

# The Virtual CEO 7 Modules Summary

By Eben Pagan



As you've seen in our first two videos, we're using a model of 7 Profit Pillars to install in your business and life in order to build a successful, profitable Virtual Business.

Just like skills compound and multiply each other, these methods and techniques compound and multiply each other... so make sure you study each of them, as any one of them can be incredibly valuable by itself, but all of them together can be a goldmine.

So let's dive into the seven pillars of The Virtual CEO Curriculum, and learn three action steps to use for each area of our business and our life, to build the ultimate Virtual CEO Lifestyle...

## **Pillar #1 Productivity**

Our first pillar is Productivity, **so you free up your time, and get more done.**

The mindset when increasing your productivity is that you must set up your environment to eliminate distractions and interruptions, then create habits so that you do the high-value work first thing, while you still have your willpower in the day.

Sometimes, you must turn off your mobile, and even your internet connection, so your mind will focus. I just read about a hotel that

charges \$1k per night, and one of the features is a switch on the wall so you can activate an internet and mobile phone blocking grid. Rich people want this ability. Here are three ways to free up your time, and get more done:

**Action Step 1:** Eliminate distractions and interruptions as your top priority, and win back 1-2 hours per day.

**Action Step 2:** Do the highest-value money-making work FIRST with that time.

**Action Step 3:** Create habits by doing the same thing every day for 30 days - more inside The Virtual CEO Course.

## **Pillar #2 Product**

Our second pillar is designing your next product or service **so that it's literally irresistible to your customers, and they get in line to buy it from you.**

The mindset here is that we must get inside the psychology and emotions of our customers, and actually understand the motives that are hidden - for buying your product or service.

When you do this, and you start thinking of your product or service ITSELF as the ultimate marketing, you start designing products and

services that sell themselves.

**Action Step 1:** Make it appeal to fewer people. I know, counter-intuitive. Dating advice for men.

**Action Step 2:** Create your Customer Avatar and Customer Influencer, knowing these changes everything, and helps you design products and services that are irresistible.

**Action Step 3:** Install a graduation model with product ladder with entry, upsell, high-ticket.

## **Pillar #3 Marketing**

Our third pillar is developing your Marketing, **so you get more paying customers, and can throttle and control the number of customers you get at will.**

The winning mindset in marketing is that marketing is no longer an event, it's a persuasive conversation that happens over time - leading up to an event, which is your customer buying your product or service.

Only a few percent of people who are looking at your website are ready to buy now, but a large percentage will buy over time. A costly mistake is only focusing on the few percent who want to buy now, and ignoring the rest or creating three auto-responders with a template you

found online.

I estimate that well over 80% of my business comes because I have follow-up systems in place, and that if I didn't have this mindset, my business would be a tiny fraction of the size it is now. Here are three steps to installing powerful marketing that gets more paying customers, so you can throttle up your growth at will:

**Action Step 1:** Move The Free Line. Give away your most valuable knowledge in a high-perceived-value format. Very counter-intuitive.

**Action Step 2:** Test everything and keep the winners, accumulate them into a winning set of channels and funnels.

**Action Step 3:** Script & Automate the relationship with technology, business friends, both bringing and exchanging value.

## **Pillar # 4 Business Growth**

Business Growth is our fourth pillar, - and growing in a way that makes it easier and easier for you to run, and more and more fun to own.

The key mindset when implementing systems for growth is that you must find team members who have skills and knowledge that you DON'T have. That's the trick - and that's where the mistakes are made.

We tend to hire people that we like, and that are like us, which is a huge mistake. In most businesses, they don't need another one of YOU - they need another one of someone very different from you, so they can do the work that you're not good at, and you can do the things that are the higher-value, more creative, more visionary, more profitable things in your business. Here are three action steps for shifting into high-growth mode:

**Action Step 1:** Stars Only. Think of everyone you hire as someone you're going to be married to, and then select accordingly.

**Action Step 2:** Daily updates. To know if someone is a star, have them send you a daily update by email, that should take them 5-minutes to write, and take you one minute to read. It will tell you what you need to know about how they think, and how they work.

**Action Step 3:** Systemize. As people work in your business, have them build systems and train others, so that it becomes part of your business system, and not a "black box."

## **Pillar #5 Mastermind**

The fifth pillar is your Mastermind - **a group of like-minded collaboration partners, mentors, and role models who have a vested interest in seeing you become successful.**

The mindset when building your mastermind is to understand that the small group you choose to be in your mastermind creates an attractor field that re-shapes you at the self-image level, so invest the careful attention required to make sure that everyone in your mastermind is at least years ahead of you in the domain that you want to grow.

We are at the point in evolution now where each of us must have multiple masterminds, for each key area that we are developing in... business and personal. They are the highest-leverage tool you have to grow yourself and your business, period. THE highest leverage. Here are three action steps to take right now to build your next mastermind:

**Action Step 1:** Imagine yourself in 3 years, get a clear picture in the area that's important to you.

**Action Step 2:** Identify 10 people who have achieved that result, that you know or know of.

**Action Step 3:** Get a group of 5-10 people together to start. You facilitate. Start with the most influential one you can get first, then second most influential, then third. Talk to each person who is coming for 10-15 minutes and ask them what they can contribute, and what they want to take away. Then facilitate that conversation.

## **Pillar # 6 Money & Wealth**

Our sixth pillar is mastering Money & Wealth, **so that you're intelligently investing the profit from your business to acquire assets, and build wealth.**

The mindset that opens the door of success is counter-intuitive here. It's that we are actually wired backwards to deal with money. There has been a lot of scientific and psychological research done in this area, and it all points to one thing: Most of us do the wrong thing with money when we have it, and because we do the wrong things systemically, we don't see that the pattern of how we use our money is the problem - not any one particular decision we make about it.

This comes down to our wiring with money, which most people are completely unaware of - and how it's influencing them. You hear about high numbers of people who win the lottery, then lose it all.

How is this possible? It's because our learned beliefs and habits about money, what it is, and how it works, are mostly wrong. And the reality is that we have all won the lottery and gotten very, very lucky in many areas of our lives. So we must learn a new way to approach money and building wealth. Here are three action steps to take right now:

**Action Step 1:** Switch from thinking in money to thinking in value produced, that then turns into money. Move the North Star from how much money you're getting, to how much value you're producing. Also gets you out of worry, and into action.

**Action Step 2:** Take the money, and invest in assets that grow in value



and throw off value. Invest in assets that you understand. This is one of the reasons why I think it's so important to first invest in yourself and your business, in the form of really educating yourself about how business, marketing, growth, team, all of these things work. That's where you get the biggest payoff.

**Action Step 3:** Accumulate highest-quality assets to build long-term security of wealth. Wealth is created through owning multiple assets that are NOT money. Fortune 500 example.

## **Pillar #7 Lifestyle & Learning**

Our seventh pillar is Lifestyle & Learning, and creating an environment of continual improvement and learning for your own personal development.

Psychological research has shown that humans have a particular quirk. We turn out to be very bad at predicting how something will make us feel in the future. This is called a bias.

An example of this is someone thinks that winning the lottery will make them happy. So they play every week for twenty years. And then they get extremely lucky and win. And guess what? They don't become happier, and worse, they often lose it all, and then become extremely unhappy about that.

So we're bad at predicting how things will make us feel in the future. Why does this matter? Because most of us are basing our decisions in our lives and our businesses, and our choices about what to do each day, on ideas about what we think we want in our futures that we think will make us happy.

Years ago, I thought that if I bought a Ferrari, it would make me very happy. It had been a dream and goal my entire life. So I finally bought one, and guess what? I was VERY happy. For about a month. And then I tried parking it, and I couldn't get out of the car because the door was so low that it hit the curb... and then I showed it to a friend, and they stopped paying attention to me and only talked about the car... and then I took it in for a tune-up, and it was five grand.

Honestly, it sat in my garage and I drove it once a month. Fun? Sure. But ultimately I got rid of it, because it didn't make me happy. So the mindset when designing the lifestyle you want is to notice which environments inspire you to be your highest self, or to live more in your highest potential. Here are three action steps to take now:

**Action Step 1:** Live where you are most productive, and go try several places to find the best one.

**Action Step 2:** Make your work environment a super-inspiring space, so it's designed from the ground up to make you into a productivity machine.

**Action Step 3:** Travel, and build a travel version of your life, as more

and more of your customers will come from all over the world, and you need to know what it's like out there...

So there are 21 approaches to grow your Virtual Business, and to live the Virtual CEO Lifestyle.

I want to emphasize again the power of combining and compounding these methods.

Working on any one of the pillars of your business can grow it. But develop two areas, or three areas, or four areas, and you get multiplied growth. Work on all seven of them, and you get something that looks like magic to most other people.