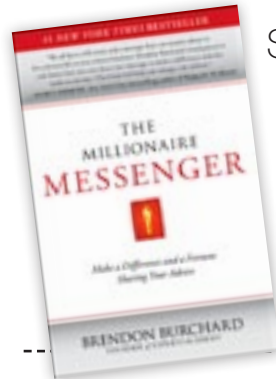


the EXPERT



SPEAKER, TRAINER AND BEST-SELLING AUTHOR BRENDON BURCHARD COMBINES PERSONAL GROWTH AND PROFESSIONAL DEVELOPMENT WITH INSPIRATIONAL IMPACT.

BY SHARÍ ALEXANDER

I first met Brendon Burchard at an event in Napa Valley. He came straight from the airport after flying in from Rome, hadn't slept in over 24 hours, and was experiencing major jet lag. To top it off, he had to deliver a

That level of energy and drive is probably one of the reasons why Brendon has experienced so much success in a relatively short period of time. His latest book, *The Millionaire Messenger*, hit No. 1 on *The New York Times* best-seller list, he has

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full-day seminar to our group. He was full of enthusiasm and energy. Not one of us could sense any hint of exhaustion from him. It was quite impressive and a little annoying because my second cup of coffee hadn't kicked in yet.

shared the platform with a who's who of the industry and he has created a multimillion-dollar business, and there is certainly more to come. On behalf of all bleary-eyed, jet-lagged speakers, I wanted to know how he keeps that spring in his step.

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YOU ARE ANNOYINGLY PEPPY. IS IT CAFFEINE OR CRACK?

It's really a high-performance mindset and conditioning. I spent the last 15 years of my life studying *how people have energy and happiness in their lives*. All I wanted was to live life to the fullest and I couldn't do that if I were tired. I knew one of the greatest parts about life is having zest for it.

DO YOU HAVE SOME TIPS ON GETTING AND MAINTAINING THAT ZEST?

The two pillars of that are psychology and physiology. Psychology is knowing how to start your day with energy and gratitude. It's hard to be tired when you are extremely grateful for the lessons you've been given and the opportunities you have to serve, particularly for jet-lagged speakers who must get their minds in a state of presence and *extreme* appreciation. Your mind will respond and find the resources it needs.

Physically, it comes down to super hydration, sleep, eating well—which means eating green—and physical exercise. If you're consistent about those four things, you will have a reserve when you're tired or dehydrated.

YOUR BRAND IS KNOWN AS THE “ENTREPRENEURIAL EXPERT.” HOW DO YOU DEFINE IT?

An Entrepreneurial Expert is someone who wants to share knowledge, expertise and advice to make a difference in the world and earn an income from his



Brendon Burchard will present at the NSA Winter Conference in Dallas, Feb 3-5.

or her message. I learned early on that speaking wasn't enough. Speakers must leverage and use all the vehicles they can to influence their audiences and deliver their messages, including ebooks, books, videos, webinars, audiocasts, DVDs, CDs, seminars, coaching, masterminds, consulting, etc. The more vehicles you have in play, the wider your audience.

YOU'VE UTILIZED ALL OF THESE VEHICLES. DO YOU CONSIDER YOURSELF A SPEAKER, AUTHOR, INFORMATION MARKETER, ETC.?

I consider myself a trainer because a trainer is not tied to a vehicle or modality. I think those roles and labels are traps. Speakers do so much more than just speak, including leveraging all of the vehicles at our disposal.

WHAT WERE SOME OF THE QUANTUM- LEAP MOMENTS IN YOUR CAREER?

My quantum moments resulted from being committed to the mission. I

envisioned sharing my message with the world and everything emanated from that.

The biggest *a-ha* moments were when I discovered the speaking world beyond the speech itself. I discovered that my audience wanted continued education and support. People were interested in my books. They wanted coaching and the mastermind experience. If I didn't give them that, they didn't feel served. When people are interested in a topic or committed to an idea, they want in-depth training and exposure. They become your customers. If you listen closely, there is a strong calling for you to develop multiple ways to serve them.

The next question that needed to be answered was, “How do I share those vehicles with the world, reach as many people as possible, and get paid?” That's when I was introduced to online marketing. There is an intelligent way to market your brand, ideas and

question & answer



WHAT'S THE TOPIC OF YOUR NEXT BOOK?

It's about the 10 human drives that make people feel alive. In our society, especially in the United States, we live in such abundance. Our basic human needs (food, water, shelter, etc.) are met, but people don't feel happy. In an abundant society, what it takes to feel alive and engaged is different than what it takes for someone in a developing country, for example, to feel fulfilled. For example, the Drive for Control is the need to feel control over our lives.

products online. And, frankly, there's a non-intelligent way. There is a strategic way to make a sale online that serves people, excites people and generates goodwill. And there's the way that hammers them with promotions and marketing, which ruins your brand. Learning the difference between the two was a quantum leap for me.

WHEN IT COMES TO GENERATING MORE BUSINESS, HOW IMPORTANT IS THE QUALITY AND EXPERIENCE OF YOUR SPEECH?

The content and the emotion that it generates is the most important thing, not just in speaking but also across every platform I use. I've developed five brands that each exceeded \$1 million. That happened because the content I was putting out there was strong. It was strong because I refused to do what everyone is taught to do in the industry, which is to speak to the lowest common denominator. I refused to dumb down content and ideas so that everybody could grasp them easily and walk out with their three convenient bullet points. I'm going to deliver content that is above the heads of some of my audience. It stretches their minds, their capabilities and imaginations. Speakers who build million-dollar empires deliver transformative tactical training.

YOU LAUNCHED THE EXPERTS INDUSTRY ASSOCIATION WITH BRIAN TRACY, CPAE, JACK CANFIELD, CSP, CPAE, JOHN ASSARAF, ROBERT ALLEN AND OTHERS. DOES IT COMPETE WITH NSA?

We don't see the EIA as competition to NSA in any way. In fact, we say in the EIA that if your goal is to be a professional speaker, you've got to be in NSA. Hands down.

EIA is a non-profit organization founded by leaders of the how-to industry. It is completely focused on free education, generating best practices, and community for the entire industry of self-help and advice. We focus on all the roles that might be in the expert's space, such as authors, speakers, coaches, online marketers, consultants, etc. Our mission is to give some free advice on how to succeed in these different areas. People can sign up (with just a name and email address) on our website, agree to the code of ethics, and that's it! There are no dues, just free monthly advice from the industry's leading experts. We also hold an annual event where everyone can learn, network and share. There is a conference fee, but that's just to pay for the event itself. It is also a zero-sales-zone event.

IT SOUNDS TOO GOOD TO BE TRUE. WHAT'S THE CATCH?

The truth is that there is no way you could get a group of such high-caliber people together and agree on a solitary business venture. But you *absolutely* could get them together for a cause-focused venture. We believe that the industry lacked the platform to collaborate and share best practices to generate new leaders. Tens of thousands of people are coming into our industry every year and they have nowhere to go to get free information from some of the best people. We also recognize that our reputation in the world needs to be improved. That's the exact reason why we need to do something that's not for profit. Society, in general, sees authors, speakers, online marketers, coaches, etc. as always pitching and selling. If we created a positive space for best practices and set some standards, we could literally change the face of the industry and see it as an industry that gives as much as it takes.



Shari Alexander is the co-owner of the Expert Message Group. EMG works with speakers and authors to publish their books, craft their speeches, and build

their businesses. On the platform, she shares her experiences as a presentation coach and speech writer to help organizations improve public speaking and communication skills.