



# COMMISSION EXPERTS



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## 2.3 Notes Summary

**Speaker:** Omar Martin

**Date:** Friday, April 20, 2018

**Location:** Commission Expo - Orlando, Florida

**Title:** The Six Critical Things You Need But No Guru Ever Even Told You About.

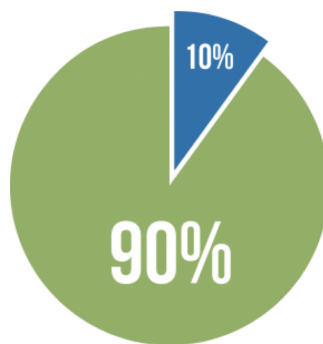
**Key Takeaways:** *“IM Success is 10% tools and 90% training. IM Success is 10% tools, tactics, and strategies, while 90% is GRIT. The way you think affects your outcome. Your income will be the average of the five prominent people in your life.”*

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### The 90/10 Rules

Omar and Melinda have been earning a living in the internet marketing industry for 11 years. Omar states that success in internet marketing is comprised of 10% tools and 90% training. If Omar had the information that he is sharing today it would have helped exponentially.

**Key Takeaway:** *“IM Success is 10% tools and 90% training.”*



Another way to look at what it takes to be successful in internet marketing is that all the tools, tactics, and strategies merely comprise 10%, while 90% is sheer GRIT.



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**Key Takeaway:** *“IM Success is 10% tools, tactics, and strategies, while 90% is GRIT.”*

### **Your Ship Called SUCCESS:**

However, all of this is STILL not the most important thing. The most important thing is WHAT you are going to DO. However, everyone is looking for a “magic button”.

Many attend events like this and show up in life expecting that “success” is somewhere out there waiting. If your ship is called SUCCESS and you are waiting for your ship to come in then know it’s never coming in. Omar’s promise to have a “no bullshit” approach in sharing what it takes to be successful.

### **The Presentation**

This presentation emphasizes that to be successful in internet marketing it is:

- 10% Tools and 90% Training
- 6 Keys
- Mindset

Omar adopted a willingness to succeed in internet marketing promising his wife that he will make it work. And at the beginning, Melinda did not have a husband for awhile as he was burning the candle at both ends. You have to have faith and belief that you can achieve your dream.

### **CIRCA 2003 - Omar Martin & Melinda Martin:**

This image was taken with a Motorola flip phone and by candlelight while sleeping on floor in closet of an abandoned apartment.



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Omar earned a Master's degree and was short several credits for his Doctorate when the tragic events of 911 changed his life path forever.

Now Omar is living the dream speaking at JVZoo events, and was even serving in the role of marketing director for JVZoo. He presents on stage with top people in industry and appears on top marketer's leaderboards.

Omar used to have to risk his life every day as a paramedic only to be compensated at 41,000 a year. Today Omar makes an average of \$800-\$1000 a day. Understand that his results are atypical. Not everyone will get up on stage, wear a mankini, and put their education in their back pocket either.

## What makes the difference between who succeeds and who fails?

One year after being an attendee at his first marketing event Omar rose to being an authority and speaking on stage. Omar paid attention and took massive action. **This illustrates that the way you think affects your outcome.** Omar's results are atypical. But these are the types of income numbers he sees today.

**Key Takeaway: "The way you think affects your outcome."**

<p>Welcome Omar Martin,</p> <p>The following stats are a quick snapshot of today's and yesterday's performance. For a detailed set of statistics, click on the appropriate links below.</p>		<p>The following stats are a quick snapshot of today's and yesterday's performance. For a detailed set of statistics, click on the appropriate links below.</p>	
<p><b>TODAY'S SELLER SNAPSHOT</b> <a href="#">SEE DETAILED STATS</a></p> <p>CLICKS: 2,487 GROSS REVENUE: \$3,374.00 PAID TO AFFILIATES: \$1,391.70 VISITORS: 1,978 SALES: 42 <b>YOUR DAILY PROFIT: \$1,982.30</b></p>	<p><b>TODAY'S AFFILIATE SNAPSHOT</b> <a href="#">SEE DETAILED STATS</a></p> <p>CLICKS: 139 GROSS REVENUE: \$726.20 VISITORS: 119 SALES: 20 <b>YOUR EARNINGS: \$374.61</b></p>	<p><b>TODAY'S SELLER SNAPSHOT</b> <a href="#">SEE DETAILED STATS</a></p> <p>CLICKS: 9,932 GROSS REVENUE: \$47,652.00 PAID TO AFFILIATES: \$24,243.50 VISITORS: 7,070 SALES: 376 <b>YOUR DAILY PROFIT: \$23,408.50</b></p>	<p><b>TODAY'S AFFILIATE SNAPSHOT</b> <a href="#">SEE DETAILED STATS</a></p> <p>CLICKS: 192 GROSS REVENUE: \$1,813.25 VISITORS: 149 SALES: 49 <b>YOUR EARNINGS: \$1,002.90</b></p>
<p><b>YESTERDAY'S SELLER SNAPSHOT</b></p> <p>CLICKS: 10,713 GROSS REVENUE: \$70,178.00 PAID TO AFFILIATES: \$34,555.49 VISITORS: 8,382 SALES: 554 <b>YOUR DAILY PROFIT: \$35,622.51</b></p>	<p><b>YESTERDAY'S AFFILIATE SNAPSHOT</b></p> <p>CLICKS: 329 GROSS REVENUE: \$1,531.60 VISITORS: 265 SALES: 48 <b>YOUR EARNINGS: \$766.04</b></p>	<p><b>YESTERDAY'S SELLER SNAPSHOT</b></p> <p>CLICKS: 8,118 GROSS REVENUE: \$15,149.00 PAID TO AFFILIATES: \$7,828.95 VISITORS: 6,099 SALES: 117 <b>YOUR DAILY PROFIT: \$7,320.05</b></p>	<p><b>YESTERDAY'S AFFILIATE SNAPSHOT</b></p> <p>CLICKS: 164 GROSS REVENUE: \$958.80 VISITORS: 135 SALES: 44 <b>YOUR EARNINGS: \$549.82</b></p>
<p>Welcome Omar Martin,</p> <p><b>HOT TOPICS</b></p> <p> <b>Sales Alert</b> - Transactions Speak Louder Than Words - Proven Black Friday Weekend Blow Out From TOP Seller (<a href="#">PROMOTE THIS</a>)</p> <p>The following stats are a quick snapshot of today's and yesterday's performance. For a detailed set of statistics, click on the appropriate links below.</p>		<p>Note: These stats are updated approximately once every 5 minutes.</p> <p>The following stats are a quick snapshot of today's and yesterday's performance. For a detailed set of statistics, click on the appropriate links below.</p>	
<p><b>TODAY'S SELLER SNAPSHOT</b> <a href="#">SEE DETAILED STATS</a></p> <p>CLICKS: 8,552 GROSS REVENUE: \$46,235.00 PAID TO AFFILIATES: \$22,232.13 VISITORS: 7,108 SALES: 335 <b>YOUR DAILY PROFIT: \$24,002.87</b></p>	<p><b>TODAY'S AFFILIATE SNAPSHOT</b> <a href="#">SEE DETAILED STATS</a></p> <p>CLICKS: 251 GROSS REVENUE: \$1,292.00 VISITORS: 205 SALES: 40 <b>YOUR EARNINGS: \$646.20</b></p>	<p><b>TODAY'S SELLER SNAPSHOT</b> <a href="#">SEE DETAILED STATS</a></p> <p>CLICKS: 108 GROSS REVENUE: \$407.00 PAID TO AFFILIATES: \$227.55 VISITORS: 93 SALES: 11 <b>YOUR DAILY PROFIT: \$179.45</b></p>	<p><b>TODAY'S AFFILIATE SNAPSHOT</b> <a href="#">SEE DETAILED STATS</a></p> <p>CLICKS: 193 GROSS REVENUE: \$884.90 VISITORS: 124 SALES: 30 <b>YOUR EARNINGS: \$610.35</b></p>
<p><b>YESTERDAY'S SELLER SNAPSHOT</b></p> <p>CLICKS: 11,344 GROSS REVENUE: \$27,384.00 PAID TO AFFILIATES: \$14,218.84 VISITORS: 8,222 SALES: 192 <b>YOUR DAILY PROFIT: \$13,165.16</b></p>	<p><b>YESTERDAY'S AFFILIATE SNAPSHOT</b></p> <p>CLICKS: 222 GROSS REVENUE: \$683.50 VISITORS: 183 SALES: 24 <b>YOUR EARNINGS: \$383.71</b></p>	<p><b>YESTERDAY'S SELLER SNAPSHOT</b></p> <p>CLICKS: 352 GROSS REVENUE: \$11,063.00 PAID TO AFFILIATES: \$5,860.80 VISITORS: 295 SALES: 299 <b>YOUR DAILY PROFIT: \$5,202.20</b></p>	<p><b>YESTERDAY'S AFFILIATE SNAPSHOT</b></p> <p>CLICKS: 354 GROSS REVENUE: \$2,087.00 VISITORS: 224 SALES: 55 <b>YOUR EARNINGS: \$1,293.94</b></p>

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## **The \$41,000 Decision?**

Remember, Omar was a blue-collar guy, a New York paramedic, an EMT working for the Fire Department of New York City. And there is always another thing to go after. That next certification, that “promises” greater returns but you find yourself always in school while working, making it difficult to have a life. If working and going to school wasn't enough stress the job itself was. As an EMT you have to show up during the most difficult time in a person's life.

If that wasn't bad enough, Omar's paramedic partner, named David, WAS on duty during the 9/11 tragedy. Omar, being off that day, watched on TV as New York's finest ran selflessly into burning buildings only to have them crumble to the ground. Needless to say, David died that day, along with his dreams of opening a gym and Spa, all for a \$41,000 a year job.

At that moment, Omar realized he wanted more from life and wanted to help people that didn't involve having a building fall on him. So he put his education in his back pocket along with \$200 cash and moved to Florida.



## Found Love in Florida

Arriving in Florida, Omar applied for an \$80,000 job working in Sports Marketing when he met Melinda. Melinda interviewed Omar for the job and it involved door-to-door sales and traveling all over. As an aside, Melinda is better at the art of selling than Omar.



Omar and Melinda got married, purchased a house with their dogs and settled down in Florida. However, they worked hard, yet were still broke. Omar remembers being so broke one Christmas that they couldn't afford gifts that year.

## Click Here for Epiphany

So, in early 2007, Omar started building their internet business from home **after work**. He started selling stuff on eBay after finding products at flea markets and garage sales. But after costs, he made very little. Wanting to improve his eBay process he ordered an eBook online called “The 90-day PowerSeller” for only \$12. But Omar noticed he simply received a link to the ebook. That's when the “aha moment” of realizing that it is simpler to sell an information product via a hyperlink than what he was doing.

So early 2007, Omar had a full-time job yet was exhausted trying to make money online. It wasn't until mid-2008, on month 18, that he had a \$180,000 week selling \$400,000 online. Omar accomplished this by selling 1,300 customers on a recurring product.

In review, since 2008 Omar has made \$4,862,231.17 online. He struggled for 18 months before achieving an income of \$30,000 a month. Today, Omar is approaching 8 million dollars of sales online.

## What changed at month 18?



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If you pay attention to what Omar is sharing may make you very wealthy. This is exactly how he did it.

- Changed his Thinking. (Mental)
- Changed his Environment. (Physical)

**I. Omar broke out of the DIGITAL DIVIDE!**

Unfortunately, electronic devices have isolated us from personal interaction.

- A. Started keeping in contact with his peers by cell phone weekly.
  - 1. Stopped trying to it all by himself but created groups that he could work with.
  - 2. Opened up to criticism asking how he to improve.
  - 3. Asking people to connect.
- B. Asked for introductions to strategic key people that could influence my situation.
  - 1. Getting introductions to others to change his life.
  - 2. Your income will be the average of the five prominent people in your life.

***Key Takeaway: “Your income will be the average of the five prominent people in your life.”***

- C. Completely immersed myself in what my mentor was doing.
  - 1. Be on marketers mailing lists to learn but changed mindset from Marketed to a Marketer. Started studying and immersed.
  - 2. Be strategic and emerge and have belief instead of an incredulous know it all.
- D. Started to collaborate with others and leveraging pre-created content.
  - 1. partnered/teamed up with Chris veneer - create a product.
  - 2. Leverage recreated content and joint-ventures.
- E. Created a game plan and stopped spending money frivolously online.





1. What is your budget for the year? What tools to be purchased this quarter.
2. Don't react but have a plan, budget, and approach.
3. Until you start treating it like a business it will start treating you as a CEO.

F. Attended live events **often** to network and socialize in person with others.

1. 2009 - Omar and Melinda went to 16 events in one year.

#### **OFFER:**

#### **Who's Already A Member of the Inner Circle?**



HLS VIP Inner Circle is opened once a year.

Ask yourself if it is the right time in your life for this opportunity.

It is like having an internet millionaire in your pocket.

Avoid a mistake in launch by reviewing their plan.

#### **Here's What You Get as a Member:**

1. Direct line to Omar & Melinda's cell phone.
2. Strategic connections with all my contacts.
  - a. introduce you to key players and
  - b. gatherings at their house.
3. 6 hours per month of LIVE immersion with us.
  - a. Omar made a product start to finish in a 16 hour immersion earning \$3,800.



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4. A LIVE collaborative workshop in Orlando FL.
5. Free access to my products + many partner products. (minus Poolside Profits)
6. VIP millionaire networking at 3 live events with us.  
(rent limos, local club, rub elbows with successful millionaires, etc....)



### **Inner Circle VIP Membership**

WE could easily charge \$5,997, \$4,997, \$3,997

**NOW ONLY \$1,997**

Or

Pay Plan \$397 x 6 payments

**VERY LIMITED SPOTS AVAILABLE**



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**We could easily charge:**  
~~\$5,997~~ ~~\$4,997~~ ~~\$3,997~~  
**ONLY \$1997**  
Or  
**Pay Plan \$397 x 6**  
VERY LIMITED SPOTS AVAILABLE  
**COMMEXPo**

**I will partner with you on your own product launch or affiliate promotion.**  
**CONSULTATION - CHECKLIST - TEMPLATES - PROMO**

**I will partner with you on  
your own product launch  
or affiliate promotion.**  
CONSULTATION - CHECKLIST - TEMPLATES - PROMO  
  
**COMMEXPo**

Imagine how you could increase your online income when you lock arms with us.

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