

The **NEW** Magazine for Speakers, Trainers,
Authors, Coaches, Entrepreneurs & Internet-Marketers

MILLION DOLLAR BRAND

October 1, 2012

MAGAZINE

In This Issue...

How Randy Gage Turned 'Prosperity' into a Personal Brand

A Look at the Bestseller Lists... Budding Brands... Million Dollar Rolodex®... Fivrr® Faceoff... and a whole lot more!

**PREMIER ISSUE
Cover Story Preview!**

'Millionaire Messiah'
Randy Gage

www.MillionDollarBrand.com

“Our mission is to make Million wish we had when we started

About the Magazine...

Does the world really need another online magazine? Actually, yes it does! We searched everywhere, but were unable to find a publication whose singular, specific intent was to bring timely, high quality brand-building information to the speaker, trainer, author, coach and internet-marketing community. Yes, each group has their own publications, but not one that serves them all.

We're Looking for Articles about...

- ❖ How YOU turned your book into a best seller
- ❖ How YOU market your speaking/training services
- ❖ How YOU developed copywriting skills that persuade
- ❖ How YOU came up with the inspiration for your brand
- ❖ How YOU turned your website into a cash machine
- ❖ How YOU develop multiple streams of 'passive' income
- ❖ How YOU sell products from the stage and B.O.R.
- ❖ How YOU developed your distinct 'image trademarks'
- ❖ How YOU get your message in print, on radio and on TV
- ❖ How YOU use creative marketing techniques to get noticed
- ❖ How YOU command attention from the platform
- ❖ How YOU run your business to maximize profit
- ❖ How YOU find the right vendor 'partners'
- ❖ And how creating YOUR 'Million Dollar Brand' has changed your life!

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GROW YOUR BUSINESS

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Dollar Brand the resource we building ours!"

-Richard Fenton & Andrea Waltz,
Founders of MillionDollarBrand.com

...and Our New Website

More than just a place to archive past issues of our monthly magazine, MillionDollarBrand.com is destined to become the place speakers, trainers, authors, coaches and internet marketers come to first to find the resources they need to grow their own *million dollar brands*.

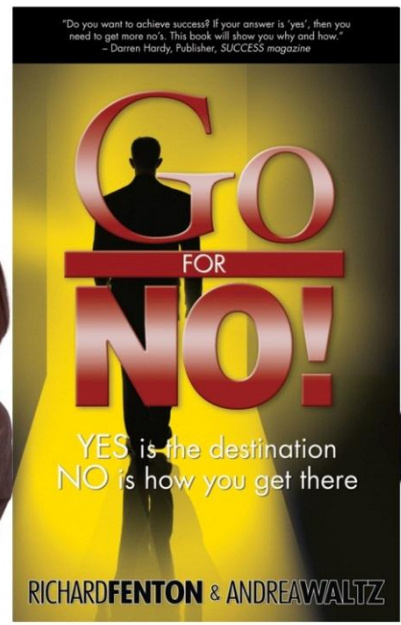


er words,

is all out YOU!

About the Publishers...

When it comes to building a million dollar speaking/product brand, Richard Fenton & Andrea Waltz are more than simply 'publishers' – they've been there and done it themselves with their own brand, *Go for No!*® Now they've made it their mission to help others do the same thing, but with a lot less pain, stress... and a whole lot quicker!



#1 Amazon Bestselling 'Sales' Authors Richard Fenton & Andrea Waltz, Creators of *Go for No!*® and publishers of *Million Dollar Brand Magazine*

To Randy Gage, 'Risky Is The New Safe'



It's early morning and Randy Gage is relaxing in the airline lounge in San Francisco, having just returned from Phuket, Thailand, where he crossed another item off his "bucket list" — riding an elephant through the rain forest—when he notices a couple with a cute little puppy peeking out of a travel carrier. A lover of animals, Randy cannot resist asking if he can play with the puppy. The couple agrees. But as Gage sits there petting the dog, the couple casually mention something unexpected and quite shocking...

"Our puppy is a clone."

Later on the flight to Miami, Gage watches as the husband takes the dog from first class to the economy cabin to show it off. Gage is intrigued, but still doubtful that that the frisky puppy with the bright eyes is actually a 'clone' as the couple have claimed — until the flight arrives at MIA and he sees the phalanx of reporters and camera crews that are waiting to photograph the dog. But as the cameras click away, Gage is no longer focused on the puppy.

He's focused on the future.

Because Randy Gage knows that when it comes to

things like cloning (along with the veritable sea of other advances in science, medicine, and nutrition), the genie isn't going back in the bottle; the world as we know it is about to change in ways we have only begun to imagine. But to understand Randy Gage's fascination with the future, you have to understand his past.

A Rocky Start Leads to Speaking Stardom

Expelled from Wisconsin's Madison West Senior High School, Gage admits to being less than a model student. "I was a teenage alcoholic. I was a teenage drug addict. I was actually in jail for armed robbery when I was 15 years old. I made a lot of really bad choices in my life and that certainly led me down a path or a journey that wasn't very positive, wasn't very fruitful, wasn't very enjoyable." While a lot of things happened to him along the way, Gage says there were some important, defining moments that made a big difference in the course his life would eventually take.

"There was a teacher who came in to visit me in my jail cell, and told me I didn't belong there — that I was capable of great things — and that was a transformational experience in my life, because I

believed it.” And why did he believe it? “Because I desperately wanted to believe it,” says Gage.

It was that belief, along with a passion for self-development (something he admits he didn’t even know existed) and a healthy dose of positive action, that has resulted in Randy Gage becoming a self-made multimillionaire and one of the world’s most sought-after keynote speakers on creating a ‘prosperity mindset’ and accepting abundance. “Everything in life is mental, everything is about *you*. It has nothing to do with the outside, the external. I believe we all are responsible and able to manifest our own destiny.”

That’s why, today, when Randy Gage stands on a stage and delivers his no-holds-barred message to thousands of eager followers, he stands as living proof that changing your mind can change your life, starting with uncovering your limiting beliefs. “Mind viruses, which are just like viruses you get on your hard drive, infect your subconscious mind,” says Gage, “and these are limiting beliefs that are programmed by governments, by the pop culture stuff, movies, books, TV, radio, all that stuff, and limiting beliefs such as money is bad, rich people are evil, it’s spiritual to be poor, you’ve got to sell your soul to be rich, you’ve got to exploit people to get ahead, you’ve got to have money to make money, you’ve



got to get in at the top to make money, etc. These are all just mind viruses.”

And this is the simple genius behind Randy Gage’s brand: identify the problem (the negative impact of ‘mind viruses’ on people’s lives) and the solution (helping people to identify and remove them) and then present that solution with your specific point of view. Gage isn’t afraid to figuratively slap his followers upside the head or give them a swift kick. Instead of telling them what they want to hear – he presents what he believes they need to hear. And they love him for it. This bold, brash style has allowed Gage to own his niche and turn prosperity

into a personal brand.

When asked for an example, Gage quickly offered the following: “I was in Costa Rica at the Four Seasons Resort, in a \$3,000 per night villa on the mountain with a spectacular view of the Papagayo Peninsula. When we woke up in the morning there was a monkey right on our huge patio balcony, a four foot iguana walking around and eagles flying overhead; it was a spectacular place! And a person in our group started talking about the price of the \$40 fruit plate we were having for breakfast, about how the same fruit is \$5 at home, and I’m like, ‘Dude, you’re not paying for the fruit, you’re paying for the monkeys,

and the iguanas, and the eagles, and the water, and the view, and the palm trees!’”

As Gage relates the story, you can hear the excitement in his voice because he knows this isn’t just a story about the cost of fruit; it’s a lesson in prosperity thinking and the negative power mind-viruses have over people. And, when it comes to one-on-one coaching, it’s making observations about things like this, the self-sabotage and limited thinking that most of us barely notice, that makes Randy worth every penny he charges for his time.

A Strong Point of View

Call him a philosopher, a Jedi Knight, or (as some have dubbed him) the ‘*millionaire messiah*’, Randy Gage doesn’t

care; all that matters is that you remember him... *and his message*. Because, besides his unwavering belief that you were born to be rich, Gage believes that people are meant to be challenged, inspired, and that boring is criminal. This is especially true for professional speakers, trainers and authors seeking to build a memorable brand. To quote Gage, who was interviewed by phone for this article: ***“You’ve got to have a f***ing point of view. No one wants to hear a speaker giving book reports and summaries of the current books on the Business Week list—they can read those books themselves, and they***

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**Randy Gage's advice
for building a million
dollar brand?**

***“Have a
f***ing
point of
view!”***



(Randy Gage, continued)

probably have. They bring you in because they want to know what YOU think. So have a point of view. And don't make it politically correct, safe and conventional. Or no one is going to remember you two minutes later."

Case in point, the speech Gage gave to a packed room of 2,000 at the National Speakers Association convention in San Diego in 2007. During his hour on stage, Gage pointed out that there were 532 speakers in the association who claimed to be the world's #1 sales trainers; told people it was not only their right to be rich, but also a sin to be poor and mocked fellow speakers for sitting in coach rather than first class; and – though deeply spiritual himself – he conducted a full-frontal attack on 'organized religion' for the negative impact the church often has on people's prosperity thinking.

The most important lesson from Gage's presentation that day in 2007, however, is that people are still talking about it five years later! Oh, and the fact that per Gage's estimation, the speech brought him no less than \$200,000 in spin-off business from various speaker's bureaus in attendance, a book deal, a television show, and a lot of product sales.

But, in addition to challenging audience members from the stage, Gage is also a prolific writer who

brings the same approach to the words he places on the printed page. Says bestselling author, Steve Siebold: *"Love or hate him, Randy Gage is one of the few writers left in America with the guts to take a stand and challenge his readers to really think."*

'Risky Is the New Safe'...

When Randy Gage was growing up, his mother told him what most parents tell their children: To go to school, earn a degree, and get a job with a big company – that way he'd be set for life. After all, it was 'the safe thing to do', with millions of other parents around the world giving their children the same advice. Today, says Gage, following that advice might be the riskiest thing a person can do.

"Fortunately, because I was expelled from high school," says Gage with a chuckle, "I never got a chance to follow my mother's advice." It was in *not* following that safe path that has made Randy Gage a rich man. As Gage explains in his new book, ***Risky Is the New Safe*** (due out in mid-October, 2012):

"Everything you know as safe is about to become very risky. And taking risks is the new safe. Everybody is playing safe, because they think that's the smart thing to do. But in the new economy, playing safe is the riskiest thing you can do."

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Note: For proof of the power of a strong POV, one needs only reference Randy Gage's social media numbers; 98,000 Facebook fans, 140,000 Twitter followers, and an Empire Avenue stock price of \$407/share (at the time of this writing)... not to mention the cars!

(Randy Gage, continued)...

Though making the point that he is not a professional 'futurist', Gage makes a number of predictions in ***Risky Is the New Safe***. Among them:

- ✓ *Millions of more jobs will be eliminated by technology.*
- ✓ *Complete industries will disappear.*
- ✓ *The Euro will probably collapse within the next two to three years.*
- ✓ *Many more companies will go bankrupt, and so will some countries.*

But none of Gage's predictions are intended to depress his readers. To the contrary, Randy believes we are living in the greatest time in human history, with the massive number of changes serving as amazing opportunities, at least for people who are aware of the coming tidal waves, and are willing to *zag* when everyone else is *zigging*.

Within seconds of arriving at Randy's website (www.RandyGage.com) you'll discover that Gage likes hot cars, warm beaches, cold Dr. Pepper, and thinks loud ideas are sexy. But if you look past the casual stuff, you'll discover that – much like peeling back the layers of an onion – that he has something else to offer: an uncommon willingness to 'tell it like it is' in a world where others feel compelled to hide.

Because, ultimately, Randy Gage has evolved into what most of us long to be; a person with the courage and means to live life the way one wants, with no concern for what other people think.

And for those of us who are seeking to build our own *million dollar brand*, Gage serves one final purpose: as a shining example of what can be achieved when we identify a problem that begs to be solved, and deliver our solutions with passion and (dare we say it one last time) *'a f***ing point of view.'*

-mdb

In addition to embarking on some exciting new adventure in his quest to help people let go of fear and limiting beliefs, Randy Gage is the author of eight books on success, translated into more than 25 languages and having sold millions of copies. His latest book, ***Risky Is the New Safe***, hits bookstores everywhere in mid-October, 2012. To subscribe to Randy's ezine or watch his free Prosperity TV videos, please visit his website: www.RandyGage.com

In The Next Issue...

10 Branding Lessons from the Life of Steve Jobs

(and Worth Teaching Your Kids, Too!)

