



MARKETING MINDSET





My Unfair Advantage

Created & Published By
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This Is The
Verbatim Video
Transcription Of
Our **MUA Webinar.**



Hey, what's up? Omar Martin here and I want to welcome you to this episode of My Unfair Advantage. We just had this whole conversation on the live webinar, with all the attendees here about mindset. Someone asked a question about guarantee. Someone asked me to predict how long it would take a student to make back their investment in a coaching program.

My response to that was very, very direct. It was basically this, if you are looking to get a return on investment in coaching, then you probably don't have the mindset required to actually succeed with what you learn in that coaching program.

Here's what I mean, most people, they're preconditioned. They're preconditioned to make excuses, they're preconditioned by life, by putting into that 40 hour per week or 40 years system that just beats you down and keep you broke, keeps you barely above the poverty level. Most people, they live week to week. They save a little bit of money once they get into their 40's and they come to a harsh realization that when they approach retirement is that they simply didn't save up enough money. Then they just got to settle for whatever the government gives them to live off and try to live as best they can for their remaining years. That is the sad truth that happens to most people in America. I'm sure it's not much different in other countries that are similar constitutional, or republic, or democratic countries that have some social infrastructure.

My point here is that as we're growing up, we develop this mentality that things aren't our fault. I think when people are looking for a guarantee, what they're looking for is a safety net, what they're looking for is a person or a place to point the blame finger at when they fail to succeed.

When someone asks me, "Well Omar, how long is it going to take me to make back the money that I pay you for coaching? If I give you \$3,000, how long is it going to take to get that back?" That right there tells me that you probably can't afford the program.

Would you ever ask that of a, let's say an admissions officer in a college? Would you ever ask that of a dean of a computer science department when you're applying to try to get approved to join the computer program? You wouldn't, you wouldn't. It's an impractical question. Why? Because it's common knowledge. You get approved to go into a school, you pay the tuition, you get the education, if you pass all the tests it means you studied, then you get this diploma. That's what you get.

When you take that course, what you do with it and how long it takes you to make back whatever investment you made is completely subjective. It has everything to do with the individual question. It has nothing to do with the program. This is what's very, very important for you to understand. I think we're conditioned to make these excuses for ourselves and to lay the bed for when we fail. If you plan to fail then you know what's going to happen? You're going to fail.



There is a very, very important shift that has to happen in your mind when you're going to be successful in business, when you're going to be successful in life and generally I believe, that shift has to do with accountability. That shift has to do with whether or not you believe in yourself.

When I set out to build an online business, I had and still have a very, very solid and well-grounded sense of confidence in myself and in my own abilities. I know my limitations. I know my strengths. I have conviction. When I set out to do something, it's going to get done. I don't pick and choose the things that I set out to do based on what others have done or based on whether or not there exist a place for me to point blame at in case I don't get it done, because I am the one that is solely responsible for getting it done.

That computer department dean could probably say to you, "Well, I can tell you with certainty the duration of the program, how many classes you're expected to attend, how many tests you will have, I can show you the syllabus, and I can guarantee you that this will be the graduation day. This will be the date that you graduate from the program and that we will certify you if you attend all of these courses. Those are the things that are certain. Those are the things that can be guaranteed. Those are the things that we can do. How long it's going to take you to make back the money is completely up to you."

You wouldn't judge a college, you wouldn't judge Yale on that kind of a question, you wouldn't judge the community college based on that kind of a question because when it comes to performance based education and coaching, it is a completely ridiculous question. It is the type question that you ask when your mentality is all wrong, when your mentality is based on that of the marketed instead of the marketer. I make that reference all the time.

When you are the person that is thinking of this, "Well, okay, the only way that this program is any good is if by a specific set of time, it makes me back the same exact amount of money that I get in." Usually, that person uses words like my money. They buy something but then it's still their money. Would you go to the college admissions office three months after you took the class and be like, "Hey, you know what? I'm unhappy with what I learned there because what I learned there hasn't served me well in real life and I haven't able to make my money back. So I'd like for you to give me back my money from that class." How do you think that would work out for you?

This is why colleges don't promise an income. This is why I don't promise an income. This is why I don't say to anyone with my coaching, "Hey, you're going to make this amount of money." Or "Hey, you're going to make that amount of money." What I do is very similar to what any good school would do, is they show you and they demonstrate the accolades of their faculty and they say, "Well, we've got the distinguished professor from so and so. Who's want to know about prices? He's built 16 businesses, he's taught here, he's taught there, he's taught the other, here's a picture of him over here, here's a picture when he was in the peace court. This is the guy you're going to be learning from." That's what I do.



“Hey, these are my accolades, these are launches that I’ve done, look at all the leaderboards I’ve been on, look what I’ve won, and I’m going to be the one that’s teaching you.” “Ah, okay but wait, when am I going to make that money? The quality of your program is judged based on the amount of time it’s going to take me to recoup my money.”

What makes you think that you have any kind of moral or ethical footing to even post that sort of a question? There is none, because conventional wisdom tells us that that has absolutely nothing to do with the question at foot. The question at foot here is whether or not you have what it takes to be successful in life, whether or not you have yet realized that your success depends on you and that you could just as well reach great wealth with Omar Martin’s program as you could with John Thornhill’s or someone else’s, because the determining factor, the common denominator on your success is your mindset.

The fact that you are watching this right now proves that you have the physical ability. You possess the physical traits needed to make the same amount of money that I’m making or any kind of money on the internet. The fact that you are watching this, it tells you that you are able to move your little mouse, click the damn thing, and type the URL of the website to get on here. Guess what? Those are the three things that I do every day to run my business. Those are the three physical things that I do every day. If you say, “Omar, I just can’t do what you do.” Can you fucking type? Can you move your little mouse and click it? Because that’s what I do.

Putting me in some sort of category that differentiates us and that separates us, that’s you, that’s your mind, that’s your mindset creating some way to justify where you’re at as being far away from where I am. But the reality is that we’re both sitting in front of our computers and that we’re both banging on a keyboard, and that we’re both clicking on a mouse.

Some of us do it with more conviction, with more determination for longer amounts of time, with a decisiveness that is unquestionable or unshakable belief, faith, the word faith that scares people sometimes because it implies a higher power or whatever. When in reality when I say faith, 90% of the time I mean faith in yourself, faith in you, belief. Leap and then that shall appear. Instead, what people tend to do if they want to make sure there’s a net before they jump, they want to make sure.

The logic is absurd. The logic is absurd because it’s like, “Oh no Omar, I want to know everything. Before I jump in, I want to know everything about how many modules are there. What’s the success rate? What this?” You have to know everything, I get it, it’s \$3,000. Yes, damn right.

Have you ever flown on an airplane before? “Well, yeah.” Did you ask the pilot to know everything about flying the plane before you sat in the seat? “Omar, that’s ridiculous.” Really? It’s ridiculous because it’s \$3,000 versus losing your fucking life. But you don’t do that.



You walk into any doctor's office just because it says MD on the door. You don't even question it. You go in there, you tell them, "I'm sick," he puts a needle in your arm, he inject some liquid into your arm and go, "Okay." Did you even ask him what kind of grades he got at medical school, where did he go to medical school, where did he graduate. Do you ask to see what his business licence, when was it renewed, did he passes health inspection. Do you ask any of those things? "No." Absolutely not. Why?

Why though is it for some reason with internet marketing or with business product, why? Because of you, because you're the common denominator. It depends on you. Because it depends on you, we have to lay the groundwork of an excuse, of a possible excuse, a place to point a finger to. Your mindset, you have limiting beliefs. This is another issue. This is something that keeps us where we are.

Here's the other thing, some people said earlier today when I was entertaining this question. "Omar, can you give us an average?" "An average?" "An average." You think that you should judge your chances of making money with the product based on me taking an average of somebody that did nothing with the course, that didn't even show up to class, and somebody that rocked the course and did 10 hours a day and made \$50,000. I should come up with some magical formula that averages that time and that money and then give you this completely arbitrary number that is completely unfounded. I cannot give you any proof that anybody has gotten that. I should take the hard worker that brings work ethic, conviction, and faith to the table and I should average it with a guy that has zero beliefs, zero faith, zero desire to work. I should average that out and say, "Well, you are this average person." I should do that? No. It makes absolutely no sense.

Your ability to succeed on anything is completely, completely up to you. I say it all the time. I say that I attribute 10% of my success to the coaching programs, the tools, the things that I've used. The things, because they are just things. It doesn't matter. If you're still thinking, "Yeah, yeah, whatever. Load a shit Omar." Okay look, ask yourself this, my last product launch on the frontend, we did \$50,000, on the backend we did another \$70,000 or something like that. There's money, there's projected money because there were a lot of people that bought recurring items in the funnel. We had several thousand dollars worth of recurring items so we look at committed money. It's six figures. That was my last one. I work super hard to make that money. Does that mean you're going to make that kind of money?

I actually just lost my train of thoughts. I lost the point that I was trying to make with that one and limiting beliefs. Oh that's what I was going to make. I was saying 10% of my success has this, okay. That last launch, six figure launch that we did. I used WordPress. I used OptimizePress. I used a particular backend offer. I used Easy Video Suite. I have a list of tools that I used.

Let me ask you this, do you really, really think that the tools, what I did, what I used made a difference in the money? Do you really think that if I'd used instead of WordPress



perhaps built my site on Joomla? Or do you think that if I had perhaps instead of used OptimizePress used ClickFunnels? Or do you think that maybe if I hadn't used EVS or Amazon to host my videos, I'd used YouTube? Do you really, really think that those things, that those decisions, that that system is the reason that I made the money that I made? Do you think that if I would have changed the tools or if I would have changed one item that it would truly have affected my six figure launch? Because I'm here to tell you that it wouldn't.

Whether I use WordPress, or I use Joomla, or I use OptimizePress, or I use Thrive Themes, or I use EVS, or I use YouTube, it doesn't fucking matter. What matters is that every single day I got up, I dealt with the issues at hand, I created my product, I press forward, I contacted affiliates, and I did the work. No matter what challenge I got hit with, with whatever problem, I dealt with it, I saw it through, I fixed it, I learned, I launched, I made money. Conviction, dedication, determination, faith, suspending the disbelief, pushing forward in spite of adversity.

Even though I got beat up and this one said, "You know what? I was going to promote for you but I'm not going to promote." I didn't let that stop me, I kept going. Mindset is what did that. Mindset, me, that's what did that.

To think that any one particular thing is responsible for your success, it's just you're just pointing a finger. You're just looking for a way to justify where you're at. That is not something to be ashamed of. I think it's Bill Gates or Warren Buffet that says, "It's not your fault if you're born poor. It's just your fault if you die poor." It's nobody else's fault but yours if you die poor. It wasn't your fault that you were born poor but what you do in between is your fault. It's you, you, you are the determining factor of whether or not you're going to succeed in internet marketing, not your internet marketing coach. Yes, granted some schools are better than others. Why? Look at the faculty. Look at the teachers. Look at the quality of the program. Yeah, I get it but guarantees, I want a guarantee and the whole my money thing.

Look, if you're still that type of person that's saying things like, "Well, I want my money back," or "When can I get my money back?" You still don't understand business. You still don't understand commerce. When you buy something and you trade money for an item, that money is no longer yours, the item is, now. You don't understand commerce yet. You're still looking for a fall back plan, a net. You don't understand business.

A coach isn't a bank. The reason I say a coach is because with this whole thing came up with internet marketing coaching, a coaching program, a mentorship, a classroom, a student program, a class, you can't just think that you pay your tuition and that's like an escrow account, like you're just holding it for me. I'm going to take all your lessons, I'm going to learn all your information, I'm going to get all your books, I'm going to get all your stuff, and then if I can't make it happen with that stuff, then I want you to give me my money back that you were holding for me. Would you like interest with that too? Come on.



You know what I mean? You've been forced to have this mentality that creates a protective mechanism.

All your life, you've bought into this 40:40 system. I'm going to work hard 40 hours a week for 40 years. What happens unfortunately for most people is they work really hard their whole lives and they get to a point in their life when they are passed, they got less years remaining, then they got less years in front of them than they got behind them. You get to that point in your life and you're like, "Holy shit, I'm nowhere near where I thought I would be right now." It's the envelope of our lives. You get to this point, it's somewhere after your 40's where you realize, "Wow, the end is closer than the beginning. I'm passed to have way more mark here and I haven't accomplished the things I have."

To justify that, the self-preservation mechanism so that you don't feel that your life has been a failure. Your brain starts thinking, "Yeah, it wasn't your fault though. Look, because your dad drank." You know what I mean? It wasn't your fault because you grew up in Union City, New Jersey. It wasn't your fault because you know what, you're Hispanic. It wasn't your fault because you know what, you don't have white privilege.

This is all you but the reality is there are other people just like you, very, very, very similar circumstances that have made it happen, that have succeeded, but your cognitive dissonance settles in and you have to find a reason to justify their success as opposed to your failure. You have to find a way to do it because if not, then your existence is purposeless, you're a failure, and you can't live with that so your body creates a self-preservation mechanism.

These limiting beliefs are what you have to suspend, you have to completely suspend your limiting beliefs if you are going to succeed at anything worthwhile. I did the example of The Matrix, the movie The Matrix where all of the people of the planet, they are living in a simulation. The world as we see it, everything that we touch, that we see is a computer simulation. Our actual bodies are plugged into these huge devices where we're being harvested. The humans are being harvested for the energies, for the caloric output. In order to keep the bodies fresh, they have to keep the mind alive by creating this simulation. People can't be unplugged because they've become so dependent on that simulation, on that reality.

On the webinar earlier, I started making that example. I have people even in my personal life that when they ask me, "Hey Omar, how do you make the money that you make?" People that are not related to internet marketing, that are not online at all, friends and families. In the past I was very open with what I did. Now I have to tone it down. I have to tone it down because it is incomprehensible to them. They are simply not ready to believe. They are not ready to be unplugged from the matrix. When I see or when I show them, when they suffer this thing called cognitive dissonance look it up, they can't possibly admit, their brain does not let them believe the fact that I've generated tens of thousands of dollars in a day, or hundreds of thousands of dollars per week, or millions of dollars a year.



When they actually see the proof and they know someone that does that, someone that they grew up with, someone that they talk to, and they see that, it's like, "Oh no, no way. No way. Either that's a mistake or you're a thief. That's the only way. Either you're lying, that's a mistake, or you stole it. That's it, that's the only way." Those are the only three things that justify them not doing it or them not having achieved it. Because the only alternative is like, "Fuck. I guess I should have worked harder. Fuck, I guess I should have made the decisions you made and I should have tried to do my own business. Damn it man, maybe I shouldn't have 13 kids and maybe I should have put a jimmy on it and focus on bettering my life."

It's difficult, I get it, because you've been trained all your life by society, by your peers, by the educational system, by everything to believe a certain a way. But until you suspend those limiting beliefs, you will not achieve greatness. Creating safety nets for yourself and establishing excuses owns to point at, and putting people, places, things, tools, professors in that blame zone is just a place to point at. You know what I mean?

Somebody said to me the other day that they had spent \$50,000 in internet marketing tools. This person's making over \$100,000 a year now. He told me about all the things he had wasted his money on. I didn't have that large of a waste of stuff but definitely at least \$10,000 or \$20,000 if I were to go back throughout the years and think of all the things I bought with the intention of using but never used them or the things I got sucked into because I got excited by the sales page and I was like, "Ah, I'd love to this." I bought it and it just collected dust. All of those things added up for me to at least \$10,000 or \$20,000 throughout the years that I've been doing this. This other person said his added up to \$50,000.

I am now making and I've seen amount of money as a result of my hard work. Do you really think I care about whether it was \$10,000 or \$20,000 or whatever, that's just what it took me, it's just what I had to do. It's just what I had to do. Do you think he is complaining now about the \$50,000? No, it doesn't. You only complain about it if you choose to make that your excuse. We chose to make it the reason.

I've invested \$20,000. I have to succeed at this now. You choose to make it the excuse. "Oh my god, I invested \$20,000 on this thing. It doesn't work." However you want to look at it and however you decide to look at your journey is exactly how you're going to end up. It's up to you. It's your mindset. You completely control it. When you start, "I need to know the return on investment. I need to know the return on investment on this. I need to know if I invest \$3,000 on this, I need to know exactly when I'm going to make it back." That already, I can understand, I'm not saying to stupidly throw your money away and things without looking into things.

9 times out of 10, when somebody comes at me with that "Oh well, how long will it take me to start making money with the program?" That starts telling me that you really can't afford the program. You're going to try to scrounge together the money and then hope that the



program starts making you money back, the program, because it's the program that makes the money, not you, that's the belief that you have. That the program starts making you money back in time to pay the credit card off. Because you truly don't have the money for the program, so you want to blame the program if the credit card payment doesn't get made.

The question then that I would ask is, let me ask you this, what is your success rate? You want to know the success rate. What's your success rate on endeavours in your life? I want you to take every single thing endeavour that you ever tried out. I want you to give me as how many you failed and how many passed, and let's come up with the percentage. Will that be a fair way to judge whether or not you're a good candidate for my project? Probably not.

Why should I average out the people that did nothing with it the people that made \$100,000 with it? Why should we base your potential for success on some arbitrary average that we took from people that are completely unlike you? The question is what is your willingness to succeed? What is your motivation? What is your drive? What is your sweat equity? These are variables that we simply cannot calculate into a return on investment in coaching or education.

This is why you won't get any kind of a guarantee from a college or from a university. Imagine that. Imagine if any college or university guaranteed that you'd make back the money that you invested within a certain time frame. It would be ludicrous. You'll probably think, "Oh no, of course they can't do that." Why? Why do you expect me to do that?

Unlike colleges, I have a double your investment guarantee. I don't do that in 30 days, I give you a year. I give you a year. Why is it that a college won't do that but I'll do that? Why do you demand it of me? What is it that causes you? What compels you to demand that sort of a guarantee or that estimate? It is your fear. It is your fear of failure. It is your fear that you can't show and prove.

My system works. I know it works because I make money with it and my students make money with it. I have students that make money with it. I have students that have taken it. I have students that are in the middle of program. I have one student that I haven't heard from for nine months, nine months that I haven't heard from. I had somebody that disappeared for a year. And then all of a sudden popped back up and said, "Hey Omar, I'm ready for module two." I'm like, "What? What happened to you man?"

Why is it fair to average that guy, how long it take that guy from how long it took somebody that was hungry that wanted to do it fast? Is it fair to give you an estimate of how long you can complete it based on some arbitrary average between somebody that took forever, somebody that didn't do anything at all, and somebody that ran with the program? No. We are completely different people, we are unique individuals.



Some of you watching this right now are in dire straits. You are about to lose your house and I feel for you. You have an intensity about you. It's balls to the wall, man, you've got to do it. Other people that are watching this right now are retired, living on a fixed income, they're okay. They're doing this more because, "Ah, it's just sense of a college. Ah, it's something cool." They'll like hanging out with Omar on Thursday nights and watching videos on Friday. So totally, totally different people.

Is it okay to average those people and then tell you based on that average that that's what you can do? No, that's stupid. It's completely dependent on you. The return on your investment that you make is completely dependent on you. I can think of no better investment than you. I love those odds. I love knowing that my success depends on me, not on somebody else because I know that I'll be the hardest working guy in the room. It's the people that don't want to be the hardest working guy on the room that want to have a fall back plan. It's the people that are still believing in the magic fairy dust somewhat that want to know exactly when they're going to make their money back.

That statement, that question completely takes me down the road of questioning that would help me determine whether or not you're even the right person for business at this time, because someone that thinks that way, can very well change that type of thinking and realize that there's no guarantees in business or in life, that it all comes down to you. I am that person. I was that person. I used to be that person. I was the perpetual consumer. I was the marketed but I learned and I broke free and I got out of the matrix and now I'm the marketer.

I can choose to market any kind of products out there. I can choose to market products that would keep me completely invisible from the social space but still make me millions of dollars, probably a lot more because instead, I choose to market within the make money online space, within the internet marketing community. I'm basically selling to sales people. That's tough sale.

I could be using all of these tactics on people that don't even expect them, that don't even understand them, that don't know them, that just blindly buy but I don't. Why? Because I want to bring more people along with me to success. I want to do that. When you do that, you put yourself out there, you make yourself vulnerable. The sceptics, the people that don't believe in themselves very quick to question.

Please don't get me wrong. I'm not saying that you should blindly jump into every program and that you should give everybody that asks you for \$10,000, or \$20,000, or \$5,000, or \$3,000, or \$1,000 or whatever it is. I'm not saying that you should give them your life savings just because you believe in yourself. Obviously, you have to do your due diligence. It is prudent of you to look into who you're going to follow, just like it is prudent of you to look into which college you want your kid to attend or which one is more in line with your beliefs. There's Christian colleges, there are liberal colleges, there are conservative



colleges, there are colleges that each a specific type of trade and most of their courses are general. There's all type of academe out there. There's a decision making process.

Cost is one factor. There are many factors that determine who you should let teach you and who you should get that information from. The same information give me talk by two different colleges with two completely different spins. There could be a liberal college that teaches your kid one certain way and one way of beliefs, and presents that same information in a liberal way and there could be a conservative college that teaches it in a different way, a more traditional way.

The choice is yours as to which way. You have to do your research and you have to select the one that best suits you, the one that you feel you're going to. Cost is going to play a role in that. But you are the determining factor of what's going to happen with the education that you receive. You are the determining factor of whether or not you're going to pass. You are the determining factor.

It starts by selecting the course. Select the course that's appropriate for you, a course that you know you're going to enjoy and know that a course that you know you're going to go see through to the end. Once you've gotten that course, look into the coaching, look into the source. Is this the right school that you want to attend? Is this where you want to learn? Are they teaching the right things? What am I going to do after I take this? They have other things. Look into that. Yeah, you could look at the alumni. What have other people done that have attended there before?

It's silly of you to think that you're going to have an average result between the guy that dropped out and the guy that became a multi-millionaire. It's silly. That wouldn't even be a factor in your decision making process of a college, of going to school, or getting a coach, or picking a class, a professor for god sake. It doesn't make the difference.

Let me ask you this, when you buy airline tickets, do you question where the pilot who's going to be flying your flight, where he went to school, or where he graduated, or how good he's at, or how missions he's flown, or whatever? No, you don't, you don't care. You completely dismiss that. You know what you're worried about? Arrival time, landing time, price, seating arrangement. That's what you're worried about. That's what you're worried about when you put your life on the line and you fly on an airline.

Think about it. Think about what the mentality that I'm trying to express to you. The difference between someone that goes into a program to learn the information, maximize, and then become successful and someone that goes into a program to dip their toe in the water and expects the program to make them successful. The tool, the program, the coach, whatever that is, the means, that's only 10% of your success. 90% of your success is you. It's the conviction, it's all that.

What happens is when somebody comes to me with a question like, "Well, how long is going to take to make my money back?" That kind of thing, that's telling me that you're



putting 90% of the success on the course, on the teacher and only 10% on you. You actually still think, if that's question you are asking, you are actually still think that the course is more responsible for your success than you. You're very, very mistaken.

Until something in your mind flips that, until you reach the point where you can look yourself in the mirror and you can say, "That's it. I'm tired of buying all this bullshit and I'm going to succeed on this thing." Until you actually make that decision, until you pick up your skirt and you grab your privates and you say, "That's it, I'm doing it." It's not going to get done because it's up to you.

I hope that this little pep talk, if you will, on mindset, I just broke my pen at the very end. This is what I'm talking about with the high quality, higher level strategy spent, needed. Actually it's the manual say, maybe that's why. This wouldn't happen if Donald Trump is president. That's all I've got for you. Love you. Change your mindset, change your income and conquer the world. Talk to you soon. Take care.

To Your Success,



Omar & Melinda Martin