

CASH GENERATING HABITS



THAT STICK

**HOW TO CREATE 2 NEW HABITS
& A NEW COMFORT ZONE
WHICH GENERATES CASH IN 90 DAYS!**

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SESSION 10: Days 81-90 | Omnipresence

Last session we talked about Hate-ration, that's the technical term for what haters do all day, they be hater-rating! Now if you've got some haters, you are on the right track, you're doing well. So the next step is to make the haters really mad.

Who is this Elliot Dude, man he's everywhere, I'm sick of his Facebook posts, I'm sick of his YouTube videos, everywhere I go he's there he's right there, it's like he's stalking, I can't get away from him, I hate Elliot!

If there are people who can't stand the fact that you are everywhere, there are people who LOVE the fact that you are everywhere and that you are easily accessible!

They say to be successful you need to be in the right place at the right time. Well that's too much of a risk to me, to hope I happen to be in the right place at the right time. So the only way I know to mitigate that risk is to be everywhere all the time.

My visibility is just as important as my ability. In order for you to even be participating in this program. I had to get your attention and keep your attention. And here you are. And you need to show up, wherever your prospects are, you can't win if you don't play. Give yourself a chance.

You need to be Omnipresent

The word "omnipresence" is about being everywhere, at all times. Can you imagine what it would be like if you, your offers, were everywhere all the time? How rich would you be?

Although it may seem impossible, omnipresence should be the goal for your products and services. They say that the things which are rare are worth the most cos there aren't many. And while there is no denying that is true. The Mona Lisa is worth so much because there is only one. What makes the Mona Lisa so valuable is the fact that it is so well known.

The things that are assigned the most value on this planet are known about everywhere. Whether there is a plentiful supply of it or only one available! What makes things valuable is the knowledge of their existence and the perceived value we attribute to them.

You will find it very difficult to amass true success without making your brand, products and services universal. The things we depend on most are omnipresent, the air we breathe, the water we drink, the most famous electronic devices known by everyone on planet earth. We depend on them, and have become used to needing them, in most cases, on a daily basis.

Mobile phones used to only be carried, by successful people. If you had a huge brick, with those big ugly buttons with numbers, with a 6 inch antenna you were somebody important. Now kids in school have phones and can't even spell properly any more. Now it's not about whether or not you have a phone, it's which phone do you have?

Like mobile phones. You must make yourself available everywhere. You want people to see you so often that they think of you constantly and instantaneously identify your face, name or brand with the offering you represent and even similar offerings made by other companies in the same market place as you.

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How many people other than your friends and family know who you are and what you offer? Now of course the answer to that question doesn't determine your intrinsic value as a human being. However the answer to that question can determine the success of your business. Who has heard of you? I don't know you I can't buy from you!

Your number #1 problem is ADD Attention Deficit Disorder, not enough people know about you, you're the best kept secret nobody knows about. That's a nice thing for a secret place you like to hide out if you're Pablo Escobar. But if you're in business ADD is not what you want.

My goal is to have 7 billion people to know TheEpicLife and when they think about having the dream life, they think of me. Not because I'm on ego trip. I actually don't care for fame. But I want my business to be famous. Although it's unrealistic and unattainable to reach 7 billion people (I'm never gonna reach the tribes deep in the amazon rain forest) 7 billion people is the right target, if my goal is for my business is to be everywhere.

Even though I'll likely never achieve this goal, I will achieve a greater level of success in the attempt. And my financial compensation will correlate with it!

Maybe millions will end up buying my products! Instead of just a few thousand!

With goals that ridiculous I'm guaranteed to create success for my ideas and get support for whatever I am trying to accomplish!

This goes back to an earlier session when I talked about having the goal of \$100,000 a year vs \$100,000,000 a year, the \$100,000,000 a year mind-set, the I need 7 billion people to recognise TheEpicLife will then allow for me to make all my decisions with the goal of moving TheEpicLife in the direction of getting everyone on the planet to know about my products and my company!

With that said every decision made at my company should be based on this one mission: Introduce the entire planet to TheEpicLife.co.uk

So whenever a something or someone is calling for my attention, I ask will this help us accomplish the mission of The Epic Life being everywhere?

If you adopt this mind-set it will guide your actions and decisions to make your brand, product or service omnipresent.

Is this kind of thinking too big? For most people, it is. Is it absolutely necessary? Well, not if you are willing to settle for average. Show me one great company that has not accomplished omnipresence. Coca-Cola, McDonald's, Google, Starbucks, World Disney, Apple, Visa these names are everywhere.

Each of these companies is in every city, some on every street corner and most are available around the world. You see their ads, you know what their logos look like, and sometimes you use their names synonymously with their service, have you ever said you're gonna google something meaning, you're gonna search online? Google has become synonymous with the word "online search";

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You might even use a company's name to describe a competitor's service! Have you ever gone some place and said you want to Xerox something and they don't have a Xerox they have a cannon, but they know you want to photocopy something. That's what omnipresence does.

There are also individuals who have accomplished omnipresence so well that the world immediately recognizes their names, such as Oprah, Bill Gates, Warren Buffett, George Bush, Barack Obama, Abe Lincoln, Elvis, the Beatles, Walt Disney, Ghandi, Mother Teresa, Muhammad Ali, Michael Jackson, Michael Jordan, here's the biggest name, he died 2,000 years ago Jesus Christ we're still talking about him.

Whether you like them or not, each of these people have created such a name for themselves that most people *know* who they are—or at the very least, recognize their name and align it with significance.

Unless people know who you are, no one will pay attention to what you represent. You have to get people to know you, which means that you have to get attention. The more attention you get, the more places you will be; the more people you are with, the more you can be everywhere. And all of this will improve your chances of using your good name to do good work.

This is the kind of mind-set necessary to dominate your sector. If you commit to making your brand omnipresent, then I assure you that you will be propelled into situations where you *find* yourself everywhere.

The first thing you have to do is get cured of ADD and let the world know what you can do for it—and then do it relentlessly. If you want to help more people and improve conditions for all mankind. That would require you to be omnipresent—everywhere, all the time.

People of fame and influence achieve omnipresence because they are compelled to fulfil their purpose by writing books, doing interviews, blogging, writing articles, accepting speaking engagements, and saying “yes” constantly to get attention for themselves, their companies, and their projects. These are the results of thinking big.

You are capable of much more than you're doing now. Once you match your mind-set with the right purpose, you will find your actions propelling your brand into more places than you ever thought possible.

Omnipresence—the goal of being everywhere at all times and at the same time—is exactly the kind of massive thinking that is missing from most people's expectations of themselves.

You must first make a vow to have your brand, idea, concept, company, product, or service make a footprint on the planet. To do so, you have to get involved with your community, school system, neighbourhood, and local politics.

You have to attend and be seen at events, write in the local paper, and get connected to the players in your community. Once involved do everything possible to stay active, have people see you, read you, hear you, and think about you. Say yes to every opportunity to get your word out. Write about it, talk about it, give lectures on what you do, and even bark on the street corners if you have to. Commit to omnipresence!

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Don't bother wasting your energy with those who don't want to see you doing well. Spend your energy, resources, and creativity on becoming omnipresent and expanding your footprint. This is a much better investment of energy than chasing someone else down.

All powerful companies, ideas, products, and people are omnipresent. They can be found everywhere. They dominate their sector and become synonymous with that which they represent. Real success is measured by longevity.

So if you want to be excited and passionate for the long haul, then make omnipresence your constant goal. Your name, brand, and reputation are your most valuable assets only if enough people know of them and use them.

So get busy making sure you are seen everywhere all the time...

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Ok now let's get down to business, we are gonna build:

HABIT 2. AUTOMATE ACTION FOR INCOME GENERATION

For the last 72-81 days you have been,
BUILDING A PERMANENT HARD WIRED DOERS MIND PATTERN (LONG TERM)

Programme Yourself With The DOERS Mind Pattern	
LISTEN TO EPIC SECRET & ACCELERATED FEAR FORMULA	ONCE A DAY 90 DAYS
READ DUTY METHOD	MORNING, EVENING, EVERY TIME YOU FAIL FOR 15 MIN & EVERY TIME YOUR SCARED
WRITE GOALS DOWN	MORNING & EVENING, EVERY TIME YOU FAIL
VISUALISE EMOTIONALLY	MORNING & EVENING

Then for the last 63 days you have been developing the final component of:

HABIT 1. OVERRIDE FEAR & CONTROL YOUR EMOTIONS (IMMEDIATELY) SO YOU CAN TAKE ACTION IN SPITE OF FEAR OR ANYTHING YOU HATE 4 STEPS SYSTEM IN 5 MINUTES RECOGNISE | REFRAME | RELEASE | RETRAIN

You're forming a super thick neural circuit of habits 1 & 2, they becoming solidified. You may notice less and less thought is required. Soon you'll go from becoming consciously competent to unconsciously competent. It will be the way you naturally operate (if not already)!

And for the last 54 days you have been asking yourself what is my:

OUTCOME TODAY
Focus on the Ultimate Destination AND The IMMEDIATE Next Step! Will Doing This Attract 1,300 Visitors Today?
1. Write the top outcomes you want accomplished today (the night before).
2. Do them/Delegate them.
3. Colour them in, visually see progress.
4. The things that don't get done. Get put on tomorrow's list!

You're also forming a super thick neural circuit of doing this, it's becoming solidified!

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And for the last 36-45 days you have been:

FOCUS

STOP Collecting Info START CREATING INCOME

Is this info immediately beneficial to the Outcomes I want In the Next 24 hours?
(Yes USE It Now | No Archive or Ignore)

Is what I'm doing right now going to make me money?
Will this have the biggest impact the fastest?

You're also forming a super thick neural circuit of doing this, it's becoming solidified!

And for the last 27-36 days you have been:

TRACK YOUR SUCCESS

Look at the good results you achieve when doing things you fear and document them in a diary, allow each accomplishment to fill you with more confidence for doing things that scare you.

REMEMBER that although your beginning may be small, your latter end shall GREATLY increase...
Celebrate each success and see it as significant, your confidence will grow and your belief in your potential will increase, as action is implemented on a larger scale, better results are attained: the cycle keeps repeating itself...
Your progress will increase in size and speed...

You're also forming a super thick neural circuit of doing this, it's becoming solidified!

And for the last 18-27 days you have been starting:

A New Cash Generating Habit

AS MENTIONED WE WON'T BE ADDING ANYTHING ELSE FROM HERE ON...
SO JUST CONTINUE TO DEVELOP THIS NEW CASH GENERATING HABIT, SO IT STICKS!

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So now we want to look at how you will make certain this habit becomes automatic & inevitable: We need to set up your environment for success by identifying what you will need to do, to do your habit, what you'll need to **add new in your thinking & environment**, and what you'll need to **remove in your environment**.

ADD in your THINKING:

Resolute decision: What time are you going to Read & Listen.....?
(It needs to be the same time every day!)

Resolute decision: What time are you going to Write Goals & Visualise Emotionally.....?
(It needs to be the same time every day!)

PICK the CASH GENERATING HABIT which will have the biggest impact the fastest:

.....

Whenever Negative Emotions Scare You, Follow These Steps to MASTER Your Emotions:	
RECOGNISE	I'M HAVING A NEGATIVE EMOTION TRYING TO KEEP ME COMFORTABLE, FEAR IS JUST A ELECTRICAL/CHEMICAL SIGNAL IN MY BRAIN (IT WILL LAST 90SEC)
REFRAME	(READ DUTY METHOD) (5 QUESTIONS) (I AM TESTING TO FIND WHAT WORKS, THEN OPTIMIZE) FAILURE IS WHAT I WANT, IT'S AWESOME, IT WILL GET ME TO WHERE I WANT! FEAR IS A GREEN LIGHT INDICATING MY NEXT STEP! REMEMBER COMFORT IS THE ENEMY OF ACHIEVEMENT
RELEASE	TAKE 10 DEEP BREATHS TO RESET THE CHEMICALS IN YOUR BRAIN. YOU FEEL DIFFERENT.
RETRAIN	REMOVE TIME (DO THE INCOME GENERATING ACTIVITY IMMEDIATELY) DON'T THINK, DON'T PLAN, JUST DO IT! WITHIN 5 MINUTES OF STARTING YOU'LL ACTUALLY FEEL LIKE DOING WHAT YOU'RE DOING AND YOU'LL CONTINUE!

**You only need to change the belief enough so that it stops limiting you, so that you get into action towards the things that you want in your life and away from the things you want to avoid!*

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Keep Working On Your New Cash Generating Habit

REMOVE from environment: (to avoid distractions, in order to allow you to create your habit, before being side tracked to do something else first)

Computer/Phone/Email/Facebook

.....

ADD new in your environment:

AUTOMATIC | Put a reminder somewhere that you'll see every night before bed, and first thing in the morning when you wake up - to get you on the right track

What Will Your Reminder Be.....

Where Will You Place It.....

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INEVITABLE | Promise someone something you would hate to give away maybe \$1,000 if you don't prove to them you have done the exercise every day for 90 days!

Who Will Hold You Accountable.....

What Will You Promise Them.....

ADD A SCREEN SHOT OF YOUR EMAIL PROMISING THEM THIS:

So that my friends is:

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You have created 2 Cash Generating Habits Which Stick!

4 Announcements To Make:

1. If you haven't already and you want to take things to the next level... You need to Double Your Productivity! Keep an eye out on your email and I'll show you how to do it!
2. I've got some killer stuff in the pipeline for you that you are going to L-O-V-E love!

At TheEpicLife.co.uk we are all about, living an Epic Life! It's not just a name for my business. I want everybody to live their dreams, I want the dreams in your head to become your actual visible experience.

I want everybody to be rich, healthy and ridiculously happy!

And so what I have in the works is a program which will get you there in 1-3 years, the car you want, the house you want, the health & fitness level you want to experience, the fulfilling relationships, you dream of... I am crazy enough to believe you can have it all.

And it doesn't have to take as long as you think. And it isn't even remotely close to being as expensive as you think, to live an Epic Life. People want to live like the rich and famous and you don't even have to be rich and famous to live the life they enjoy! Seriously, so I want to give you the hacks to make it happen.

It's a 2 year program called Epic Life Hacks and it's priced so ridiculously low, I guarantee, you're gonna be on it!

You're gonna wanna get you friends on it to, so you can all live The Epic Life together, who wants to be the only one living an Epic life? While your friends live in mediocrity?

Just give me 2 years and you'll need a telescope to look back at where you used to be. More on that later, just keep your eyes peeled for my emails...

3. If you have an Internet Marketing Business or a business you want to begin marketing online. And you want some help, I am going to be making myself available in a workshop to help you create a tailor made execution plan with you and if you want, my wife will make sure you follow through on that execution plan!
4. And if you are in love with the idea of delegating, as much as I am. And you want someone to call you boss for a change. I will be making my skills available to you, so you can delegate the building of an optimised sales funnel to me. I have been certified by Frank Kern & Ryan Diess at Digital Marketer as Funnel Optimization Specialist, so if you've been putting off building your online sales funnel, you don't have to be the one who does it. I can do it for

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you! So if that's something you'd be interested in, I will happy to speak with you about that! Again keep an eye out for my emails...

Until then you superstar you, congratulations on completing the PAB & Cash Generating Habits That Stick!

This is just the beginning, you have an Epic Life ahead of you, let's keep this momentum going, let me know the success you've experienced, using this I'd love to hear from you. Let's keep this relationship going...

I'll be in touch so we can continue growing together, with the exciting, projects we can work on together in future ok...

So until next time, I wish you every success in the world and a truly epic life!



Elliot Odle