

## AudioMotivation Interview with Stephen Pierce

AudioMotivation: Welcome to another AudioMotivation interview. I am Andy O'Bryan and today it is quite a privilege to bring this gentleman on. When I first started in Internet marketing I read some of his work and it really kind of brought Internet marketing down to earth for the rest of us. And so we are so pleased to have Stephen Pierce on with us. Stephen welcome to AudioMotivation.

Stephen Pierce: Well thank you. It is a pleasure to be here.

AudioMotivation: You have an amazing story of how you rose from the mean streets of Washingtons DC to become hugely successful. Could you maybe tell us about that?

Stephen Pierce: I guess that began when I was in high school or even before that actually. I lacked focus. I didn't have a sense of personal direction so I was generally just following around other people who obviously had no sense of direction and act on the lead me to being a disciplinary problem in high school so they kicked me out of high school. I filed bankruptcy, I was homeless for three months, I was sleeping on the floor of a man's empty office space, ended up getting shot when I was running the street in selling drugs and hang it with the wrong crowd so it was really nothing at that time in my life that would have given anybody the indication that this guy has a chance of accomplishing something except maybe for somebody that took a look and said you'd do that so good you have to have some kind of talent in there. Because I was really good at doing bad at the time so there had to be something they are and there was a just took me some time to get it away from it and after I got shot it made me sit back and actually stopped in reflect and evaluate my life up to that point. So, I started picking up books, I picked up the Bible and started reading the Bible, Thinking for Rich and Success to a Positive New Attitude, and I started to make some mental shift in how I was actually proceeding a lot of different things that were going on. And, I kind of felt like I didn't have to be damned or be a failure or one of the bad guys or anything like that and I actually have the ability and the power to choose how I want my life to turn out and at the time I wasn't really pleased or happy with where my life was but it didn't have to and there it was definitely not some kind of prophecy that said my life couldn't get better and it couldn't become what it is or what I wanted it to be. But the question was, "what do I ultimately what my life to become and look like?" And from that point on I starting to stop being a problem person and get the shift off of my

shoulder and focus and start to evaluate some of the things that I was really good at and start to pursue those things. And even after that things didn't get easy because I had several businesses that just completely failed in didn't work so I was not completely happy about that but I was still motivated in hopeful because I continue to read the stories that people had gone well before me had a great deal of calamity and adversity in life but they ultimately made it so for me it was an indication that, "you know what you want to have these things and deal with these things, into going to have to go through these things and that is just par for the course and except it don't be surprised, don't be shocked by, it don't be deterred, don't be discouraged, don't let yourself get down just hold your head up and keep the focus on where it is you want to move to and continue to allow yourself to be in become stronger and to educate and try to connect with the right people and constantly pressing and moving forward every win and every loss whether big or small and I think ultimately that was the biggest contributor to me experiencing success that I got.

AudioMotivation: it is all about focus, persistence and that is such a great lesson for the people listening to this. Now fast forward to 2005. You have a lot going on. A great new program called, "Secrets of Creating Wealth". Could you maybe tell us about how you discovered these secrets and maybe we can persuade you to divulge one or two of them to us.

Stephen Pierce: well the whole thing with "Secrets of Creating Wealth" is kind of like a blueprint if you will or flashback and one of the things that lead up to me becoming successful. Some of the things that contributed a great deal to me becoming successful in things that I still hold onto today as what I consider to be some of the most important elements of being successful because we can want it. My mentor says, 'Desire is to want something not passion is the refusal to live without it' and many people go through their life and they have a great desire because people desire in a lot of different things but they just don't get up and go for it and there is a huge difference between desire and passion and there are certain things in your life that can impact your passion in the past is what you need to really want to make a difference in your life in the lives of the people around you and the desire is just not enough. Desire is a good starting point but it is just not enough. It is a good starting point but it is just not enough on its own to get you to where it is you want to go because they're just a lot of other things we have to have so the secrets of wealth talks in real terms, down to Earth terms. So what it was that I actually did whether it is in part or whole to help turn my life around because I didn't come

from a position of a silver spoon in my mouth or a lot of cash/capital/IPO or anything like that. I pretty much had to build it from not even ground-up but from under the ground up, so secrets of wealth kind of reveals some of those different things for example, if you have two hydrogen molecules and you add an oxygen molecule, what would you have?

AudioMotivation: water.

Stephen Pierce: Right, you'd have water. Who so you have the two how you molecules, you have the base, then you have this third influence that comes in and transforms it into something and that third influence is oxygen which makes water so look at the two hydrogen molecules as if you are one of them and your future is the other. So you have this third influence that is in your that controls the impact of what you ultimately become and what we ultimately experience. Now if you were to take out of oxygen molecule and replaced it with a sulfur molecule you are going to be in trouble. And that is what we do in our life. We have this desire to accomplish certain things but the influences that we have in our life, the negative third influence and the different things that we say to ourselves, the different kinds of people that we wrap ourselves around and the different environments that we allow ourselves to stay in they affect us in a negative way. It is like that sulfur molecule that creates kind of a stinky gas in our life but what we need to do is take control. Because one thing we have absolute control over is our power of choice. We have to make the right choices on what we are going to allow to influence us, so you have the power to choose, to pick a certain information, to listen to certain information, to watch certain things, to communicate with certain people and think a certain way. Those third influences that have a dramatic impact on where you can ultimately go in your life. You have the ability to accomplish whatever it is that you want to accomplish because it is in your genes. Every single one of us genetically are designed to become successful but we have to choose and we have to make the right choices in our lives so that we can experience that. And if we don't make those right choices, and then we suffer the consequences.

AudioMotivation: now with that third influence, success can come quickly if you do have all of those three aligned, right? How fast can success come if you do have all of those three things aligned in your life and you are doing the right things? It can actually come on pretty quick.

Stephen Pierce: it can come up rather quickly and speed will probably be determined by your sense of awareness. Speed can actually be the

actual time in looking at the clock and looking at the calendar like, “Wow I made these decisions like a month ago and today I am a multimillionaire” and that is fast as far as that goes. But then again speed can be as if you made the decision two or three years ago and down the road you are a multimillionaire but it seems faster because you were enjoying the profit. Do you know what I mean?? It can happen fast but what is also in poor and as far as the speed goes is that when you start to make those right decisions and you get this picture where you also ultimately want to go you start moving in that direction and you have the sense of passion in your life on a day-to-day basis. What I mean is you’re having fun so it is not always about the destination and being the point of pleasure but it is about the process and being the process of pleasure which you enjoy so you start to acknowledge that. You have this objective for this really big success moment that you set the goal for but you understand that you have all of these successes and these smaller wins that are progressing and progressively taking you closer to that big win and you acknowledge those and you start to celebrate those on a regular basis as well so you start to see that winning is not just a moment it is a process and you see that you're starting to win on a day-to-day basis and you're having fun but you are extremely passionate about it and you are locked into what your life is all about and time kind of you know the saying “Time flies when you're having fun” so one person is like “Man you'll be a multimillionaire in three years and for some people that isn't fast enough” but three years can come and go extremely fast and when he think about it seems like almost yesterday people were talking about the year 2000 bug and now we are well into 2005. And one thing about being successful is that you can't let the urgent things eliminate your time for the things that are important. A lot of people want to be successful and make money and for them that seems to be urgent and that trumps all the things that are important, important things of being focused, important things of understanding what your future should look like, of designing your days, planning and mapping out your days, and getting in touch with your goals and your values and all these things, these things that will sustain you and help you to propel much faster and get you to your success. So what happens is people have this urgency to make money and they start to do opp hopping where they jump from one opportunity to the next thinking that the money will come faster than this one and this one and the other one or they spread themselves too thin and they don't succeed in much of anything and they go through this cycle again and again and again and time continues to move on so it is a year later and they are still at the same point of frustration. And then it is another year later and another year later and another year later, so three years

actually comes and goes and they are still in the same place of frustration. But the interesting thing is they still have this urgency to make money but they haven't been put on the streets and their life isn't completely in turmoil. Yes they may still be struggling paycheck to paycheck or not even paycheck to paycheck it might be paycheck to paycheck and borrowing from some people as well but they haven't made the situation any better by having this urgency to make money. But if they would have looked at the importance of designing their life and understanding what their future should look like three years from that point on they could have probably had exactly what is that they wanted are even more. Or maybe not exactly what they wanted but a whole lot more than where they were at the time that they made the decision.

AudioMotivation: and it is coming back again and coming full circle to focus again. It sounds like the theme here is that you need to focus on your one passion instead of kind of bouncing around from project to project and to take one that you feel very strongly about and pursue that, right.

Stephen Pierce: Focus serves multiple purposes and a lot of people when they think of focus they think of it in terms of what you should be looking at and what you should be moving towards or what you should be working on and that is absolutely true but the other side is that focus helps you to understand what you shouldn't be doing and helps you to prevent you from being seduced I thing that seems sexy or seemed that they would be nice to do. If you don't have focus or your focus is on the wrong thing. For example, you can have focus and your focus could be on making as much money as fast as possible and if that is what your focus is in you have no criteria for that focus and you are going to end up opp hopping, because you're going to be seduced by all these different opportunities. And they need us find yourself in that same cycle of insanity of trying to make money and when the whole thing should just be focusing on how you can provide value to a group of people somewhere that need this value that are willing to exchange the money they have in their pockets for the value that you are willing to provide. And, it is it that point that you understand how a person becomes wealthy. You don't become wealthy just because you want it you become wealthy because you find somebody that you have the ability to provide value to yourself or facilitate the provision of that value by bringing them together with somebody else.

AudioMotivation: Man, that is powerful and The Secrets of Creating Wealth I am sure gets into that. Are there any prerequisites when you read this

and experience it? Do you need any kind of base knowledge aren't the kind of just all come from an internal type of thing?

Stephen Pierce: it really all begins within you and what you don't know you can easily find out. I don't think the world has an information shortage. So what you don't know, you just go and find out. You go to the library, you can purchase it from Amazon.com, purchased it from your local Barnes & Noble, or you can connect with other people through mastermind groups, networking parties, or whatever. There is just no shortage, but the thing is to understand. Before you know what's missing you have to understand what you're moving towards, so getting really clear on what your vision is. For example, if I were to give you a puzzle and I gave you a thousand puzzle pieces to put this puzzle together, and just sat back and waited for you to do it that would be rather difficult but if I were to give you a picture of what the puzzle should look like and then I gave it to pieces it would be much easier to put together. Wouldn't you agree?

AudioMotivation: yes, definitely.

Stephen Pierce: well, people go through their lives and they have no idea what the future should look like in the pictures that they do have are constantly changing and there is no fixed idea of what the future looks like the end there is no fixed idea are out what the future looks like. Everything that they come in contact with their opportunity is, their ideas, the information, the people, the events it all seems to be chaotic and random. So they don't understand it and they don't get it and the reason why is because it is very difficult to understand random element and chunks of information if you don't understand what the big picture looks like. So by giving a picture of what you want your future to look like and it doesn't have to be a perfect picture but it has to be something clear that you can move towards then it becomes easy to understand where all these different elements that you have come in contact with in your life fit. It is easy to filter out everything that just does not work or fit in. It is easier to extract concepts from different thing to come in contact with that you get to apply to situation and is easy to understand the things that do apply write-down of the box to your situation and it is easy to understand those and to apply those but without having clarity or what it is you are moving towards can become extremely difficult. So one of the first things before giving this on any program is to understand what you would like you like to look like and I'm not talking about within your current talents, but if this guy was a limit what would you like to have? If there was nothing such as impossible, what would you like to

have? What would your ideal life look like? What would it feel like? What would it smell like? What would you say to yourself? Where would you live? What would you be doing? Get in touch with what that really is and then work backwards and start asking yourself what do I have to do to make that happen? Don't put limits on yourself starting to filter out your future because you feel that you can't do it. It isn't about what you can't do; it is what you would ultimately like to do and experience in your life and then you can work backwards and figure out how to get there, who you can work with, who you need to help, whose lives you need to be providing value to, what is it that you need to be doing and it becomes much easier to uncover all the links in that chain that you need to be involved with to get there once you understand where it is you want to go.

AudioMotivation: that is great advice. That is all part of the success formula that Secrets in Creating Wealth is all about and maybe you can tell us about [www.StephenLive.com](http://www.StephenLive.com) because I would like to hear more about that.

Stephen Pierce: [www.StephenLive.com](http://www.StephenLive.com) is a site that we put up to provide value to those who were engaged in marketing online or off-line, small businesses, medium-sized businesses, large businesses and they want some marketing tips and some marketing advice so we put together Stephen Live for a source for marketers to go to the end give free streaming business coaching videos. Right now we are updating them once a week. We do interviews as well as me up there getting specific advice and strategies and tips and Tat and video segments that run anywhere two minutes up to the largest one which is close to 14 minutes or so. But we do that to provide value to the marketplace and marketplace that we serve is a marketplace that buys marketing products from us and we don't feel as if everything has to have a price tag on it and this is one way for people to see that we know what was talking about and we can provide you with information on a completely free basis and you can take and run with and impact your business if you use it. And by doing that we are creating relationships with people and they will trust us more and for those that don't know who we are they will be able to see that yes this guy does know what he's talking about the end if we do have an opportunity for them to get involved with us on a more premium basis maybe they will be more inclined to take us up on that offer because they've seen the value that we've already been able to provide. So it is a great site to go to a new able to share with your friends and able to opt in and be notified when we have a new video up. Right now we are doing them on a weekly basis. Almost like a weekly television show. In the quality is pretty good too.

AudioMotivation: it is so dynamic and people are so hungry for fresh information it just seems like the perfect solution.

Stephen Pierce: I encourage everybody to go over there and have fun watching the videos and learn some stuff and apply it.

AudioMotivation: and, again, it is [www.StephenLive.com](http://www.StephenLive.com). Now a few years ago Steven you just turned the Internet on its ear and I will never forget that. You pioneered smart pages and you really changed the way people and generated search engine and traffic to their sites. That kind of thing has evolved into smart opt in pages and maybe you could tell us a little bit about that.

Stephen Pierce: Smart Pages is something we were using long before we revealed it and the whole truth is it is an extremely powerful page syntax and design that is able to pull a ton of traffic, a ton of organic searches of searches - organic meaning you don't have to pay for it, and we introduced it via the whole truth which caused a great stir however it has produced incredible results for those that use them now and then however things constantly change and we also started to lead people in the direction when we first released our accelerated affiliated sales model report and it was one of the first times that people really stood up and took notice that with the affiliate marketing don't send people directly to the affiliate site send them to an opt-in page so that you capture the traffic as well before you pass them on to the affiliate site and if they decide not to opt-in with a pop-up on exit that you deliver them the affiliate target site anyway as long as you don't have a pop-up blocker. So that kind of led the way to people coming out with all kinds of different page creators for opt-ins and Mizell calling it the name squeeze and different things like that. That was the source of where all that began a people don't really know that. In fact Mizell talks about in his club and also at the big seminars that it is pretty much where this whole thing germinated from and then we told people don't just use it for affiliate programs, send people to your own sales page, send them to an opt-in page first. Because not everyone is going to buy or opt-in to pop up on reentry or the opt-in on the page or send them to the main page and offer them something that is 100% free that is going to provide a meaningful value to them and get them to opt-in to the sales page after the fact and now you have the opt-in opportunity to continue to communicate with them. So what happened was we decided to combine the two. We combine to the power and positioning of smart pages along with the whole idea of sending people to the opt-in page because the whole thing is if you think about it if you

want become successful in marketing online directory things that have two be in place. (1) the right target of traffic (2) the right target lists that you have to send the right offer. But before you can send the right offer you have to have the right list and before you can do the right list you need to have the right kind of traffic. The smart pages helps to develop and sends you the right targeted traffic while the way that the pages designed to be an authentic OPT-IN page that positions you to help to build that right targeted list so that you have the opportunity to send them the right offer is that you can profit from. Just with that it is an incredible opportunity and people have been snapping them up like crazy and the results continue to us down people and it is a great way to continue to build your business online. It is just one more tool to add to your marketing toolbox.

AudioMotivation: Wow. I bet it really increases the conversion of your opt-in before you get to sales page because people have tried the opt-in pages but not in this method and have had lackluster results because maybe they are not targeting the right groups and they are not getting the opt is that they want and then their sales page isn't getting the traffic that they wanted so this sounds like the perfect solution that.

Stephen Pierce: yes it is. I would say if you're looking to get targeted traffic or looking to build and target it with, which if your marketing online those should be some of your top priorities, then definitely this is a marketing solution that you should not only look at but one that you should implement and test for your own business and let the results speak for themselves.

AudioMotivation: and we are going to actually have a link to that with this interview on our web site so people can click on their and check it out.

Stephen Pierce: that would be great

AudioMotivation: just a kind of wrap it up here because I know you're busy and you have given us so much to work with I just kind of want to tie this into a bow here because there are so many people out there trying to make a go of it online and it seems like for everyone that succeeds beautifully there are just so many others who can't seem to do it and are just spinning their wheels. We have touch on the sorry but why do you suppose there is all that frustration out there and what can be done internally or externally to make more home-based businesses successful OUT there.

Stephen Pierce:

you have to shift your focus. You are not in business to make money and that may sound rather odd but that seems to be everybody's primary focus. You are in business to provide value to people which is about meeting customer's needs. If the only thing you're thinking about how to make more money than anyone are going to necessarily be fully in touch with what the market needs and what they value, what moves them, what motivates them, what keeps them up at night, what excites them and all of those emotional driveways. You're not going to be in touch with them and it is going to be very hard to come up with offers that are unique and relevant that you want to start snapping up to help you make the money that you ultimately want to make. Being a business fine but if you want to make money that is automatic so remove them from the equation and becomes why do you exist? Why does your business exist? What is the purpose? You don't exist to make money. It is just like you don't exist to eat. You eat to live but you have to do that or else you are going to die. Well of course your business needs to make money to survive it needs to make even more money in it want to prosper and become a multi-million-dollar business but again he remove them from the equation and ask why does your business exist and then you need to look at your marketplace and ask yourself what would make our market's life easier and how can we build ideas around that? Because of your ideas don't excite the marketplace these people are just not going to buy from you. They surveyed over 3 million businesses and they found that over 70% of them did not have a marketing problem. They had plenty of cash but they did not have sales, they do not have cash flow coming in from sales, they did not have a marketing problem they had an idea problem. The one thing that they need to do is they need to go back and check their ideas. People say duplication or copying is the best form of flattery but is the worst form of strategy. 80% of copycat businesses and duplicates fail. So as a small business you have odds against you and you want to stack the odds against you by trying to duplicate what somebody else has done. You want to try and find a relevant, unique position in the marketplace that you can leverage to your advantage to provide the value to the marketplace so you can grow your business. Just duplicating what somebody else is done is not going to necessarily guarantee of success. It could drive you crazy. They're a ton of different people out there and a ton of different marketing voices and opportunity voices and they become rather confusing on who to believe. Well you have to set up your own criteria for the people you are going to believe. They have to provide you with this, the evidence has to be here, and it is some kind of business in the box then maybe X number of people need to have succeeded anyone to speak with them the end

you want to see some kind of evidence. You go to some of these web sites and a talking about how to show you how to make hundreds of thousands of dollars in millions of dollars and a web site looks trashy and looks like they're broke themselves. This is where we say "HELLO" warning sign, red flag. Don't buy from them. Maybe it's a good product maybe it's not that it is hard to believe that people who make a ton of money online have poorly developed web sites. People are just feeding off of that mental, area in the mind where people want to make money in the idea that they want to make it easy in that they will buy in e-book for \$20, \$30 or \$40, \$50 if that e-book is going to show them how to make a ton of money in their ally e-books that can but before you make that investment whether it is \$50 or \$50,000 or \$500,000 in a franchise or what ever, be sure that the person or company providing this information provides you enough evidence that any court of law they would be found guilty of having achieved it in having helped other people achieve it. Ask for the evidence, asked for them to show that they are guilty of being successful. And if they aren't able to do that, there are a lot of different opportunities out there and there it is no need to jump at that one opportunity. Back off a little bit and give yourself a little time again and don't let things that seem urgent trump and allow you to be blind to the things that are important. You will spend in lose more money jumping at every opportunity that looks and smells good game you will just taking the time to fully investigate those opportunities in set some criteria that you will use to evaluate opportunities before getting into them. It'll save you a lot of time, heartbreak and money. But so many people are blinded by the quick fix, they're not willing to take that time to do that because they feel they don't have any time. You know it is five years later and they still don't have time. But yet they are still struggling along the same wire but if they had just taken the time to relax and slow down and looked at what were important ideas out to where they are today, do you know what their lives could be - seven figures or eight figures or 10 figures. They could be running that multimillion dollar business and experience life in a fulfilling way or however they define it. Remove the urgency of making money now and making money fast and understand that certain things are important and need to be addressed before they pursue an opportunity than they are probably going to continue to stumble. But you know even they say a blind chicken grabs an ear of corn every once in awhile and for some people they can do that in the next thing they stumble into something. It is like hitting the lottery or something. But that is not the norm. That is not going to be what happens to most people. This is your future you're talking about don't just throw it away on a whim or on some snappy motion. Make sure that you

take the time to evaluate the opportunities that you are presented with because you are looking to best position yourself for the long-term success not a quick fix overnight to take care of the overdue bills. Overdue bills a shortsightedness. What about the big picture. What about being bill free for different things like utilities and things like that. Look at the big picture and ask yourself what are the implications on this big picture? To what we call zoom out and Zoom in. Zoom out and see the big picture and then Zoom in on the smaller things to get a better understanding of them and make a decision on which ones you should go for and which ones you shouldn't. It can be a very confusing but I think it can be less confusing if we take a deep breath, relax, and be excited that they're all these opportunities out there in your future is ripe but don't dim your future by jumping at opportunities that are worthless. You only jumping at them because some slick copywriter knows how to push your buttons and he got you, and he got you again and again and again. Different copywriter's different opportunities but they still got you. You need to understand that that is what happens but set up some criteria that you are going to use to evaluate these opportunities.

AudioMotivation: yes even a business plan and then you can combine it with the work ethic that you discussed earlier in this interview. It seems like it will all happen if everything is jelling. Steven this has just been a phenomenal interview jam-packed with content and I invite everyone to listen to again and take notes and heed this advice because it is all in credible and it is all from one of the best. Stephen Pierce thank you very much.

Stephen Pierce: it I appreciate and thank you for having me on. If you ever want us back on here just give us a call and we will be more than happy to come back on. And we appreciate it.