

# WHAT'S YOUR STORY?

HOW TO USE YOUR LIFE EXPERIENCE TO SELL MORE...

Workshop with David Per dew

Sample emails and blog posts for use in the “What’s Your Story?” workshop as examples only...

# What's Your Story: How to Use Your Life Experience to Sell More...

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**It's a little after midnight and I'm sitting on the couch with the computer on my lap working on the Next Big Thing...**

**The two dogs are laying at my feet, curled up in a ball, snoring. The cat is pushing her way on my lap so her head is stuck under my right arm as I type very carefully. We occasionally fight over control of the mouse.**

And she's purring so loudly, I can almost mistake it for thunder in the distance.

One of my sons and his son, and my daughter and my soon-to-be-son in-law are coming to the house in less than 48 hours.

And in Alaska, my oldest son and his wife are preparing for the Christmas arrival of my 5th grandchild - Mathilda Jenavive.

**My life is really good. And I'm feeling REALLY grateful.**

Nice night - quiet, just a few days before Christmas...and I'm thinking of you.

2010 has been an awesome year for me. Incredible opportunities, challenging work and prosperous online business. And twice a year, I get to host the fastest growing workshop on Niche Affiliate Marketing in the country - NAMS.

We live in a magical time.

Nothing is as it seems any longer. Technology gives us all kinds of opportunities to solve problems we didn't even know we had.

The transportation system allows us to fly coast-to-coast as if we were commuting cross town. (And I should know - I just passed the 300 nights-in-a-Marriott-over-the-past-two years mark.)

When I was growing up, we dreamed of the video phone. Today, I have it on my cell phone, my computer and my TV.

All of a sudden, Buck Rogers and Capt. James T. Kirk don't seem so outlandish.

But keeping up, keeping track, and keeping on can be a real challenge.

With opportunity comes confusion. We all need a beacon to cut through the fog and light the path to our destination.

That's what NAMS has been for more than 500 people so far.

But having to travel across the country or take the time off to assemble in a hotel in Atlanta still kept many people away from NAMS.

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That's one of the reasons we decided to make NAMS5 a virtual event - on Jan. 14-16, we'll have a full weekend of NAMS instruction via webinars. But it won't stop there. We'll continue through the next week too making sure we address all the tracks.

And we'll follow it up with NAMS6 in August - a live event in Atlanta on Aug. 19-22, 2011.

We're doing this - and more - for one incredibly low investment.

<http://nams.ws/nams5>

**So, here's the deal:**

**1) You don't have to travel - NAMS5 (2011 part one) will be in the comfort of your own home. Think of it as a trial run. If you've been afraid to reach out, you can dip your toe in without risking anything.**

**2) NAMS6 will be our usual intense weekend gathering with 20 instructors and a ton of like-minded marketers.**

**3) And in between, we're going to have weekly sessions to dig deeper and give you a ton of instruction on how to move forward - no matter what your experience level is.**

**4) This is all for one low price... In fact, if you get your NAMS5 ticket before Dec. 31, NAMS6 is added at no extra charge!**

**And by the way, there will be many, many more unbelievable surprises before the end of the month. Go watch the video where I explain it all.**

<http://nams.ws/nams5>

Don't miss this. In fact, it's the time of year when you can put a printed confirmation e-mail in an envelope, put it under a tree or in a stocking, and really make someone's holiday outstanding!

<http://nams.ws/nams5>

See you soon.

Peace & Prosperity!

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Hi there %\$firstname\$%

My brother Jeff is a brainiac. He read the entire Encyclopedia Britannica before his sophomore year in high school...just because he wanted to.

He's a history nut. Get him started about the Civil War or the Kennedy assassination and you could blow through an entire afternoon.

His brain is full of stuff.

I love the guy dearly, but like most wiz kids, he's got a few quirks. One of those is that he doesn't really know how to capitalize on his knowledge.

Here's the kicker - he's a mortgage broker. YIKES! That's a tough market these days.

If I can convince him to come to NAMS4, he may learn to do something else that fits his passion and improves his pocketbook.

You may be like him as well. But you're coming to NAMS, so we're going to change that. Or maybe you just know someone like Jeff - could be a friend or a family member.

This month - May 2010 - we're going to help you help them.

We're running a friends and family discount. We're discounting the discounted price another \$100 this month for a f&f rate of \$297.

You have a special affiliate link for this and I've prepared a special page to show you how to get it. Just go to this page and make sure you watch the video, login to the affiliate center, and get your link. This page tells you everything you need to know.

<http://NicheAffiliateMarketingSystem.com/ffinvite>

Start promoting now because it's going to get really interesting really fast. In fact, I believe there may be an iPad in someone's future...

More on that later this week.

<http://NicheAffiliateMarketingSystem.com/ffinvite>

Oh, by the way, if you need any help with this or have questions, ping me at <http://www.HowCanDavidHelp.com>

Peace & Prosperity!

# What's Your Story: How to Use Your Life Experience to Sell More...

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## The Four Forbiddens: Part II Cash is King

A solitary, spare, whitewashed-concrete block building sat at the crossroads of the unincorporated mountain town of Alpha, Kentucky. Perdew's Grocery, owned and operated by my grandparents, Marion and Ina Perdew, was a gas station / post office / grocery, a convenience store before convenience became a marketable commodity.

Marion sat near the pot-bellied stove entertaining customers who were buying a bologna and cheese on two saltine crackers for lunch, picking up the morning mail, or trading guns and knives with local gossip, news that had come in with the mail, and his political evaluations of Eisenhower (loved him) and Kennedy (hated him).

Ina – the real businessperson of the family – sorted the mail, ran the cash register, pumped the gas and reconciled the accounts.

As a child no taller than the antique wood and glass display counters, my mission was to not get caught slipping a handful of jawbreakers into my pocket. From my vantage point behind the Milky Way rack one day, I heard a

customer say, "Ina, put this on account," as he handed my grandmother a few items, which she bagged and returned to the customer. The customer left. He didn't pay for the groceries.



*Whoa! What's this? You don't have to pay for stuff you want, I thought, if you put it on account.*

I took a handful of Sweet-Tarts, M&Ms, and Malted Milk balls to the counter, handed them to grandma and said, "Put these on account."

Growing up, we never talked about money. We grew much of our food and raised our beef or pork on our small country plot out of necessity. With 11 people in the house, we all knew that money was scarce. So when I began working at 13 in the local car wash, I spent the money I earned with abandon, like a kid in the candy store. It only got worse.

The first 42 years of my life, like most of the 296 million Americans, had been "on account." According to [CardData.com](http://CardData.com), the average American household uses **14 credit cards** of some type, or **5 cards per person** as of March 31, 2005. Total American monthly debt on credit cards is **\$677 billion**. That's **\$2311 per American**. For comparison, the average Brit owes \$1616 and it's \$950 for the Australian, again according to [CardData.com](http://CardData.com).

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I cut my cards into tiny little pieces in 1995 in a small ceremony commemorating my plan to take back my life from my huge debt. After spending several years learning about cash – you know,

the green stuff with Presidents pictures, I began using cards again for recordkeeping and to reap the mileage rewards – see my [Denver Post article](#).

### **We're living on plastic in a very dangerous way**

Those of us who've gone over the edge – and lived to spend another day by adopting a cash-n-carry lifestyle – can see it clearly. The card companies are struggling for new markets. With the American market saturated, card companies have begun fighting each other for a bigger share of the same pie. Intra-industry lawsuits abound. Credit cards can be used now to collateralize your 401(k) retirement account or nearly all the equity in your house.

But even worse, the card companies are pushing credit to the previously ignored high-risk consumers: low-income families, fixed-income retirees, and college kids who've just tasted parental freedom for the first time and are declaring their independence at the local watering hole with a Discover card. We choose Gift Cards to give to for birthdays and holidays because, as the ad says, they are “Better than Cash.”

We're becoming indentured to the plastic cards in the wallets just as the coal miners and mill workers were to the company stores in the early 20th century. We can't afford to pay the high rates, but we don't have the cash to get out of the cycle because we gave it all to the card companies.

In Perdew's Grocery 45 years ago, a hardscrabble hilltop tobacco farmer who'd opened his first bank account laid down a check for a bag of groceries. My grandmother looked at the check, then at the farmer, and said, “I can't take this. The last check you wrote came back. You didn't have any money.” The shocked farmer pulled out his checkbook and, showing it to her, said, “Ina – I don't understand. I got plenty of checks left.”

### **It's all funny money**

Whether it's the [\\$7.8 trillion deficit](#) and our [\\$26,272.43](#) share, or the shopping spree at CompUSA, or the check to the dry cleaners, none of it's real. We get the bill for MasterCard and we write a check – no money seems to have left my pocket yet. *It's too easy to forget that checks and credit card slips represent cash.* My generation, the baby-boomers, are the first to be able to “charge it” freely. We're making purchases and postponing the financial consequences.

My youngest son wanted to go to the movie when I was particularly broke many years ago, and he didn't understand my answer, “I don't have any money.” He pointed to the ATM we were driving past and said, “That's where money comes from. Go put your card in.”

Obviously, I'd passed my lack of knowledge about money to my son by not talking about money. How do we fix it? Talk about money!

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What's the quickest demonstration? Use cash!

I almost learned a lesson about money from a friend in college. Every time he bought a Coke, out came the book and he made a note of it. I thought he was very peculiar. But I also knew there was something here that I didn't comprehend. So I tried it.

It was too painful. Seeing the reality of my financial life didn't fit with my fantasy life. As soon as the numbers started pointing me to the truth of my financial ineptness, enormous fear made me pull the plug and run in the opposite direction. It was a long fall to the bottom.

Ten years ago, I lost a business, then a wife, because I didn't understand the meaning of cash. Fortunately, I found many people who were in the same boat as me, and finally we talked about money. A lot. There were support groups and non-profit agencies to help with debt repayment. It seems I'd stumbled into a growth industry – people trying to recover from years of not understanding basic money concepts.

In addition to cutting up my credit cards, I limited myself to writing three checks per month – rent, phone, and tuition payment for a child – and all other bills I paid in cash. Recording my daily transactions became an obsession – a good one. Spending 67cents for a Snickers became a real trade of my hard-earned cash which represented my energy for something I really valued. Usually, I put the Snickers back on the shelf.

Six months passed before the fear subsided and I could actually breathe again. But I replaced it with strength and willingness to deal with my creditors. It's been 10 years since I decided to change my financial life. The side benefits included growing some integrity and self-respect from a place of true confidence rather than fantasy and arrogance.

Writing down my numbers was a door through which I found lost faith and the beginning of a spiritual life. It showed me that my life hadn't been about making bad choices; it was about making NO choices. My days, once disappearing in a haze of breathless panic and chest pain that comes with self-loathing and insecurity, are filled with consciousness – not always an easy thing.

Time is becoming as valuable to me now. And I'm finding that I spend it wastefully too. So what to do? Talk about it. And figure out how to spend it fruitfully and with whom.

*What's your experience with money? Let's talk about it.*



### Brothers in Arms. . .

Sitting next to my son, USAF Staff Sgt. Matthew Perdew, I watched as my youngest son, Seaman Ryan Perdew, marched onto the quarterdeck with his division.

Matt wiped a tear from his eye when he saw his younger brother dressed in white, wearing a sailor's cap, standing at attention in a sea of white uniforms. Ryan was completing his 8-week training at Great Lakes Naval Station north of Chicago to become a real sailor.

The national anthem played and . . .

. . .my boys snapped to attention, saluting the flag.

Tears streamed down my face as I was overwhelmed with pride. Grown men, brothers — my sons, who just a few years ago chased each other with a raggedy soccer ball in the backyard. Now, embarking on the long journey we adults share, they serve their country in wartime.

I served in the Air Force during Viet Nam. My dad was in the Army Air Corps immediately after WWII. Five of his seven brothers served in different branches of the military before and after him. (Two died before they came of age.)

Watching Ryan take his place in formation, snapping to attention, saluting, marching. . .conforming. . .stirred up a lot of familiar feelings in me.

Ryan will tell you that he doesn't do well with authority figures. So watching him conform to the authority figures in charge of his division was a comforting sight.

But I knew a secret. . .

It's an act. He's a smart kid. He'll do what's necessary to maintain, but he'll never stop being Ryan. That's why I'm particularly proud of him. I'd have it no other way.

He's learning how to be himself in the real world — the great challenge for most of us.





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There they are. My two boys in uniform. Brothers in arms. Just like when they were kids. Fighting. Laughing.

Sharing a difficult childhood and unstable parents. Bonding with their older sister and learning to survive.

They remain close, and open their hearts to their mom, dad, and step parents, living proof that it's never too late to build a close family. It's never too late to learn that family means more than anything.

I hope your family is as close as ours and that you, too, can feel the pride that ours felt on a cold, wet day in Chicago.

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Exactly when I did this is a little fuzzy but (I think it was about 5 years ago), I visited Mark Hendricks in the very hotel where we're having the NAMS4 workshop to attend an all day Question and Answer session.

**I was a green Internet marketer. Okay, that's a lie. I was a green Internet marketing wannabe. I'd been doing work online since 1987, but was only then getting serious about my online business.**

**I sat in the audience of about 60 people who, like me, had paid \$97 to be there. We had sent in questions to Mark that he would answer.**

My question was pretty tough. It was this:

"What are the steps I should take to make money online fast - with zero budget and no list?"

That's every newbie's question, right?

Mark sat back in his chair, pulled his hair back, looked at me and started his answer.

After an hour, he had given me and everyone else in the crowd an incredibly detailed answer. I left with my notes, turned that question into a 28-page \$7 report and made about a \$1000 with it. (That's a 10 fold ROI...) Not to mention the listbuilding I did with it later.

Last August at NAMS2, Mark did a Q&A for the advanced group workshop. After three hours, one of the advanced attendees came up to Mark and said, "I've paid \$5,000 for coaching sessions that didn't contain that much information! This was an incredible bargain."

So, here's the scoop:

Mark Hendricks is doing a Q&A day on Aug. 19th in Atlanta. He'll answer all questions (and if I know him well, and I do, he'll do it as long as you have questions...)

There are a handful of seats for this opportunity. If you're in Atlanta or coming to NAMS, don't miss it.

Go to this blog post to read more.

<http://nams.ws/mhday-top>

This is a rare opportunity. Don't miss it.

Go sign up for that if you can, and then come back. I'm going to tell you how to get a copy of that report I created.

But first...

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Something else important. Tonight, I'll be interviewing Alex Sysoef about creating your first blog. Alex is always good for some real straight talk and secret insider stuff.

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He'll deliver step-by-step information about how to get your wordpress blog set up with his 1-click installer.

Sign up for the webinar tonight and I'll see you there.

<http://nams.ws/alex-top>

Don't miss this either...

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So, if you'd like a copy of that 7 Steps report I referenced above, just reply to this e-mail and I'll send it to you without charge. My treat.

Don't forget:

Mark Hendricks in Atlanta

<http://nams.ws/mhday-bot>

And Alex with Wordpress Installer!

<http://nams.ws/alex-bot>

Peace & Prosperity!

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Hi there %\$firstname\$%

**It was 14 degrees in Alabama this morning with snow on the ground.**

**I was shocked.**

But it was really beautiful - while it lasted. It was gone by noon. But here's a shot of the my stream from the window.



Twenty-six years ago on March 15th, sitting in my office at the Rochester (NY) Democrat & Chronicle newspaper, I got a phone call from Joe at the Atlanta Journal-Constitution. He offered me a job as an editor.

I liked Rochester. I had been there 6 years - including 6 winters.

But earlier that morning, I had dug my car out of 33 inches of new snow. There was already 60 inches accumulated the day before.

Every day, I had to dig out my car.

On the other end of the phone, Joe said it was 72 degrees in Atlanta and the trees were budding.

Before I got off the phone, I took the job.

It was a terrible career move. And by the summertime, I wished I was back in New York.

But no matter how much the job stinks, the

weather in the South is pretty awesome. Most of the time.

On snowy days like today, I can park myself by the fire and dream a little.

Right now, I'm dreaming about many things:

- My wife and I are planning to sell 3 lots this year and build three more log houses to share the front 20 acres of this beautiful land with folks who love the it like we do.

- I'm traveling to exotic lands in 2011 - maybe for an extended period to India where I'm sure to learn more about outsourcing and have a great adventure.

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**- And the Niche Affiliate Marketing System is becoming a year-round educational facility where we help you achieve your dreams too.**

It's just around the corner. So we're kicking it off with a monster offer (can you say two-fer?) to get you started.

**If you've already purchased your early-bird ticket to NAMS - Man! Did you get a deal!**

If you've been to NAMS before - well, hold on. This ain't your grandma's NAMS any longer.

And if you've wanted to come, but just couldn't make it, then you need to see how we've structured this just for you.

The doors are open. The price is right. And the value is through the roof.

Check out the video which explains it all here:

<http://nams.ws/nams5>

See you there. (Stay warm!)

Peace & Prosperity!

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Hey there %\$firstname\$%

**Today's a big day - in fact, it's the biggest day of the year for my wife and me.**

For a few days now, we've been reflecting on last year and what we accomplished. Then, we envision the next 12 months and what we'd like to see accomplished in that time frame.

Finally, tomorrow night while many others are drinking champagne and wearing party hats, we'll find a quiet spot and share what we've written as our goals for next year after we review the previous year together.

It's that time. Today's the day. The BIG day.

I'll give you a sneak peak at my 2011 goals. (You'll need the adobe reader for this and you'll want to zoom in if you want to read it.)

<http://nams.ws/2011goals>

I'm only sharing this to show you how important goals are, how easy they are to establish, and how important it is to follow up to measure your success with them.

We're currently visiting my folks in Florida near Orlando. Saturday, we're headed downtown to catch the Capital One Bowl with Alabama playing Michigan State.

Having fun and traveling more for pleasure was one of our goals for this year - we did well on that one. We started 2010 in Pasadena at the Rose Bowl watching Alabama win the championship. We're finishing the year in much the same way - not the championship, but a heck of a game, I'm sure.

In between, we spent 6 weeks in Venice, FL at the beach, weekends in the mountains, quick trips to Atlanta, and special weekends with our friends on Watts Bar Lake in Tennessee.

One of my other goals in 2010 was to travel less for business. I did, but not by much. I spent 154 nights in a Marriott instead of the 188 nights that I did in 2009. That's improvement.

Each year, we achieve most of our goals. This year was less effective than the previous five probably, but we still accomplished more than not. I wouldn't have known that had we not written them down.

One of my goals - a big one - for 2011 is to create a stable of 13 membership sites with rolling soft launches to drive a great deal of passive income. We've been practicing with the first one for several months - and it's been a great experience.

Don't you wish you could look over my shoulder as my team and I build the sites, create the traffic plans, and roll those out this year.

Guess what? You can! That's another unannounced bonus that I'm throwing in for the 2011 NAMS package that begins on Jan. 14th. But it will only be available to those who sign up BEFORE Jan. 14th.

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Not only will you learn how we're doing it, but you'll also have a full membership and VIP joint venture benefits before anyone else.

**Sign up for the 2011 NAMS package here: <http://nams.ws/nams5-goals>**

Let's make 2011 the year of YOUR achievement.

Peace & Prosperity!



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**Hi there <\$firstname\$>**

I'm setting a forest fire today!

Never said that before. Check out why you may need to do a little controlled burning in your life too.

It's Saturday and I've got a story for you...

<http://www.the60dayexperiment.com/blog/fire.htm>

Have a great weekend!



### **Have You Started a Fire Lately?**

I'm starting a forest fire today...

Before you call the cops, I've got a permit. It's a controlled burn. At least, I hope so since our house is on the other side of the driveway :)

We lucked into a little land in North Alabama that includes 12 acres of planted pine. Planted pine is basically a long-term form of farming. So, I'm a tree farmer, of sorts...

Luckily, trees pretty much take care of themselves, because I don't know anything about it.

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As you drive through Alabama and Georgia, rows of pine, straight and narrow, line the country roads. Maturing in 15 to 20 years, millions of acres throughout the south are planted in pine and...

cultivated in staggered growing periods to provide the lumber for houses and railroad ties for landscaping.

A pine forest is beautiful. Carpets of brown needles pad the earth below as the pines stretch 60, 70, 80 feet in the air.

And walking into a pine forest is like walking into a sound studio. The extraneous noises of the world are sucked into the brown needle carpet leaving only the whispering breeze through the pine boughs.

*Really a peaceful place...*

But if the pine forest is untended, saplings sprout in the fertile soil and steal the nutrients that pines require for fast growth.

That's the case with the 4-acre patch of our pines across from the house. The long gravel drive that encircles the pines is a natural firebreak that should allow us to easily control the burn and ensure the pines aren't damaged.

And that it stays on the right side of the road.

A controlled burn is the fastest way to clear the clutter on land and protect our big pines. *But I don't have a clue how to do it...*

But I love the idea.

***Sometimes I just want to torch my life.*** You know, set a match to the little niggling details that keep me from seeing the big picture. Burn the distractions that fill up my day and leave me wondering to myself as shuffle off to bed, "*Man, what did I get done today?*"

I think we all need a controlled burn occasionally.

The hardest part about business or life in general is putting *first things first* to quote Stephen Covey. If you haven't read his book [Seven Habits of Highly Successful People](#) you must get it and read it immediately.

He tells two stories to demonstrate this concept:

***1) Covey produces a big, clear water pitcher and fills it with big rocks.***

*Is it full*, he asks the audience? They will say, "Of course."



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Then he pours smaller rocks in the pitcher and they wedge around the big rocks.

*Is it full*, he asks again? "Well, yes it seems full," the audience responds.

He pulls out a jar of sand and pours it in the pitcher.

*Is it full?* Hesitantly, the audience responds, "Maybe."

And then, he pours a jar of water over the sand.

The point of the story:

***If you pour the water, sand or small rocks in the pitcher first, there's no room for the big rocks. The key is to identify YOUR big rocks in YOUR life and pay attention to them first.***

***2) And the second story is short and to the point: Exchange your ladder for a compass.***

Most people think they have to climb the ladder of success, but reach the top only to find that the ladder's against the wrong wall.

***Covey suggests it's much more valuable to use a compass to guide your actions toward your goals.***

### ***First Things First!***

I want my pine forest to grow straight and tall. A controlled burn is the shortest way to achieve the right environment. But like I said, I don't have a clue how to do it.



But my friend, Jeff, is a logger. He controls forests for a living. He's done this a bunch of times. *He's an expert...*

He told me how to start the fires. He described the conditions that would make it safe versus those that threaten the area -- think wind here. And he talked about the "rules of engagement" -- permits, notifying the fire department we're doing this, etc.

It's no big deal, he says. Anybody can do it. Right! Not me. I certainly want to help and learn, but this is not something I want to do alone for the first time. Jeff's in charge of this burn.

I don't have any experience with this. By getting Jeff to take the lead on this, my learning curve starts where his ends. And I really reduce the risk of burning down my

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house.

By piggybacking on his experience, *next time, I'll know how.*

I've built businesses before too. But I hadn't built an internet business until 2005. And I didn't have a clue how to do that either. I did it on my own without following a mentor.

*My learning curve was very steep.*

The folks who followed along in my [60-Day Experiment](#) learned from my experiences. They profited from my mistakes and my successes. And shortened their learning curve by months and years.

In 2006, I decided not to go it alone with my online business any longer. By meeting with [Mark Hendricks](#) each week to go over my projects, discuss my plans, the marketing, the logistics, and the tests, I'll shorten my learning curve, using his valuable expertise gained from 30 years of direct marketing.

Of course, those people in [The 60-Day Experiment](#) benefit too because they'll watch me apply the things I learn from Mark.

I expect Mark to help me do a controlled burn...

To light a fire in my forest...

To clear out the underbrush in my business...

To untangle the mess that allows my trees to grow straight and tall...

*Okay, I'm done with the metaphor :) You get the picture.*

***What are you doing to make room for your goals?***