

My Dear Friend,

Thank you for downloading The Uncovery.  
How to Discover Hidden Revenue Streams in  
Your Passions, Skills and Dreams.

Please fill out this workbook and act on it as  
soon as possible. It leads to better health,  
increased wealth, internal happiness, and a  
sense of well being.

Don't put it off any longer. This is the most  
important thing you can do to improve your  
life, your career and your future, starting  
right now, today.

Michael

# The UnCovery!



**How to discover hidden  
revenue streams in your  
passions, skills and dreams.**

**by Michael Campbell**

## **The Uncovery Process...**

Are you ready to focus on your goals?

And eliminate all distractions?

If you are...

Then it's time to set a destination.

To map out the route.

To review where you're at.

And decide where to go.

Then... and only then...

Can you plot a course.

And decide...

The most important thing of all...

**What to leave out.**

## The Uncovery Workbook

Let me ask you a question. What would you do for two million dollars?

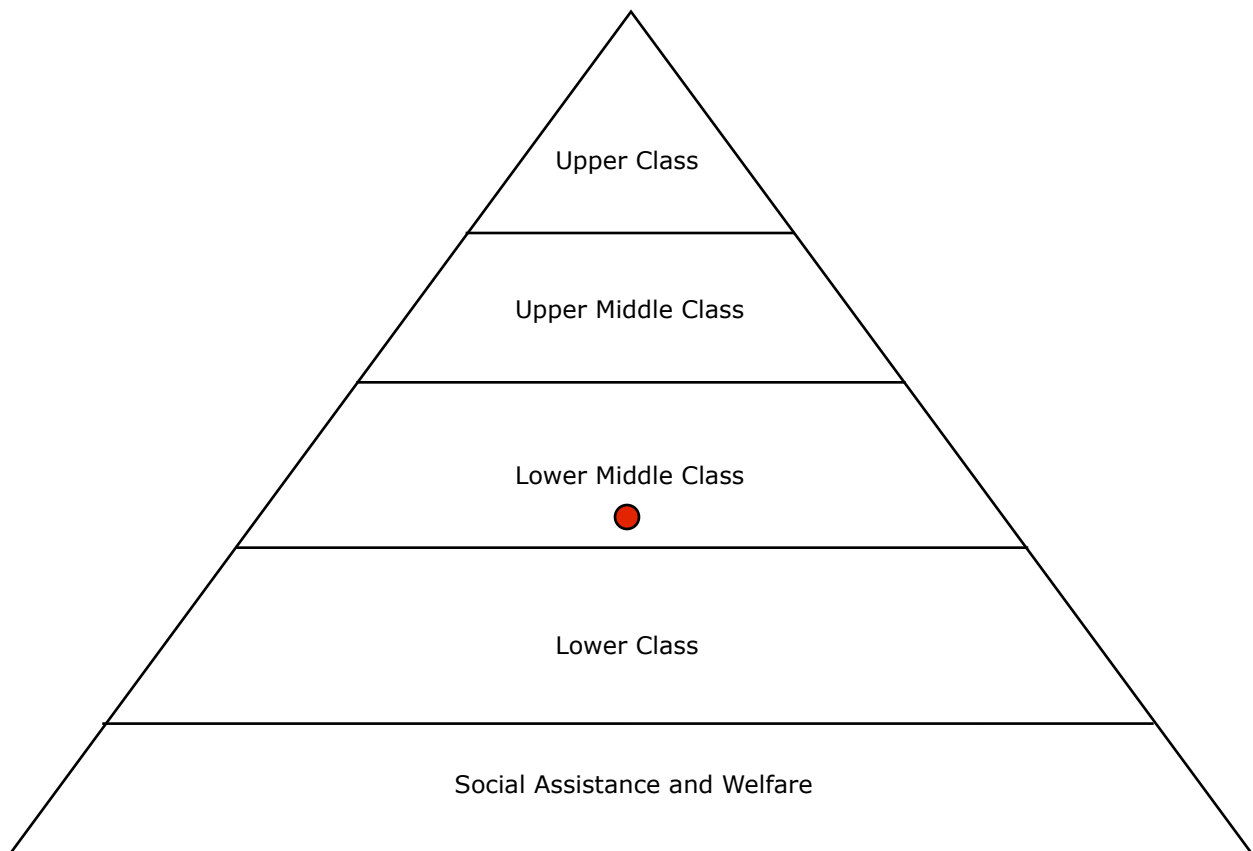
Most people blurt out, "I'd do anything!" Yet that's what the average "trade worker" makes in their lifetime. I'll show you how to earn 3-5 times that.

The math is easy. Lets assume you make \$25 an hour and work 8 hours a day. Like most people you work 250 days a year. That means you earn \$50,000 per year. After 40 years you'd have earned two million dollars.

The trouble is, most people do something that they don't enjoy. Spending their life, day after day, year after year, toiling for nothing but a paycheck.

Take a look at the triangle below. The red dot in the center represents the average trade worker's position in life. Maybe you grew up thinking this is your place in life. Maybe your parents were auto workers, or worked in a factory, or they were secretaries, or office workers... but you know what?

It doesn't have to STAY that way. You have the power to change it.



Wouldn't it have been nice if someone had showed you that diagram when you were 10 years old? Your parents might have said, "We're comfortable here, but you don't have to settle like we did. You can aim right for the top."

Yes, the air is fresher at the top. The sun rises first and sets last. There's always plenty of abundance to go around. There's always plenty of gifts, spontaneous purchases, life rewards and time for vacations.

If you've been settling for less than you want, I'd like to change all that for you. To give you a new way of thinking. To help you discover hidden revenue streams in your passions, skills, desires and dreams.

## **Go Analog with This Workbook**

This course is in a workbook format for a reason. It's meant to be printed out and filled in using a pencil, while you're away from the computer. Find yourself a quiet place with minimal distractions, not a coffee shop.

I want you to pretend this is a homework assignment and it's worth 80% of your passing grade. I want you to put that kind of thought and effort into it.

Please don't take this lightly. It's the most important part of your journey.

I do this exercise with every single one of my coaching clients. They're not allowed to phone me until they complete and hand in this workbook.

In order to help each one of them effectively, I must be customer intimate. That doesn't mean we're going to be best buddies, or anything like that. It means that I'm familiar with them personally. With this knowledge I can help them connect the dots and realize their passions, talents and goals.

Now it's your turn. It's time to reveal where you're at, so you know where to start. Set a destination, so you can plot a course. Then decide what you're willing to leave out, so you can focus on achieving your goals.

### **I want you to remember this...**

*Make all decisions based on the person that you'd like to become.*

Go back and read that again. Be sure you complete this workbook with this credo in mind, answering all questions as honestly & thoroughly as possible.







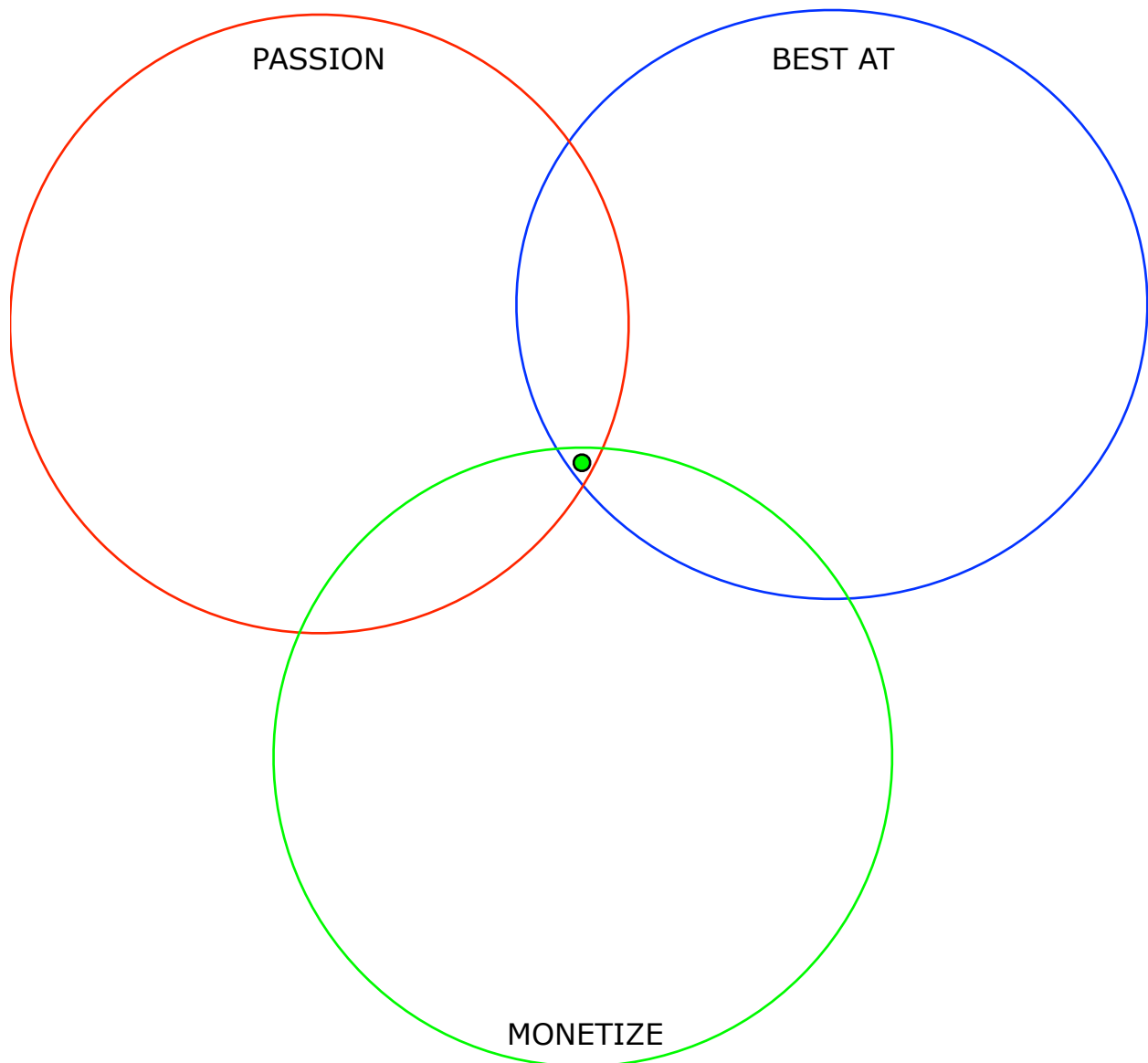


## Monetizing Your Passions and Skills

Now comes the fun part. This is where we take your passions and skills from the previous exercises and discover how to monetize them.

In the passion circle, write at least five things that you're passionate about. Take them from the previous exercise. Do the same for the best at circle. Write down at least five items you're best at from the previous exercise.

In the third circle, I want you to read the next few paragraphs before you write anything in it. We're going to brainstorm and come up with ideas.



I got this idea while listening to Jim Collin's, "Good to Great. Why some companies make it and others don't. (I listened to the audio version.)

Jim tells us that the most successful companies in the world follow the Hedgehog concept. In a nutshell, it means doing one thing really well, instead of jumping from one strategy to the next.

Jim tells us to draw three intersecting circles. One represents "passion." Two is "best at." And the third is the economic model or "revenue." Everything you do, must coincide where these three circles intersect.

You must be passionate about your topic. You must be capable of being best in the world at it. And you have to be able to monetize it.

See the little green dot in the center, where the three circles overlap? Let that be your center of attention, your focus, your guiding light.

You must make all business decisions based on where the three intersecting circles overlap. Only accept new a technology, or adapt your strategies, if they are in agreement with the center of the circles, and they add to your momentum. Avoid flipping from one strategy to the next.

It's ok if you're stuck and can't think of a way to monetize at the moment. You can leave that circle blank for now.

Let's take a case study with a guy named Brad. Maybe it will jumpstart something for you. Here is what he wrote in the first two circles.

**Passions:** bird watching, teaching children, parenting, participating in community events, reading, gardening, spending time with his children

**Best At:** BBQ, soccer, swimming, coaching soccer and swimming, taking home videos, being a dad, carpentry, researching online

**Monetize:** ?????

Brad was really stuck here. He didn't know how to monetize his passions and skills. Want to know a secret?

Sometimes all you need to do, is share your ideas with a friend. Even if it's someone you don't think can help. Just hearing yourself talk out loud about an idea, with minor input from another, can trigger a slew of new ideas.

Brad decided to phone me for a coaching session. I reviewed his completed workbook, and it was during this "uncovery conversation" that I suggested he take his carpentry skill and combine it with his bird watching passion.

***The conclusion? Sell birdhouse related items.***

I told him to create his own products and sell them through affiliate programs. (If you don't know what an affiliate program or affiliate marketing is, no worries. You can look up just about anything at Wikipedia.org)

**Now he monetizes five ways.**

1. A downloadable ebook with the birdhouse blueprints. This is a digital product he created. He has an affiliate sales force selling it for him.
2. Selling birdhouse kits, with precut pieces, glue and all. This is a physical product that's shipped. It's an upsell he talks about in the digital ebook.
3. Shipping the fully assembled and painted product. Another physical product that gets shipped to stores, wholesalers and consumers.
4. Home made videos on how to do the carpentry. This is another digital product that his affiliates sell for him. It's another "back end" product that gets mentioned in the ebook.
5. A private membership site / club for bird watchers. This community is buzzing with bird watching enthusiasts. They log what birds they've seen, including where and when. They can upload photos and share their adventures. They can trade tips and stories.

He has a good relationship with the members in the private site. He reviews and sells them high end goods - like binoculars, camera lenses, camouflage clothing and other gear - through affiliate programs. He earns commissions on every sale.

Last I heard, he was close to securing a distribution deal with a national hardware chain, selling the kits. He's also teaming up with some kids clubs to promote building birdhouses as a family activity. The clubs can then sell the finished products to raise funds.

What are you going to do? Are you ready to fill out the bottom circle? Can you think of ways to monetize your passions and skills?

For some people, they sit down with a blank paper and brainstorm. They jot the ideas down as fast as they can, no matter how silly they seem. Remember that no one is going to see this list except for yourself.

Others like to go for a walk and bring the list with them. Every time they get an idea, they stop for a moment and jot it down. I suggest a brisk walk and then sitting down on a bench and enjoying the fresh air. Get the ideas out while the blood is pumping and the brain is full of oxygen.

Some like to sleep on it. They put a notepad beside the bed and jot down any ideas they dream about. After the alarm goes off in the morning, they lay there for a while and think. This can be a very productive time.

My favorite method is the voice recorder on my cell phone. As I walk, I try to get new ideas. Every time I get one, I make a voice note. Then when I get home, I type them all up.

There is no time limit to this exercise. You should visit it often. Every time you learn a new skill or develop a new interest, try to come up with ideas on how you can monetize it, where the top two circles overlap.

### **Here are some ideas that generate revenue...**

You can create digital products like ebooks, workbooks, courses, videos, slide shows, presentations, podcasts, audio interviews, software, or web based services. All of these can be one time sales or subscription based.

You can sell digital products through Clickbank and have an affiliate sales force doing the selling for you. Since it's digital you can do the work once and get paid over and over. You can give your sales people - the affiliates - a generous commission, because you get the customer and contact info.

You can create, or source and sell physical products. They could be kits or in finished form. You could pack and ship them yourself, or use a drop shipping service to do the order fulfillment for you.

You can offer your services as a coach, or a consultant in your field of expertise. Your customers will know you and trust you, because they purchased a digital or physical product from you. If they want personal help, you could charge them \$200 an hour for coaching sessions over the phone.

You can set up a private site and charge a monthly membership. Your "continuity program" could have different levels of membership, or sequential content that's delivered monthly.

I've seen successful private sites for; writers, photographers, bird watching, fishing, hunting, camping, four-wheel driving, marketing, graphic design, templates, articles, home schooling, consultants, cooking, yoga, fitness, martial arts, financial advice, online universities, interviews, podcasts, arts and crafts, coupons, parents, moms and teachers.

Anything that requires ongoing training or education makes a perfect private site. Any niche or special interest group, with a strong sense of community also makes for a great private site.

If setting up a membership site sounds hard, it's not. It could be as simple as installing a plugin for a Wordpress blog. You could accept payments through Paypal and have the plugin automate much of the work.

By now your brain should be bubbling with ideas. Go back and fill in the bottom circle. Brainstorm on how you could monetize your passions and skills. Grab a separate sheet of paper if you need to and go for it.

Still stuck? Get outside and walk for at least an hour. Walk in the forest or a big park, away from distractions. Think about your assignment as you walk. Your wealth, health, happiness, and peace of mind depends on it.

Think about the pyramid I showed you at the beginning. Picture the trade worker, slaving their life away for a low hourly rate, doing something they hate, year after year while life passes them by. Not a healthy or pretty sight, is it? Deferring life until retirement... if they make it that far.

Now imagine earning double or triple what they do. No boss. No commute. No office or co-workers. Just you working from home on your computer, creating digital products based on your passions and skills. You'll be healthier, have less stress, more freedom and be in control of your destiny.

The hard part is done. You've already listed what you're passionate about. You've already listed what you're good at. Now all you have to do is look at my list of revenue generating ideas and use them to jumpstart your own.

And remember there is no time limit. You might get your best idea three days from now while in the shower, or while doing the dishes. Pretend it's a wishlist and you can put anything you want on it. Have fun with it.











## **Conclusion**

Congratulations, you did it. You completed the entire course! With this information you can plot a course of action. Where to go. How to begin. And what to leave out.

If you already have ideas about what you want to sell - and can't wait to get started - I suggest that you start with my GooBert method. It's the fast, fun, easy way to get risk free traffic and generate affiliate revenue.

It doesn't rely on search engines (SEO), or pay per click (PPC) ads to get traffic. It's totally risk free. All it takes is basic hosting, a Wordpress blog and 30 minutes per day of your time. Be warned though, it's not only lucrative, it's highly addictive and fun.

Goobert customer Jonni Good claims, "It's amazing how well your system works and how much fun it is too." Jonni's up to 900 unique visitors a day. That's a amazing 320,000 fresh visitors per year. And he's only doing GooBert part time. Imagine what you could do...

### **[Learn More About the GooBert Marketing Method.](#)**

If you're looking for immediate answers to your internet marketing questions, here's something you might want look at. I took your toughest marketing questions and presented them to a panel of experts, including SEO Guru Jerry West, Affiliate Specialist Dave Tropeano and SEM Consultant Ginette Degner.

The resulting "FAQ Jam Sessions" contain four hours of recorded audio. True insider information that normally takes years to learn. Now you can absorb what we know, and get as good as we are, in only a fraction of the time.

You'll avoid hundreds of costly mistakes. Blow away the learning curve. And be profitable a whole lot sooner.

### **[Find Out More About the FAQ Jam Sessions.](#)**

Finally, if you'd like to discover even more money making ideas, subscribe to my internet marketing newsletter. It's a free email newsletter that I've been writing for over 10 years. It's sent every two weeks or so.

### **[Subscribe to the Internet Marketing Secrets Newsletter.](#)**

Thank you for reading my friend. Please forward this workbook to your friends, coworkers, or classmates. Anyone that you think may enjoy it.

Wishing you all the best for online success,

*Michael Campbell*

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P.S.

I'd like to acknowledge all the authors that inspired me to write this workbook and share it with you. It was from their wisdom that I managed to produce everything in this course. I hope that you get some of their books and learn from them as I did.

- Seth Godin - The Dip, Tribes We Need You to Lead Us
- Roy H. Williams - The Wizard of Ads, The Monday Morning Memo
- Jeffrey Gitomer - The Gold Book of Yes Attitude
- Earl Nightingale - Lead the Field, The Strangest Secret
- Jim Collins - Good to Great, How the Mighty Fall
- Dr. John Medina - Brain Rules
- Dr. Robert Cialdini - 50 Scientifically Proven Ways to Be Persuasive
- Richard St. John - Secrets of Success in 8 Words and 3 Minutes
- Matthew, Mark, Luke, John and Ecclesiastes 5:18-20 - The Bible
- Dan Ariely - Predictably Irrational
- Jim Rohn - Living an Exceptional Life

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