Sue and Steve’s
Million Dollar Mind Map

Some people fail to achieve their life dreams because they make their lives too complicated. They do it by focusing on all the things that lead them away from their dreams. Most of these things are totally unimportant to their lives and their future. We know. We used to do it too. In fact every once in a while, we still do.

So that’s why we sat down and mapped out what we need to achieve a simple goal - to earn our first million dollars. In the beginning, our list was long. Very long. Too long in fact! The more we realized what we didn’t need, the more we chiseled away.

In the end we had the bare essentials - a list of 8 things to do. No more. No less. Very simple. Easy to implement. This is our result.

Million Dollar Mind Map

SUE: Hi we’re Sue and Steve from SueandSteveShow.com. Follow these steps to make your first million dollars. It’s what we’re using. It’s what we used to make our first ... well over $100,000 in the last six months.

STEVE: Yes, we’re proud of it. Of course we are.

SUE: Step number one: Make a bold statement.

STEVE: Exactly.

SUE: What’s your mission? What are your intentions? You need to clearly identify that. You know, it’s up to you if you want to share that with the world. I mean, we did ... we shared it with everybody. We put it on You Tube.

STEVE: But, that’s kind of the people we are.

SUE: Right. You don’t have to do it that way though ...
STEVE: Or simply write it down.

SUE: Just write it down, but you definitely want to get it out of your head and onto a piece of paper.

STEVE: Shoot for the moon.

SUE: Go big.

STEVE: Massively big. And then while making that massively big statement, make sure you are 100% committed to it. You can’t back down from that thing. You have to go after it.

SIDENOTE: This is the hardest part for most people. Why? Because we often don’t believe we have anything meaningful to contribute to the world. To our families, yes. To our close circle of friends, yes. But the whole world? That takes boldness.

Here’s the key to getting that first step down pat. Recognize how fabulously unique you are. That’s not just our opinion. It’s a fact. No one else has had the exact same experiences you have. No one else has the exact same perspective. And yet the world keeps begging for new experiences and information. The whole world may be waiting for your extraordinary contribution.

We are a former radio personality and a musician. We certainly weren’t born with silver spoons in our mouths. Then a few years ago we started to focus on achieving several big dreams. We learned about the Law of Attraction and how incredibly powerful it is. We’ve always wanted to bring good things into other peoples’ lives. To make a positive difference. And we knew we wanted to earn a better than average income.

Quite honestly, we were fed up with our way of life. We wanted better experiences for ourselves, our family and the people we care about every day. We wanted to feel happiness and excitement every day. So we converted all this dream energy into action energy. The results have been amazing. In other words, our plan is working.

We’ve never been happier, healthier, more fulfilled, blessed and sought after. Now people on six continents want to know our ‘secret.’ Well there is no secret. It’s all right here in our Million Dollar Mind Map. It’s for you to use.

SUE: Step two: Do videos in your niche.

STEVE: Lots of them!

SUE: Yes, just get doing them. Do them today. Do your very first video if you’ve never done one. Just start talking about the things in your niche. If you’re into gardening, talk about gardening. Put your video onto You Tube, put it on to Facebook and people will get to know you right away.
STEVE: Find other gardeners and answer their videos with your videos. Just get in there, make lots of videos.

SIDENOTE: The beauty of video is in its simplicity. You don’t need to be a Hollywood star. You don’t have to memorize your lines. And you certainly don’t have to be a technical wiz. Just be passionate ... be enthusiastic ... about what you want the world to know. And if you can read simple directions you can learn to produce an exciting and engaging video.

Why video? Because it engages more senses than any other medium. People pay MORE attention to video. Just look at the success of YouTube. And then take a look at the success of some very ‘unprofessional’ videos on YouTube. It’s a medium that makes it easy to be yourself. And that’s what people want to see.

SUE: Step three: Go crazy in Social Media to get attention and buzz for yourself. And this is pretty easy nowadays.

STEVE: Oh man, it’s so easy. It’s not just get attention, it’s about participating. Make friends with as many people as you possibly can.

SUE: Go on Facebook, Twitter, You Tube and LinkedIn. If you’re not signed up on all of those, do that today.

STEVE: Get on it.

SIDENOTE: Our grandparents used to connect by walking across the street to visit the neighbors (or yell across the alley!). Our parents may have picked up the phone or hopped in the car. Both were limited by time and geography. Our generation has no such limitations. We can connect with anyone, anywhere in the world, in the blink of an eye.

Take full advantage of our modern technology. It’s easy to use and the whole world is waiting to hear from you! You don’t learn everything all at once, you learn one new thing at a time, you pause to feel fabulous about it and then you move on to the next.

SUE: Step four: Get a mentor or a coach, or both. You need to find people online that you love, that you admire, that you look up to.

STEVE: That you want to emulate.

SUE: Find out what they’re doing and do it.

STEVE: Exactly. You have no idea how much faster you will move if you have a coach, because you don’t know what you don’t know. That’s where the coach comes in.
SIDENOTE: When we started interacting with truly successful people - people with household names who earn seven-figure incomes - they all told us they had personal mentors and coaches. They admit they could never be this successful on their own. So why should you start from scratch? Why would you want to reinvent the wheel?

Wherever you need help - marketing, business development, technology, sales (just to name a few) there are qualified people who know the ropes. Seek them out. Pay them what they’re worth. And let them help you avoid all the time wasting activities that will keep you from achieving your personal dreams.

There’s more. The right mentor will keep your feet to the fire - hold you accountable. It’s easy to slack off. It’s easy to allow self-doubt to get the best of you. Your perfect mentor has seen it all and will keep you focused on your goals.

SUE: Step five: Immerse yourself in Law of Attraction information and Internet Marketing strategies.

STEVE: Turn the shower on, let that information pour all over you. Let it into you.

SUE: We really say this one because this is what we have done. We have read almost every book on Law of Attraction ... we listen to audio books, we do this daily.

STEVE: Every day.

SUE: We’re reading, we’re listening, and we’re watching videos that have to do with Law of Attraction because it’s completely changed what goes on in our minds.

STEVE: Right.

SUE: Our mindset now is that of - we can do anything.

STEVE: Right.

SUE: That’s what we’ve been saying the whole time and it just keeps happening.

STEVE: And subscribe to every piece of information you can possibly find out about your niche. Make sure that anybody who is doing something important, you get their information, get it into you as fast as possible.

SUE: Get on their email list and find out how they’re going about their business, learn from what they’re doing.
SIDENOTE: There was an ad campaign many years ago that coined the phrase “the mind is a terrible thing to waste.” Oh my gosh! That’s so true. Most of us go through life barely aware of our maximum potential. We have all these talents buried deep within us that we don’t even recognize as valuable to others. We rob ourselves of the benefits of our own wonderful talents. And we even deny that our skills and knowledge could help others. Stop existing and start living!

You’ve heard of “The Secret,” by Rhonda Byrne? That’s a great place to start. Some of the people in that video have become our friends and personal mentors. But “The Secret” is really just the tip of the iceberg. The Law of Attraction is much bigger than that. It will help you see the world with new eyes. And your eyes will be filled with tears of gratitude as you realize that what you’ve been missing, can be yours.

If you want the quickest, easiest, most cost effective way to get your message out there, you must learn at least the basics of internet marketing. But we promise you, once you start learning you won’t want to stop. Not only is it fascinating, it puts you in control of your own destiny. It puts you on a level playing field with huge corporations with billion dollar advertising budgets. And it allows you to attract as much money and happiness as you’re willing to imagine coming to you.

Number six: Build an email list.

STEVE: How big?

SUE: Huge.

STEVE: Massive.

SUE: The bigger the list, the bigger the income. From our experience, we did the Millionaire Affair. We interviewed people in the Law of Attraction field. We did 12 interviews over two weeks and the people that we interviewed, promoted the Millionaire Affair to their list.

STEVE: Right.

SUE: And that helped us build our list. We built a list of almost 5,000 people just from this - it was a big event. We spent months planning this event, but it was well worth it. We got the results we were after.

STEVE: The clear thing is, you need a list, you need to be communicating to a bunch of people, and they need to want to hear from you. Make that happen with your list.

SUE: So you have to do things that are going to get people to want to sign up on your list. For example, this that you’re reading right now is list building.
STEVE: Absolutely.

SUE: You get your Million Dollar Mind Map, the video, and this free report, and in turn, you gave us your email address. Right?

STEVE: Thank you so much.

SUE: Thank you and learn from what we’re doing. You need to build your list, so you want to create something that you can give to people so that they will give you their email address in return.

STEVE: There you go.

SIDENOTE: Old school advertising, (which almost all big companies still rely on,) has one goal: sell stuff, right now, to anyone and do whatever you have to do to make it happen. Today there’s so much of that kind of advertising EVERYWHERE, that we’ve all become a bit jaded. We don’t want to be sold to and yet we acknowledge that we want what they’re selling. Why can’t they make buying a nice experience for us?

Well we believe we’ve found the answer. It’s all about building relationships first. People did that 100 years ago. We can do it again. And you start with your email list. Talk to people. Get to know them. Give them stuff. For FREE! Help them to know, like and trust you. Then you won’t have to sell to them. They will want to buy from you because they know, like and trust you. And it all begins when someone gives you their name and email address.

You gave us yours. Why? Because you figured out that we have something of value that you want to learn. Stick with us and we’ll give you more. We have lots of incredible insights to share with you. It’s all very valuable information. You can use it to improve your personal, spiritual, social and financial life. And it’s all free.

And yes, at some point we’ll offer you an opportunity to join our team of Attractionaires. It’s a very exclusive group. We want it that way. It’s for people who are serious about earning substantial amounts of money with an online business.

SUE: Step seven: Create your own product.

STEVE: Yes!

SUE: You know what? This was one that I just couldn’t get my head around in the beginning.
STEVE: Well, this was the toughest one for us. Yeah, I would say.

SUE: I always thought “what kind of product can we possibly come up with”? But that comes as you go through the other steps.

STEVE: See step five - immerse yourself. If you’re immersing yourself in the works of Law of Attraction experts and the works of the niche that you’re after, you’ll see how they do this. And you’ll see how what it is you have to offer will be valuable to the people who are following you.

SUE: The product that we ended up creating was our Social Media Attractionaires Coaching Program.

STEVE: It’s been fabulous too.

SUE: When we first started we had no idea that’s where we were going with it, so you go through one step at a time and then eventually you start to come up with ideas. And especially once you start working with a mentor or a coach.

STEVE: Right.

SUE: You know, that’s when it really comes together.

STEVE: There’s no choice. The coach is just going to go, “What are you going to sell?” Well, you answer that question. Ask yourself that question. What am I going to sell?

SUE: You’ll figure it out.

SIDENOTE: Don’t let the word ‘product’ scare you. You don’t have to have a manufacturing facility and a warehouse to sell a product. A product can be anything you sell that others will find value in. You can even sell other people’s products.

Knowledge is a product. So is information. Put it in an ebook, or on a CD or DVD. A membership site is a product. What do you know that others want to know or what can you facilitate to help others learn something new? Got the idea?

Step eight: Rinse and repeat.

STEVE: Yeah. Wait a minute?

SUE: No, it’s not a bald joke. This is simple. Okay, once you’ve made it to step seven and you’ve got your own product and you start making money on it, you just start right over at the beginning. You keep on going.
STEVE: Now, you know how to do it. And not only just keep on going, you’ve now figured out how to do it, now you’re going to do it in probably a tenth of the time with your next effort.

SUE: Yes.

STEVE: So each consecutive time you try this, it goes faster, you get more refined, you understand the process a lot more.

SUE: Well, and again, we’ve been through all the steps now and we made $100,000 off it ...

STEVE: Yeah.

SUE: So now we’re going to go through those steps again. Why wouldn’t we? So that’s all you have to do, rinse and repeat.

STEVE: Yeah.

SIDENOTE: Every millionaire will tell you “the first million was the hardest.” After that it gets easy. Well, the same is true of your first product or your first business venture. Once you get all the kinks out (boy do we have some stories to tell you!) you end up with a model you can work with.

The next step is to duplicate your success. That means offering the same product to a new audience. Or offering a new, related product to the same audience. Or offering a new product to a new audience. The formula remains the same. There can be unlimited variations on a theme. And they’ll get easier and easier because all the hard work (creating the formula) will have already been done.

The Rest Is Up To You

Most of the people who read Our Million Dollar Mind Map will put it aside and do nothing. We’re being totally honest here. They’ll say they don’t have the time or the skills or any other variety of reasons not to take action. We wish them well. And we hope you’re not one of them.

Not too long ago we were living a pretty average life. We were earning a decent income but at the end of the week there was nothing for vacations or excitement. We lived in a small house, much too small for us and three children. We wanted more ... for us and for them. More elbow room, more time to enjoy life, more money to go places and do things as a family. Your desires probably aren’t much different from ours.

In a few short months we earned way more than our combined income for the previous year. We quit our old jobs and we now live in a much bigger, much more beautiful home. And there’s still a lot of time left to this year. Time to earn even more.
More importantly, the pressure and the worry about money are gone. We’re breathing much easier and we’re much more confident about our future.

We got this far by taking a first step. We admit it was a giant step. We had to trust our own instincts and abilities. We also had to let go of our comfort zone - a false notion that we were safe and secure. The truth is you can’t be safe and secure until you know how to accumulate money (lots of money) in the bank. AND you can’t be happy until you know exactly what makes you happy.

Our Million Dollar Mind Map only works when you put it to work. Nothing will bring us more pleasure than to hear you made a decision today to take the ball and run with it.

To your success!
Sue and Steve