of like the way Janet and Chris talk about passion and goals being different. Talent is different than passion.

Number three is, and I am sure we will get some feedback on this because of what I am saying, proclaim your unique ability and your passion prudently, especially to the ones you love. If you don't do that, then many times you will get knocked down before the roots have gone deep and before the bamboo is even allowed to grow.

Number four is go pro. Go for just going pro. It doesn't mean a million bucks; it doesn't mean 10 million bucks. One dollar - that marks the difference between an amateur and a professional. One dollar is so much easier to embrace. Look at this question: "How could I make a million dollars with my passion?" versus "How could I make my first dollar?"

PATRICK COFFEY: Professionally, it is a lot more attainable.

ALEX MANDOSSIAN: It just retrains the mind.

PATRICK COFFEY: It gets the positive attitude going where if you said, "How could I make a million dollars?" it would be "Well, I don't know." But "How could I make one dollar?" I could make one dollar. Of course I could do that.

ALEX MANDOSSIAN: When I went on my own, check this out Patrick, I would have failed for three years if I would have asked myself, "How do I make my first million dollars?" I would have failed for three years, and I would have probably given up. But I made my first dollar on the Internet on my own in April of 2001. I continued to make my first dollar, so it just kept cascading until I had a lot of positive feedback.

The fifth principle is seeking roadblocks. Go for them. Check out what they are. What is the obstacle? That is positive; that is not negative. You talk about a



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“SWOT” period in corporate America - strength, witnesses, opportunities, and threats. A threat is a roadblock. What is responsibility? It’s the ability to respond. If you can respond to opposition of any kind with a strategy, it makes life a lot easier.

I would seek out the roadblocks in advance because there are always things that oppose your goal. Passions are actually the raw material for achieving them. I didn’t say that, but one of my mentors, Dan Sullivan, said that. I am an apprentice of my mentors. Everyone should be an apprentice.

I would say that is the easiest and the clearest explanation of how to overcome those fears to achieve your dreams. It is a tough question, but that is the best I can do right now.

PATRICK COFFEY: Alex, I’m going to go ahead and challenge you a little bit. Clearly, everybody knows by now that your expertise is in training. A lot of people take The Passion Test and get clear on what their passions are. The most common question they ask is, “How do I support myself doing what I love?” How do I go about answering that question? Obviously, it is easier to see how you make money from training, but how do you make money from other passions? How do you answer that question to find out what to do exactly with your passion?

ALEX MANDOSSIAN: First off, as a preamble to my answer, is I’m talking to you five years later when an annual income became an hourly. Let’s rewind to December 15, 2000. I am terrified. How am I going to feed my family? I had the same terror inside me of, “How am I going to do this?” I burned the ship behind me. All I can move is forward. There is really no room to budge.

I made my only choice. I am going to follow what I truly, truly have fallen in love with, which is training. I had no idea what that was going to look like. If anyone is in that place right now, if you go to bed scared, if you are going to be terrorized or frightened, I was there probably longer than most. I can remember myself waking up and crying in my sleep. How am I going to feed my family?

There is a certain lifestyle in New York City. It was \$300,000 a year versus going to zero. Rewinding back, it was not a fun thing, but that is exactly how you know that you are on the verge of a breakthrough - when it is uncomfortable and feeling that level of discomfort, My answer to, “How do you support yourself doing what you love?” - the easiest answer that I have found for myself - is



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breaking down your passion into bite-sized chunks and focusing on those things that will make you one dollar, not a million dollars. It doesn't end with a dollar. It just completely restructures your thinking.

If you are going after a buck, it is not a lot. You can do that as an affiliate selling other people's products. You can easily do it as an originator in an area of passion that you have. If you are an apprentice, I have a three-step process that I tell my students they have to go through. The first is being a student. That is an apprentice.

The second stage is to be an affiliate. In other words, now you are a graduate assistant. You have learned; you share the same passion with your mentor; you have the security of a mentor. Every great sage has had a mentor. Plato had Socrates. Aristotle had Plato. Alexander the Great had Aristotle. There are great mentors in history.

If you find a great mentor, then that automatically makes you into an apprentice or a student. The next phase is being an affiliate or spreading that word. It may not be your only passion, but it could be someone else's, and they are in alignment with you because they are your mentor. That is kind of like being a graduate assistant.

The third stage is being a partner or a colleague. That is where you go out on your own. You could go pro with someone else's product who shares your same passion. This is what I did; I found people who had the same types of passions that I did in training. I found the best trainers in the world, and I worked with them for free. I was an affiliate for them for free. I wasn't even getting paid. Then I started going out on my own.

I learned what not to do. I think the most important thing to supporting yourself is go after the one dollar. Become a professional. When you go pro, you are validated as a professional. If you monetize your passion, then you know that it is a lot more important than the goals that you have in life.

I think that Janet Attwood said, "Passions are how we live our life; goals are the things we choose to create." If passion is how we live our life, if you are able to make a dollar for a passion and that dollar splits into two, then four, and then eight, it is possible if what you did created a dollar, you are not going to just make a buck.



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Once that passion is monetized to where your existing income, if you have one, is matched by your passion income, then I think it is safe to make a choice, because now you have doubled what you are bringing in. You can either say, "Okay, I'm going for my passion, and forget this other job or this other wage," or you can keep going. I know people, my students, they don't cut bait from what they are doing on their "corporate job" or their current wage until they make three times as much from their job that they are creating with passion. There is very little risk.

Here is the thing. It doesn't happen overnight. It may take two years. I think that the first year you are a student. The second year you are an affiliate. The third year you are a partner or you are a colleague.

PATRICK COFFEY: You just start with those little chunks - one step, one piece at a time.

ALEX MANDOSSIAN: One step at a time, one piece, one dollar at a time. If anything you remember from this call, don't call me making a dollar. If that is all you did, watch how that feels. If you haven't done it, try it. If you have done it remember how it felt. I remember it like it was yesterday. I made \$247 on one sale; I will never forget it. I didn't make another dollar for another week after that. That one sale validated me. I was loved.

PATRICK COFFEY: I may be onto something here.

ALEX MANDOSSIAN: What I have to say is important. The first dollar is the key to making that switch. That is the easiest way to support yourself, doing what you love. Start with a dollar. You can't make a million, Patrick, without making a buck. All a million is, is cascading dollars. If you go pro, just think, "Okay, I'm an amateur now, I haven't made any dollars, any money from my passion. I want to go pro."

Just make one dollar and make sure that you reward yourself because that is cause for celebration. I'm not really big on telling a lot of people about it. Keep that energy to yourself and your loved ones and those who are closest. If people say, "Big deal, you made a buck," think about what that represents. That annual income may turn into a monthly or even hourly. It all starts with a buck. It is about that first step. The absolute first step is a buck.

PATRICK COFFEY: Earlier on, we kind of touched upon this, but it is



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something that I would like to bring up again. Actually I had one question in mind, but maybe we need to just clear up what it is for the people who don't understand it. Could you explain a little bit about what transparency is, and what do you mean when you say "being transparent?"

ALEX MANDOSSIAN: Transparency to me means being trustworthy and seeing through any hidden agenda, being predictable. I am going to be transparent right now. Everything I believe in and everything that I talk about is embodied in a marketing campaign that I am doing right now. It is called "Promote with Passion" at www.PromoteWithPassion.com. That is transparent. I want everyone to listen to that call. It is a \$20 call. That is transparent as well. You know what to expect if it is predictable. Some people will go there, some people won't go there.

CHRIS ATTWOOD: I'm going to interrupt you because we have had some problems with that link tonight, so we have created a new link which is www.HealthyWealthynWise.com/alex. That link is working, Alex.

ALEX MANDOSSIAN: For me, transparency is being predictable of what to expect when you go there. I talked a little bit about making your first dollar. When you proclaim, proclaim in small nuggets or chunks so that you are not giving too much to people. If you are going to promote what you are passionate about, someone has to get started some way to promote and make money with their passion. Many times rather than doing it in little bite-sized chunks, they try to give all the information at once.

Here is the concept: there is a \$1300 four-module teleseminar course where I am training people in October and November. This is the concept: anyone who is a marketer and anyone who does teleseminars, take these notes down because this is a proven concept. We have done this as well. It works. Here is the deal: I have a very passionate concept that I am very passionate about that is selling more books and information products, and doing it without a publisher, without needing to get published.

Proving the concept, making your first dollar selling books, rather than having 2,000 extra books or information products in the garage, doing it first, and then maybe going to a publisher or maybe not needing a publisher or joint venture partner, you are not relying on others.

Here is the concept: you have a \$1300 course like I do, but rather than try to sell



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that and promote it, what I do transparently is say, “Look, I am going to have a \$20 preview call.” Now the word “preview” makes me transparent. I am telling them that it is a preview to something else. I tell them that I am going to promote to you and I am going to train you simultaneously. For \$20, it is absolutely guaranteed for 365 days after the event. You can choose to come on board for another \$1300 or you can choose not to come on board, or you can ask for a refund if you didn’t think that I trained you well enough. But in two hours, I would train and teach you my virtual book tour system.

That is a transparent dialogue, what I just did. I am not holding back on anything. It is a \$20 decision. I am not vomiting on anyone. All I am doing is I am telling them, “Hey, \$20, you want to listen. I am going to part the curtain a lot so you are in the position of making a decision.” Transparency, as far as being predictable and having no surprises, it is kind of like when people say, “I trust him or her. I don’t trust him or her.”

To me trust is not good or bad. It just is. If a dog bites my hand, and consistently bites my hand, I don’t put my hand in the vicinity of the dog’s mouth. I trust the dog. I trust that the dog would bite me. If the dog licks the palm of my hand consistently, then I trust the dog. If I cannot predict the dog’s behavior, if I get bitten sometimes and if the palm of my hand gets licked sometimes, then you know what, I don’t trust the dog. I don’t put my hand in the vicinity of the dog, I don’t pet the dog.

To me trust is not good or bad. Transparency isn’t good or bad, it’s predictable or it is not predictable. As a trainer, and I am sure that you know this with your business and how you run Early to Rise, you want to be as predictable as possible. I get emails every single day. That is predictable. If I don’t get an email from you, I go, “What happened?”

PATRICK COFFEY: Absolutely. That is one thing that we encounter all the time. We put out a daily issue and part of it is it arriving there in the morning. Sometimes if it is 12 o’clock and we haven’t gotten something out, we will get a flood of emails saying, “Hey, where is my Early to Rise issue? What is going on over there?”

ALEX MANDOSSIAN: Exactly. The transparency, the concept of it, to me is the most powerful way to promote. It is allowing people who are going to listen to you to see everything. Kurt Vonnegut, the author, said, “We are what we pretend to be.” We must be very careful about what we pretend to be. I am pretending to



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be a trainer. Even if what I am saying is invalid, at least I am showing you what I am pretending to be, and you can decide whether or not it is worth the \$20. That's the transparency. It is not done enough in marketing.

PATRICK COFFEY: How can you be transparent in a way which holds people's interest?

ALEX MANDOSSIAN: The easiest way is show your shortcomings. I'll give you an example. Back in the year 2002, I had a website called www.MarketingWithPostcards.com. I was laughed at because it was a physical course and many of the colleagues on the Internet that I had at the time and still do, said, "There's no way you can sell a physical course for \$247." During that time, only e-books were there.

On the audio case, there was a picture of me holding up an opt-in box. On the printed page, those are the three most important words on a website. All these innovations were there. Back then it was innovative. People would say, "Hey, that stuff just doesn't work." It did work. The way I was transparent was the next stage - to go from postcards to traffic conversion, which is how I'm known.

I took my shortcomings. I know how to create traffic, but I'm not very good at that. I'm good at converting, but I am not really good at creating. The way it is transparent is, "Learn how to make five figures month after month, attracting less than a hundred visitors a day." It started off with me saying, "Hey look, I'm pathetic at driving traffic to my website, but I'm really good at converting traffic. If you want to learn the insights on how to do that, then come listen to these two, two-hour classes that I taught." It was a very expensive teleconference back then.

PATRICK COFFEY: It is like you don't have to be the expert on everything. You need to be the expert on something.

ALEX MANDOSSIAN: You don't have to be passionate about everything, but you do have to be passionate about something. You can get anything that you want, but you can't get everything you want. I believe in talking about our shortcomings and figuring out what those are. It is easy to find, just think about your obstacles like we talked about earlier. The easiest way to be transparent and be believed, is, first and foremost, talk about what you are not good at. I really got this idea from John Assaraf. He said, "Find people who play at things that you have to work at."



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I outsource the things that I am dispassionate about. Whatever I don't like to do, I just outsource it. Whatever you think that you are not good at, I would talk about that first. I think that you will be believed. I have seen a lot of copy written at Early to Rise with that same concept. I don't know if it has been intended or not, but it really works for me because I read every word.

CHRIS ATTWOOD: Alex and Patrick, I want to be transparent right now and show that Alex, in fact, is very predictable because I just went and checked www.PromoteWithPassion.com is working now. So if anyone wants to follow up on what Alex has been talking about, you can go to www.PromoteWithPassion.com.

ALEX MANDOSSIAN: Chris, let me tell you. It is fun being co-transparent with you. I always start my speeches that way, "I want to be transparent with you." Many times if I do a workshop, I'll have people just write their questions on this butcher paper, and I'll tape it to the wall. At the end of the day, I would have crossed out every single question and have answered them all. If anyone wants a great way to do a workshop on real passion, just do that and say, "Hey, what do you guys want to talk about?" Have them proclaim to you what they want to hear. Let that take an hour and the rest of the seven hours is just you answering the questions that have been written down, and you cross them out on the wall.

That is total transparency - total transparency. They get to see the way you think. This particular concept - the virtual book tour system - I cannot tell you everything and how it works in five minutes or even an hour. I can do it in two hours. The reason we charge \$20, Patrick, is because it makes them get on the phone. We have found buying behavior. It eradicates power-seeking behavior and it brings people in. Even one dollar - talk about a powerful teleconference. If you charge one dollar, that will bring in people who are really interested about your passion.

I recommend everyone do at least a teleseminar a month. I do three a week, but do a teleseminar a month. I recommend that you do your first five for free. I recommend that you charge a buck. See who shows up. You have just gone pro the moment you did that.

PATRICK COFFEY: Alex, I know another one of the principles you teach is the importance of consistency. Could you explain to our listeners what you mean by that?



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ALEX MANDOSSIAN: It is a great concept. I was really introduced to it by Robert Chousini, who is a colleague, friend, and a mentor. He has what is called the "Chousini Six" - six principles of ethical influence - and consistency is one of those principles. When you are consistent over and over again, when you show up on time... My mother will show up on time over and over again. She will always show up on time. She is consistent. If you show up 15 minutes early, like my father-in-law, he is consistent, I trust that behavior. He is always consistently 15 minutes early. I have a friend who is chronically late, but he is still consistent.

If you are going to be transparent and you are going to get someone's trust, then the worst thing you can do is be inconsistent. In other words, be transparent sometimes versus not being transparent other times. I want everyone on this call to go to www.PromoteWithPassion.com and spend \$20. I am proud of that. I want everyone to do it. That is being consistent with the transparency - pay \$20, I'm going to try to sell something when you are there, and you be the judge.

PATRICK COFFEY: They are also going to get a lot of value from that call itself. Knowing you and knowing the person that you are, I know that you wouldn't charge any money if it wasn't going to deliver them value.

ALEX MANDOSSIAN: I am trying to cause a new insight. If you haven't heard this before, it is okay to promote and train simultaneously. It is okay to do that. You can give yourself permission to do that. In fact, I think if you have a passion, it is your duty to do that. My feet are held to the fire, but I have a guarantee. The guarantee is 365 days for \$20. If for any reason I don't deliver, you get your money back.

I encourage you to do the exact same thing if you are training. Allow someone to come in with very little risk until they have grown to trust you, and they found that your transparency holds true, it is consistent. Then all of a sudden, you have an ongoing student, possibly a graduate assistant, and then possibly a colleague and partner.

That is my goal. My goal is to have students, then affiliates, then partners. Some of my most profitable partnerships were once students and then affiliates. I was a student of many people that I can think of right now. I was then their affiliate and then a partner.

A spiritual leader once said, "Be realistic; plan for a miracle." I think you can plan



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for the miracle of inviting people into your world, giving them just a little bit of a hint of your passion, and charging for it. Now you have gone pro. Now you have made money. I just can't get the confusion. There is nothing wrong with charging for, especially if you are really good at, your passion. That will take them to another level. For me, it is a \$1300 course, but I don't like to leapfrog. I don't like to go from zero to \$1300. I go from zero to \$20 to \$1300 and they have two hours to decide if that makes sense to them.

PATRICK COFFEY: For our listeners who aren't satisfied with their passions as a hobby and are finally ready to go pro, is there another example that you could give us to show them how to do that?

ALEX MANDOSSIAN: The best example was something that was egregiously obvious in the marketplace, which is the book selling model. The traditional book selling and distribution model is obsolete. It is about 130 years old, and it just doesn't work. I was turning the corner into a parking lot to have dinner and across from that restaurant was a book store in September of 2002. Al Gore was having a book signing - Former Vice President Al Gore. The parking lot was packed. I had to park like five blocks away to get in.

After I ate dinner with a high school buddy of mine, I stepped over to the book store. I asked the person behind the counter, "How many books did you sell?" She said, "Man, we sold a couple of hundred. It was the best book tour ever."

PATRICK COFFEY: Are you kidding me?

ALEX MANDOSSIAN: A couple of hundred of books by the Former Vice President of the United States. I figured that there has got to be a better way. That was like an urgent problem in the marketplace. That was an observation. All great product ideas come from this. I thought, "You know what, I am going to get a teleseminar." So I took what I was already really good and passionate about.

I said, "I could probably have more people, with some of these not so well-known people as the former vice president, come to a bridge line, listen to the book tour. We call it a virtual book tour. We can ask questions of people who are coming in. Get their first name and their email address so that we can send back the invitation to come on board and listen to us." I did this with Janet and Chris Attwood, while I was in Singapore at www.AskPassionTest.com. You can check out the page.



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Rather than doing what Al Gore has done and many other authors have done, the average number of books sold at a physical book signing is about four or five books. You can't make a living that way. Invite people through a grapevine, have the author explain the book because that is where all the nectar is, and then you sell more books. You record it, you transcribe it, and now you have a way to sell more books, books, books.

For your information, anyone who is an author right now or has an information course that they want to sell, the virtual book tour is the easiest way and the fastest way to sell more of that without robbing your pocketbook.

That is what the virtual book tour system is. That is how it came about. It was from an idea of observing that there is something not working in the marketplace. What is very interesting is that it was a little idea. I don't think it was a big idea, but big ideas kill passion. It was a little idea. How could I do this a little better?

PATRICK COFFEY: This is a system that anybody can implement. You don't need to be a former vice president to hold or host a virtual book tour.

ALEX MANDOSSIAN: My passion is to get the big company or big-named strategy to the little guy and the little gal in the marketplace so that they can tap into that same level of power. In corporate America, things don't move as fast. I don't have corporate clients because the decision is very difficult to secure. I would rather have a one- or two-person operation making a very speedy decision, and give them the same capabilities that big companies have.

I have done this for Random House. I have done it with other publishing houses and the most successful virtual book tours have come from individual authors that weren't as well known. Yet for that one book tour that they had, which was virtual instead of going from book store to book store, they listened to the teleconference just like this one; they got to sell more books.

My passion, again, is training. If you have any passion that is similar, find what is not working in the marketplace, and it is easy to convert that to be more efficient, to get more done faster, better, and with less effort. I just called it the Virtual Book Tour System. You can take that same story and find something that is not working, and make it work for you. Make your first buck.

PATRICK COFFEY: If you wouldn't mind, could you share three things with our listeners now that they could begin doing to use their passions to create an



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abundant life?

ALEX MANDOSSIAN: I said it before; one thing is be an apprentice. Find someone who is a living manifestation of your passion. Earl Nightingale, of Nightingale-Conant, said, “We are what we think about.” I agree with that. I also agree that we are who we think about. Who should be your mentor? If there is someone you are thinking about because he or she is living the path of life and sharing your same passions, find that person and ask to be an apprentice.

I have been a free apprentice to many people. That is number one. Number two is to turn pro. The transition from amateur to professional, again, is one dollar. Not a million bucks, but one dollar. Turn pro. Focus on making your first dollar, not your first million.

The third thing, I have mentioned it before, seek out roadblocks. Find those things that oppose your goal, and then for each opposing thing, if you have a hundred of them, pick five of the biggest, juiciest ones. Make them really juicy, one that there is no way out. You couldn't find a way to dissolve it. Then of those five opposing things, five roadblocks, there is definitely a strategy to dissolve it, to break it down and to break through.

So apprenticeship, turning pro and the concept of making your first dollar, and then the third thing I would say is seek the roadblocks.

PATRICK COFFEY: I believe strongly in all three of those principles, but especially in apprenticeship. I think that one thing that we should impart on the listeners here is that apprenticeships aren't hard to come by. Many times people are flattered and more than willing to help somebody looking for an apprenticeship or to be guided in that direction.

ALEX MANDOSSIAN: If you look at the story of Edison, he had an apprentice. I think his name was Barnes. He set out his intentions. He said, “I'm going to be Thomas Edison's partner” and he was. He ended up becoming his partner. I believe that it is in *Think and Grow Rich*. That's the way you do it.

Some of the greatest stories in history started with apprenticeships. Napoleon Hill worked free for I don't know how many years. Andrew Carnegie was an apprentice. If you become an apprentice of someone whom you admire, respect and who shares your passion, it is amazing how much they will contribute to your life. They welcome it.



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I think the greatest fear, Patrick, is seeking those people out and not having the guts to ask the question, “May I work for you for free?” They will say, “What are you going to do for me?” My answer is, “Anything. I will do anything, anything for free. I just want to become an apprentice.”

That, I think, is the most overlooked area in business today. If I had to do it all over again, regardless of how much money I made and anything that I have ever gone into... I’m doing it right now. I went into real estate. I know very little about real estate. I am working for free for a real estate trainer who teaches people how to buy and sell real estate, multi-family properties. I don’t know a thing about it, so I am an apprentice for free. Of course, he is trying to get from me as much marketing stuff as possible, but that is part of the deal.

PATRICK COFFEY: It is a trade-off.

ALEX MANDOSSIAN: It is a good trade-off. Apprenticeship, of the three, between turning pro and seeking roadblocks, I think the first step is becoming an apprentice. Pick someone whom you respect and admire having the same type of passion.

PATRICK COFFEY: Healthy Wealthy nWise believes strongly in the power of intention to manifest outcomes. What is your current most important project, and what intention would you like *Healthy Wealthy nWise*, along with the readers and listeners, to hold for you?

ALEX MANDOSSIAN: The most important thing at this moment is validating the concept of the Virtual Book Tour System. The Virtual Book Tour System is nothing more than turning the book tour industry/book signing on its head. It is very difficult to sell and promote books unless you are a big time author, and you are signed up with a big time publisher. It is not structured toward the little person, for the person who doesn’t have the funds. You can take it in your own hands. You can have teleseminars, make them virtual book tours. You can have many, many of them. At the same time, you can sell more books than many top selling authors.

Chris, do you mind if I give the replay to Ask Passion Test? That was a pretty good book tour that we did together. Do you mind if I give that a replay?

CHRIS ATTWOOD: Please do.



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ALEX MANDOSSIAN: The site is www.AskPassionTest.com/replay Look how nimble and powerful this concept is. The total cost of it was probably less than \$150, everything included. Really most of the cost was just in the toll call from Singapore, because I made the call from Singapore on a mobile phone. There was very, very little cost for someone to record the call, to transcribe the call if you want, and it is a great little way to ethically bring people into your world and explain your book.

If you have a book, you can't make a lot of money writing books, but you can make a ton of money explaining books. That is why people go to art galleries during exhibitions. The artist is explaining the picture, or the portrait, or the piece of art. When an author explains the book, like Janet and Chris did so eloquently in the 70 minutes that we shared together, you will see the power of it, and that is the most important project that I am working on.

The easiest way to get access, again it is \$20, to go back to transparency and consistency, is go to www.PromoteWithPassion.com. If it means enough to you to risk \$20 for two hours, (if you don't like what you hear you can just ask for your money back) if it is worthwhile, then go get registered now. I have set up everything in advance of this call, so that I can prove two things.

Number one, you can transform a passion into a career. Number two, the concept of how it is done in little bits and pieces. You don't go from zero to \$1300, which is the course that I am teaching in October and November. You go from zero to \$20 in little bite-sized chunks. I want everyone who gets on the call to observe what I am doing versus just listening to the content. Look at it from an aerial view, and I think it will be very instructive. I urge everyone to go. That is the most important thing that I am doing right now.

Hopefully, just like Michael Dell, when you call up Dell Computer, he asks, "What can I build for you today?" I want to one day say, "What can I publish for you today." That will hopefully be one of the models for the future for book publishing. What an important industry, yet not enough wonderful books get out because of the way the industry, distribution, and profit are set up right now.

PATRICK COFFEY: Well, I know that I am going to go ahead and sign up for that right now. I know that for \$20, "What do I have to lose?" We are gearing up for our own book launches around here with Michael Masterson's third book, *Seven Years to Seven Figures*. I am sure that I will be able to learn a lot from not



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only the call but the course itself, which I plan on buying.

ALEX MANDOSSIAN: We have done two virtual book tours with Michael Masterson. You guys know the power of it. Those were fabulous interviews. If possible, maybe we can get that information later on after this call.

PATRICK COFFEY: I know that we are reaching the end here unfortunately, but what single idea would you like to leave our listeners with tonight?

ALEX MANDOSSIAN: The most important idea is to focus on going pro, that you are just one dollar away from monetizing your passion and to feel good about it. It is interesting to me when I was coaching individually, there is a lot of guilt structured around money and monetizing passions, as if it is a sin. I looked up the word “passion” many, many times and the origin of the word “passion” is from the Latin word “from passive.”

It is interesting that it really means to suffer. Its origins were around the time of Christ. What is interesting to me is that I feel it is about suffering if you don't live into your passion. Living in your passion is just the opposite of suffering. In fact, it is like these two competing attentions. If you look in the *American Heritage Dictionary*, you will see that the root word is “to suffer,” which is interesting. Then there is a definition that says “boundless enthusiasm” or something.

Of course, enthusiasm comes from the Greek word “entheos,” which means “inspired by God,” whether it is by God or by the universe or whatever your spiritual persuasion. In the beginning, we started with my personal and my professional passions collided and my personal won out.

In looking at passion, if you look at the root word “to suffer” and looking at one of its definitions, which is boundless enthusiasm, (for everyone listening, my wish for you is to have boundless enthusiasm, to monetize your passion, and know that there is nothing that you need to suffer about it), there is nothing involved that is going to be negative towards making money with your passion. In fact, it is the greatest single thing that you can do every single day. You could do it all day and still keep it going.

I am glad for being able to do that. It is kind of funny to say that I am blessed for following my passion, following my voice and making money from it. I think everyone should set their sights to do that. I will continue to say that as long as I am breathing. Please, following your passion, doing it and making money from it



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is the most noble thing you can do. I think that for me, personally, it is my duty to teach it.

Learning it, making money from it, and then teaching it: these are the things that I want to leave everyone with today. And if there is any guilt surrounding passion, it is easy to eradicate that after your first dollar. All of a sudden, "Wow! Someone cares enough to pay money." When that happens, it is the first day of the rest of your life. Magical things happen. I hope that every one of you is listening right now.

PATRICK COFFEY: I know that I agree. This has been a real pleasure and I would like you to actually give out that URL again so people could sign up for that call.

ALEX MANDOSSIAN: It is www.PromoteWithPassion.com. Here is what is interesting, Patrick, and we talked about this with Chris, I got that domain name - Promote with Passion. It was available less than a week ago. People say, "All the domains have been used up. Everyone has all the possible great domain names." Well Promote with Passion is a great domain name - especially for this call. It was available. How many other opportunities are under your nose right now that fit into your passion that you may be missing out on because you thought it was taken by somebody else?

PATRICK COFFEY: You can't just assume that all the good ideas are gone.

ALEX MANDOSSIAN: Exactly. That is so symbolic to the fact that there may be a passion right now or the right to one that can be monetized. That includes everyone to do their best to become an apprentice, to make their first dollar, and to seek the roadblocks that are keeping them from going after their dreams making money with their passion. It is a cliché, but it is only a cliché because it is important.

You know what, we made it because there is a tropical storm here, and I have been talking to you on a voice-over IP. It has been going in and out all day. For the past 65 minutes, we made it. I don't know if I came across clearly or not, but I have been struggling here with this phone connection, because I am in the middle of nowhere, a small town outside of Cabo. We made it, and I am grateful.

PATRICK COFFEY: You were able to join us on your vacation which we greatly appreciate.



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CHRIS ATTWOOD: Thank you, Patrick, for co-hosting this call. Alex, it is just, as always, amazing to be with you, and I am grateful for that thunderstorm. There are a couple of times when it was a little shaky, but they were very brief.

I have to say that those who know Janet and I, who has been listening to these calls, have been fortunate enough to work with many of the greatest trainers in the world today. One of the reasons that we were so excited about having you, Alex, on this call is because of this question that people keep asking us. It is, "Now I am clear on my passion, but how do I make a living? How do I support myself with this?"

I have to say that in my experience, you are the best, the most effective, the most powerful trainer that I know of in this area of how to monetize your passion - how to be able to create a living doing your passion. I am grateful to you that you have offered to train our listeners in how to begin doing that and using this Virtual Book System as a training ground, if you will.

Once again, I want to encourage everyone who is listening to go to www.PromoteWithPassion.com. Take advantage of this incredible opportunity to apprentice with Alex Mandossian.

If this is a question that you have been asking yourself, "How do I support myself living my passion?" then you cannot afford to miss this call.

Alex, thank you again for taking time away from your family and your vacation to be with us on this Passion Interview. We both appreciate you.

ALEX MANDOSSIAN: Chris, thank you. Patrick, thank you. You are an awesome, awesome interviewer. I have learned so much from what you do. Thank you for being part of this.

PATRICK COFFEY: Thanks a lot. As a matter of fact, I am entering my credit card right now to sign up for the call. You sold me.

CHRIS ATTWOOD: Thank you again, Patrick. I so appreciate your co-hosting the call and, again, for our listeners be sure and go to www.EarlyToRise.com, and you will be able to see what Patrick has been doing, and how they can help you to live a healthy, wealthy, and wise life. Thank you, Patrick.



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PATRICK COFFEY: Thank you. This was a great pleasure to do this.

CHRIS ATTWOOD: For our listeners, be sure to join us on August 8th when we will be interviewing Dan Millman, the author of *The Way of the Peaceful Warrior*, which is an amazing book. Any one of you who haven't read it, this is a must-read book. If you haven't yet seen the movie called "The Peaceful Warrior," which is based on Dan's book, then you want to be sure and do that before the interview coming up on August 8th.

On August 22nd, we will be interviewing Scott Martineau, co-founder of ConsciousOne.com, which is one of the most successful websites on the Internet with over 600,000 members. We will be talking with Scott about his new book, *The Power of You*, which will be released on August 15th.

Remember as always, you could check the schedule of our upcoming interviews simply by going to www.HealthyWealthynWise.com/schedule, and I will mention it one more time for those of you who would like to listen to the example of the virtual book tour teleseminar that Alex did with Janet and myself on the Passion Test, you can do that by going to www.AskPassionTest.com/replay.

Until August 8th, thank all of you for joining us and for your commitment to living your passion and giving your gifts. I will open up the lines now and say goodnight, and thank you all for being with us.